



On May 15, 2010, thousands ventured to the State Capitol complex in Des Moines to attend CelebrAsian: the 8th annual Asian Heritage Festival hosted by the Iowa Asian Alliance. Attendees were able to experience the offerings of thirteen Asian villages, food from more than 30 vendors, local and national Asian entertainment acts, sports, fine arts, games, and martial arts.

The festival is possible only because of the generous support of volunteers and sponsors.



**CelebrAsian.org**



# Media Inventory

**As a supporter of the event, your company name was promoted:**

## **In Print....**

- Over 500 posters distributed throughout Central Iowa
- 1,000 onsite programs
- Four two-page full color spreads in the Des Moines Register, Juice & the Datebook
- Over 30 calendar of events placements
- 30 sidewalk stencils strategically placed in downtown Des Moines the week prior to the event



## **On Broadcast...**

- 400 television commercial spots on Mediacom channels
- 100 radio spots on Lite 104.1 & 93.3 KIOA
- 5 radio show interviews

## **Through Interactive Media...**

- Over 1,900 YouTube channel subscribers that accessed 53 videos
- More than 1,100 CelebrAsian Facebook members were updated through 180 wall posts
- 583 followers on Twitter received 328 updates about the event
- 12,000 website visitors to [www.CelebrAsian.org](http://www.CelebrAsian.org)
- 15 email blasts to over 1,500 contacts



**“PR was fabulous, as always. If you didn’t know about this event, you just weren’t paying attention.”**

**Riki Saltzman  
State Folklorist  
Iowa Arts Council**





# Connect

**CelebrAsian provided an opportunity for you to connect with and build relationships within this important community. Consider the following facts according to the State Data Center of Iowa.**

**41%**

Increase in Asian enrollment between the 1999-2000 and 2008-2009 school years.

**\$53,431**

The median income of households in 2008 whose householders reported their race as Asian. The median household income for all Iowans is \$48,585.

**9,920**

The numeric change in the Asian population from 2000 to 2008. This is a 26.4% increase for the period.

## **Attendance at the Festival**

- Des Moines Police estimated over 40,000 people were in attendance. This is an increase from 2009.
- Over 300 VIP's representing over 30 companies, 4 consulates, and 3 elected officials
- Over 200 volunteers from across the state



**“ I have never been so immersed into the arts and cultures of Asia through a single festival.”**

**Keane Aranita**  
afterschoolspecial





# Thank you

**With your support, CelebrAsian was able to represent and share Asian heritage through....**

- 13 villages sharing food, gifts and cultural displays
- 20 live cultural performances
- 7 food demonstrations
- participation of over 150 people in Takraw, Martial Arts & Volleyball Tournaments
- 200 participants in the “My Story” project from schools and organizations throughout the state



**The Iowa Asian Alliance thanks you for your support of CelebrAsian: The Annual Asian Heritage Festival.**

*It is only with your generous support that the Iowa Asian Alliance can continue to highlight and share the many cultural traditions of this fast-growing community of Iowans. We look forward to continued partnership with your organization as we work together to build a more inclusive, vibrant and prosperous community.*

