



Colors of Southeast Asia Fest 2026

Sponsorship Packet





Join us in celebrating Southeast Asian culture and livelihood in Minnesota

Colors of Southeast Asia (COSA) Fest's theme is ***Rooted in Healing, Growing in Unity***, which aims to strengthen our resilience and solidarity together, and continue to build upon intergenerational and cross-cultural connections. The event will be memorable for attendees and vendors alike. We want to honor our stories and illuminate the future through engaging and family-friendly experiences, welcoming everyone from all walks of life. The program will feature various Southeast Asian artists, vendors, leaders, and entrepreneurs, and their stories of beauty and strength of their community through food, presentations, and performances.



Supporting Minnesota's Southeast Asian story

Your support will be key to the strengthening of a demographic essential to the Minnesotan story. Throughout the decades, Southeast Asians have contributed to the local workforce, their entrepreneurial spirit leading to thriving and unique businesses that enhance our local economy. They've enriched Minnesota's cultural tapestry through vibrant festivals, culinary offerings, and artistic expressions. This community has been pivotal in fostering unity and abundance, and we look to you to sustain this energy.





What to expect: **ACTIVITIES**

Bridging unity through games

Taking inspiration from the Southeast Asian games across the globe, we'll curate activities to build deeper connections through prompts and questions and interactive games relevant to our community, and encourage stronger connections and joy across generations.

Craft making + showcasing

SEA cultures are steeped in hand-craftsmanship. We'll foster greater cultural awareness by inviting people to witness and engage in our craft stations, where we can demonstrate cultural artmaking and practices (e.g., regional textiles, jewelry making, etc.)

Spontaneous connection

Unstructured time makes room for unexpected joy and spontaneous connection. We will set up low-engagement activities around the park to let attendees simply hang out and give them agency to find their place.



What to expect:

WHO & WHAT WILL BE THERE

Vendors

COSA Fest will feature a curation of vendors representing the diversity and craftsmanship of the Southeast Asian diaspora. Attendees can expect a vibrant marketplace filled with artisans showcasing traditional and contemporary crafts. Local entrepreneurs and small businesses will offer unique goods, allowing festivalgoers to take home a piece of the rich heritage being celebrated.

Performers + Cultural Showcases

The festival stage will come alive with storytelling and intimate performances that span generations and traditions. Thought-provoking showcases—from community artists, performers, and storytellers—will touch upon heritage, resilience, and the power of intergenerational connection. COSA Fest is committed to spotlighting voices that inspire and challenge us to think about the future of our cultural landscape.

Food

No Southeast Asian celebration is complete without its vast culinary traditions. We will bring together local chefs, beloved family-run restaurants, and innovative food vendors offering everything from sizzling street food favorites to comforting homestyle dishes. Guests can experience bold flavors, fragrant spices, and time-honored recipes while learning about them.



Organizing Committee



Sponsorship Levels



**Legacy
Sponsor**
\$2,500+



**Heritage
Sponsor**
\$1000



**Cultural
Champion**
\$500



**Community
Partner**
\$250

Tabling opportunity
(Day of event)



Logo on Event Banner/Signage
(Day of event)



Logo on Event Flyer
(Pre-event)



Logo on Social Media Event Promotion
(Pre-event)



Logo Spotlight in E-Newsletter
(Pre-event)



Sponsor Perks
(Day of event)



A La Carte Sponsorships: We also offer custom sponsorship opportunities to enhance your brand presence at COSA Fest. Please reach out to find out more.

Our Reach

City of Brooklyn Park and City of Brooklyn Center's Annual Reach

Sponsorship Opportunities

45+

Single Event Attendance

300–5,000+

Total Annual Attendance

25,000+

Park Pages Households

46,000+

Email Subscribers

24,000+

Instagram/Facebook Followers

20,000+



Will you take part in being rooted together?

To meet our printing and marketing timeline, all sponsorships
need to be received no later than August 15th, 2026.
Contributions are tax-deductible.

Sponsorship Contacts:

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Kay Syonesa | kaysone@theseadproject.org

Website:

bit.ly/cosafest