HONG KONG
Business Association of Southern California
南加州香港商會

The 35th CHINESE NEW YEAR GALA
第三十五屆新春晚會

Year of the Goat

Good Fortune • New Horizons • Together

祥羊迎春 共創新程



Saturday, February 20, 2027
5:00 PM – 9:30 PM

The Hilton San Gabriel Hotel
Five Star Seafood Restaurant
225 W Valley Blvd.
San Gabriel, CA 91776

Individual Ticket: $260
Gold Table: $2,500

A Night of Culture, Cuisine, and Connection

Join us for an unforgettable evening of Cultural Performances, Exciting Auctions, Giveaways and Networking with our HKBASC community.

🎁 Gifts & Giveaways 🔨 Exciting Live Auction

RSVP: https://bit.ly/HKBASCGala2027

Corporate Banquet Chair

DELTA

Our Valued Gala Partners Over the Years

Boys & Girls Clubs of West San Gabriel Valley · Cathay Bank · Cathay · CIT Commercial Services, A Subsidiary of First Citizens Bank · East West Bank · meijun · Lee Kum Kee · Hong Kong Economic & Trade Office, San Francisco · mdb · HKTDC 香港貿發局 · ArentFox Schiff · Elementum Surfaces · Knighthead International · Shunde Roofing · LA Trade Connect · Superspeed Transportation Inc. · NACAB The National Association of Chinese American Bankers · PNG Builders · Thunder Express · Hong Kong Tourism Board 香港旅遊發展局 · OSIM · Premium Quality Roxy · 招商永隆銀行 CMB Wing Lung Bank · HELT

Chris Leu & Friends · Derek Ng & Friends · Raymond Cheng & Friends · **Wilson Tang & Friends**

Together We Thrive
攜手共創更美好未來

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Dear Community Partner,

For over 40 years, the Hong Kong Business Association of Southern California (HKBASC) has served as a bridge connecting Southern California, Hong Kong, and the broader Asia-Pacific region. Through business development, educational programs, cultural exchange, and community engagement, HKBASC has helped foster meaningful relationships that create opportunities for generations of business and community leaders.

As we prepare to celebrate the 35th Annual Chinese New Year Gala on Saturday, February 20, 2027, at the Hilton San Gabriel Hotel, we are proud to announce a new initiative that reflects our commitment to the future of our community: the HKBASC Emerging Leaders Scholarship Fund, established in partnership with Pacific Arts Movement.

This scholarship fund was created to recognize and support outstanding students who demonstrate academic achievement, leadership potential, and a commitment to serving their communities. Scholarship awards will be paid directly to an accredited educational institution attended by, or selected for future enrollment by, each scholarship recipient, subject to program guidelines and verification requirements.

The inaugural scholarship recipients will be recognized during our 35th Annual Chinese New Year Gala, with additional scholarship awards presented at future HKBASC programs and events as funding permits.

We invite you to support this important initiative in one of two ways:

Make a Scholarship Contribution

Contributions designated for the HKBASC Emerging Leaders Scholarship Fund are restricted exclusively for scholarship awards and will help provide educational opportunities for deserving students as they pursue their academic and professional goals.

Donate Online:
https://pacarts.app.neoncrm.com/forms/hong-kong-association-scholarship-fund

Attend or Sponsor the 35th Annual Chinese New Year Gala: *https://bit.ly/HKBASCGala2027*

Join us as we celebrate 35 years of community, culture, and business leadership while recognizing the first recipients of the HKBASC Emerging Leaders Scholarship Fund. Your attendance, sponsorship, and support help strengthen HKBASC's mission of creating opportunities, fostering connections, and investing in future generations.

Together, we can help develop the next generation of business, civic, and community leaders while strengthening the ties that connect Southern California with the Asia-Pacific region.

We sincerely appreciate your support and look forward to celebrating with you on February 20, 2027.

Warm regards,

Huy Ly
President
Hong Kong Business Association of Southern California

Wing Ho
Chair
35th Annual Chinese New Year Gala Committee

Raymond Cheng
Chair
35th Annual Chinese New Year Gala Committee



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Sponsorship Opportunities

Corporate Banquet Chair — $15,000
- 20 dinner seats (VIP Location)
- 20 drink tickets
- 3-minute speaking session
- Award plaque
- One full-page color ad in the dinner program eBook
- One-year logo acknowledgment rotation on the HKBASC website with link
- One-year HKBASC membership (Golden Bauhinia / Director's Circle), valued at $1,000
- Logo acknowledgment in all marketing materials before, during, and after the event

Platinum Sponsor — $9,000
- 10 dinner seats (VIP Location)
- 10 drink tickets
- 2-minute speaking session
- Award plaque
- One full-page color ad in the dinner program eBook
- One-year logo acknowledgment rotation on the HKBASC website with link
- HKBASC membership voucher valued at $500 for 2027
- Logo acknowledgment in all marketing materials before, during, and after the event

Major Sponsor — $5,000
- 10 dinner seats (Preferred Location)
- 10 drink tickets
- 1-minute speaking session
- Award plaque
- One full-page color ad in the dinner program eBook
- One-year logo acknowledgment rotation on the HKBASC website with link
- HKBASC membership voucher valued at $200 for 2027
- LogHacknowledgment in all marketing materials before, during, and after the event

Diamond Sponsor — $3,000
- 4 dinner seats (Reserved Seats)
- 4 drink tickets
- Award plaque
- One full-page color ad in the dinner program eBook
- One-year logo acknowledgment rotation on the HKBASC website with link
- Logo acknowledgment in all marketing materials before, during, and after the event

Gold Table — $2,500
- One table with 10 dinner seats
- Logo acknowledgment in marketing materials

Admission & Promotional Opportunities

- Individual Ticket: $260
- Display Table: $500
- Program eBook Advertisement: $300
  - One full-page color ad (1800 px W × 2700 px H; JPG/PDF at 300 DPI)
- Gift Donations: Individual gifts (quantity 250); table gifts (quantity 25); live-auction gifts valued over $500; cash or gift-card donations.

*Gift Donation Recognition: Donations valued over $500 are entitled to one full-page advertisement in the program eBook.
*In-kind sponsors are entitled to two dinner tickets. Other benefits remain the same as specified for the applicable sponsorship arrangement.

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2027 Chinese New Year Gala Sponsorship & Registration Form

Please indicate your sponsorship, ticket, table, or donation selection below.

□ Corporate Banquet Chair — $15,000
□ Platinum Sponsor — $9,000
□ Major Sponsor — $5,000
□ Diamond Sponsor — $3,000
□ Gold Table (10 dinner seats) — $2,500
□ Individual ticket(s) — $260 × ____
□ Display table — $500
□ Program eBook full-page color ad — $300
□ Cash donation: $_____
□ In-kind / gift donation description and estimated value: _____

Contact & Payment Information

Company / Name:
_____

Address:
_____

Phone: _____ Email: _____

Company Website: _____

Authorized By: _____ Date: _____

Please make checks payable to: Hong Kong Business Association of Southern California
Mailing address: 515 S. Figueroa Street, Suite 1105, Los Angeles, CA 90071
For registration and questions, contact info@hkbasc.org or call (213) 622-9446.

Logo & Advertisement Submission

- Corporate sponsors should provide digital-ready, high-resolution logos in JPEG, PNG, or PDF format.
- Email logos and final ad artwork to chloe.ching@hkbasc.org.
- Advertisement specifications: 1800 px wide × 2700 px high; JPG or PDF at 300 DPI.
- Artwork deadline: January 22, 2027.



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About HKBASC

Building Business Connections Across the Pacific for Over 40 Years

For over 40 years, the Hong Kong Business Association of Southern California (HKBASC) has served as a bridge connecting Southern California, Hong Kong, and the broader Asia-Pacific region.

As a member of the Federation of Hong Kong Business Associations Worldwide, HKBASC provides access to a global network spanning 33 countries and more than 13,000 business leaders. While Hong Kong serves as a gateway to Asia, Southern California serves as a gateway to North America. HKBASC helps businesses, professionals, and community leaders build relationships that create opportunities for trade, investment, innovation, and economic growth in both directions.

Our Mission

HKBASC strengthens business, economic, and cultural ties between Southern California, Hong Kong, and the Asia-Pacific region by connecting people, businesses, and opportunities.

Through business programs, networking events, strategic partnerships, educational initiatives, and community engagement, we foster meaningful relationships that support international commerce, professional development, and long-term economic prosperity.

New for 2027: HKBASC Emerging Leaders Scholarship Fund

In partnership with Pacific Arts Movement, HKBASC is proud to launch the HKBASC Emerging Leaders Scholarship Fund.

The fund supports outstanding students who demonstrate academic achievement, leadership potential, and community involvement. Scholarship awards will be paid directly to an accredited educational institution attended by, or selected for future enrollment by, the recipient, subject to program guidelines and verification requirements.

The inaugural scholarships will be presented during the 35th Annual Chinese New Year Gala, with additional scholarship awards planned at future HKBASC programs and events as funding permits.

Contributions designated for the scholarship fund are restricted exclusively for scholarship awards.

Support the Next Generation of Leaders

Donate Online:
https://pacarts.app.neoncrm.com/forms/hong-kong-association-scholarship-fund

"Investing in students today. Empowering leaders for tomorrow."



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