



37TH ANNUAL  
PILIPINO  
CULTURAL  
NIGHT  
SPONSORSHIP PACKAGE

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# WHAT IS PCN?

Established in 1972, the Pilipino American Coalition (PAC) was formed to celebrate the growing Pilipino American community at California State University, Long Beach. The organization sought to engage with the past, live passionately in the present, and build a strong future. In 1986, a new chapter began. Drawing inspiration from the greater Southern California collegiate community, PAC welcomed its first Pilipino Cultural Night (PCN) "Anyong Pilipino: Portrait of the Pilipino" in October. Since then, it has grown to become the largest student-run cultural event on campus, garnering the acclaim from the surrounding community from non-profit organizations to elected state officials. Thirty-seven years later, the Long Beach Pilipino Cultural Night continues to be the model for preserving tradition while encouraging progress.

# SPONSORSHIP LETTER

Hello!

Our names are Glenna Apolonio and Russell Sulit, and it is our pleasure to serve as Marketing Chairs for California State University, Long Beach's 37th cultural show, Pilipino Cultural Night (PCN)! Our PCN is one of the largest student-run productions at our university and with every successful show, we continue to grow and expand this annual event. Our goal is to provide members of both PAC and PCN the opportunity to learn about Filipino culture as well as create unforgettable memories through their college experience.

We invite you and your company/organization to become a PCN Sponsor. By partnering with us, you will be directly involved in the growth and development of our show's production. As a sponsor, you will receive exclusive benefits tailored toward helping both PCN and your company grow. Our Sponsorship packages include two categories with four levels (Bronze, Silver, Gold, and Diamond). We are glad to offer opportunities to donate in either monetary or food donations. A complete list of what each category offers is provided on the following page. These benefits include recognition on our social media and program, PCN merchandise, and tickets to our PCN!

Thank you for your time and consideration. We hope we can count on your support. If there are any questions, please email us at [pcn@lbpac.com](mailto:pcn@lbpac.com). We look forward to hearing from you soon. The support of your company/organization would greatly contribute to our production's success!

Best Regards,

Glenne Apolonio & Russell Sulit | Marketing Chairs

# SPONSORSHIP BENEFITS

TRADITIONAL SPONSOR	BRONZE	SILVER	GOLD	DIAMOND
INVESTMENT	> \$50	> \$100	> \$150	> \$200
RECOGNITION ON SOCIAL MEDIA	✓	✓	✓	✓
TICKETS TO PCN 37	2	1 RESERVED SEAT	2 RESERVED SEATS	4 RESERVED SEATS
1 FREE PCN SHIRT			✓ WITH A GIFT BASKET	✓ WITH A GIFT BASKET + SWEATER
1 FREE AD SPACE IN THE PCN PROGRAM		✓	✓ HALF PAGE	✓ FULL PAGE
LIVE AD AT PCN PRACTICE (ONCE A WEEK)	✓			
LOGO DISPLAYED ON PROGRAM & PCN WEBSITE				✓

\*Benefits including PCN Tickets and PCN T-Shirts will be delivered when supplies are available.  
Please provide contact information below.

\*All sponsors are eligible to table their company on the day of PCN 37 right before show time.



# SPONSORSHIP BENEFITS

FOOD SPONSOR	BRONZE	SILVER	GOLD	DIAMOND
INVESTMENT	CATER PCN PRATICE ONCE	CATER PCN PRACTICE ONCE A MONTH	CATER PCN PRACTICE TWICE A MONTH	CATER PCN CAST ON SHOW DAY
RECOGNITION ON SOCIAL MEDIA	✓	✓	✓	✓
TICKETS TO PCN 37	2	1 RESERVED SEAT	2 RESERVED SEATS	4 RESERVED SEATS
1 FREE PCN SHIRT			✓ WITH A GIFT BASKET	✓ WITH A GIFT BASKET + SWEATER
1 FREE AD SPACE IN THE PCN PROGRAM		✓	✓ HALF PAGE	✓ FULL PAGE
LIVE AD AT PCN PRACTICE (ONCE A WEEK)	✓			
LOGO DISPLAYED ON PROGRAM & PCN WEBSITE				✓

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# SPONSOR SIGN UP

## Sponsor Information:

Name: \_\_\_\_\_

Name of Business: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

Sponsor Type: \_\_\_\_\_

Sponsorship Level: \_\_\_\_\_

Investment Amount (if applicable): \_\_\_\_\_

## Payments will be taken via:

1. Check: Made out to Pilipino American Coalition - PCN
2. Zelle: (661) 578 - 2947 (Kyle Lamento - Finance Chair)
3. Venmo: @kylessi

For more Information or questions, please email:  
[pcn@lbpac.com](mailto:pcn@lbpac.com)