



# 2025 EAU CLAIRE HMONG NEW YEAR **SPONSORSHIP INFO**

OCTOBER 11-12, 2025  
EAU CLAIRE, WI

HOSTED BY:

Eau Claire Area Hmong Mutual Assistance Association (ECAHMAA)  
In partnership with the Eau Claire Hmong New Year Committee



# TABLE OF CONTENTS

ABOUT.....	3
ECAMHAA IMPACT.....	4
EVENT.....	5
HMONG NEW YEAR IMPACT.....	6
WHY US?.....	7
SPONSORSHIP OPPORTUNITIES.....	8
NEXT STEPS.....	9



# ABOUT

## Eau Claire Area Hmong Mutual Assistance Association, INC. (ECAHMAA)

The Eau Claire Area Hmong Mutual Assistance Association, Inc. (ECAHMAA) stands as a cornerstone of strength, leadership, and cultural pride in the Chippewa Valley. Founded in 1982, ECAHMAA was born from the resilience of the Hmong people who began arriving in the United States after 1975, seeking safety from communist persecution. While America offered refuge, adjusting to a new language, culture, and economy presented immense challenges.

For over four decades, ECAHMAA has been the trusted bridge—helping families and individuals navigate these challenges while celebrating and preserving the rich Hmong heritage. As the only organization in the region dedicated to services that are culturally and linguistically tailored to Hmong needs, we have empowered generations to achieve social and economic self-sufficiency.

Our impact spans housing assistance, health care access, career and educational opportunities, and victim advocacy. We serve both newly arrived refugees and long-established residents, meeting people where they are and walking alongside them toward stability, dignity, and success.

ECAHMAA's commitment extends beyond services—it's about building community. Through signature events like the Eau Claire Hmong New Year, we bring people together, strengthen cultural pride, and foster connections that transcend generations. Sponsorships help make these moments possible, fueling the programs and resources that uplift our community.



## OUR MISSION

Empowering people, advancing cultures, and enhancing the quality of life for Chippewa Valley communities by promoting relationships of trust, safety, and a deep sense of belonging.

# ECAHMAA IMPACT

For over 40 years, the Eau Claire Area Hmong Mutual Assistance Association, Inc. (ECAHMAA) has been a trusted leader, cultural anchor, and community builder in the Chippewa Valley – dedicated to empowering Hmong Americans and fostering a sense of belonging for all.

## **NOTABLE ACCOMPLISHMENTS**

- **Community Focus:** Only culturally-specific agency in the Chippewa Valley serving Hmong residents with bilingual, culturally tailored support.
- **Broad Reach:** Provides direct and referral services to over 1,300 individuals annually – spanning housing, healthcare, education, career services, and victim advocacy.
- **Operates signature programs:** Family Strengthening, Ntuj Tshiab ("New Day"), Kaj Siab, Building Bridges (youth), Queer Identity Group.
- **Consistent Community Access:** Open Food Pantry every 1st & 3rd Tuesday – serving all, regardless of background.
- **Young Voices, Cultural Legacy:** Building Bridges youth program (cultural identity + support); 5th Hmong Youth Day; 75-Year Hmong American Milestone at New Year celebration.
- **Housing Leadership:** 7 units serving 50+ vulnerable residents, renovated by a major WHEDA grant.



# EVENT

## 2025 EAU CLAIRE HMONG NEW YEAR

Hmong New Years across the nation hold profound cultural significance for the entire Hmong community. It is a time for our community to come together, let go of the old, welcome the new, and share our vibrant culture with friends, neighbors, and future generations.

The year 2025 marks a historic milestone – the 50th anniversary of the Hmong people's arrival in the United States.

This is a moment to reflect on our journey, from the challenges we have faced to the resilience we have shown and the contributions we have made to both the community that welcomed us and the community we have built.

To honor this milestone, the Eau Claire Hmong New Year will showcase traditional arts, music, and dance performances, authentic Hmong cuisine, and a special timeline and exhibit highlighting our 50 years in America and our Hmong families especially in Eau Claire, Wisconsin.

This gathering will unite generations of Hmong families and welcome the broader community to join in honoring our shared history.

EVENT	Eau Claire Hmong New Year
EVENT DATE	October 11 & 12, 2025
EVENT VENUE	Sonnentag Event Center, Eau Claire, WI
EXPECTED AUDIENCE	Approx. 5,000

### OUR SECOND YEAR – BUILDING ON A HISTORIC COMEBACK

After years without a venue and celebrations halted by the pandemic, our community came together in 2024 for a triumphant return. Thousands came together to reconnect and honor our heritage.

In 2025, we're keeping that energy alive with an even bigger, more vibrant two-day celebration – featuring traditional music, breathtaking dance, authentic Hmong cuisine, and immersive cultural exhibitions – all at the stunning Sonnentag Event Center.

# HMONG NEW YEAR IMPACT

IN 2024, THE EAU CLAIRE  
HMONG NEW YEAR BROUGHT

## 4,000+

ATTENDEES FROM THE  
SURROUNDING AREA



THE **LARGEST**  
**HMONG**  
CELEBRATION IN THE  
CHIPPEWA VALLEY



The Hmong New Year unites  
hmong elders, youth, and families  
– bridging generations and  
deepening cultural understanding  
with the wider community.

**VALUABLE PLATFORM  
FOR SMALL BUSINESSES,  
ORGANIZATIONS, AND OUR COMMUNITY.**

The event draws visitors from across the region, creating a positive ripple effect for local hotels, restaurants, and shops, while increasing overall activity and tourism in the community.



# FUNDING NEEDS & WHY PARTNER WITH US

The Eau Claire Hmong New Year is more than an annual celebration – it is the largest, longest-running, and most impactful Hmong cultural event in the region, uniting thousands from across Wisconsin and Minnesota for over a decade. It is where generations gather to honor Hmong heritage, showcase traditions, support local entrepreneurs, and strengthen community bonds.

## 2025 EAU CLAIRE HMONG NEW YEAR: OUR VISION IS BIGGER THAN EVER

We are seeking funding to rent the John & Carolyn Fieldhouse inside the Sonnenberg Complex – a venue with a full-sized football field – to match our growth and bring new cultural experiences to life.

### THIS EXPANDED SPACE WILL ALLOW US TO:

- **Launch new competitions** – including volleyball (40 teams) and cornhole (25 teams) – drawing hundreds of players and supporters.
- **Welcome more vendors**, giving local businesses and artisans greater opportunity to thrive.
- **Increase attendance by over 1,000 additional guests**, diversifying our audience and enriching the cultural exchange.

The ripple effect is real: a larger crowd means more business for Eau Claire and Altoona hotels, restaurants, and retailers. Your sponsorship doesn't just make this event possible – it fuels economic growth in the Chippewa Valley.

Most importantly, **2025 marks the 50th anniversary of Hmong resettlement in the United States**. This milestone is a rare and powerful opportunity to celebrate a community's resilience, honor its contributions, and inspire hope for the next generation.

### WHEN YOU PARTNER WITH US, YOU ARE HELPING TO:

- **Preserve and share Hmong culture** with the region.
- **Create new opportunities** for connection and inclusion.
- **Invest in the cultural and economic vitality** of the Chippewa Valley.

**JOIN US AS A SPONSOR** – Together, we will make the 2025 Eau Claire Hmong New Year an unforgettable celebration of culture, unity, and progress.



# 2025 EAU CLAIRE HMONG NEW YEAR SPONSORSHIP OPPORTUNITIES

Sponsor Levels & Benefits	CO-PRESENTING \$10,000+	PLATINUM \$5,000+	DIAMOND \$3,000+	GOLD \$1,500+	SILVER \$500-1000+	BRONZE Under \$500
CO-PRESENTING RECOGNITION IN EVENT PROMO MATERIALS	✓					
CEREMONY SPEAKER	DAY 1 OPENING	DAY 2 OPENING	NIGHT PARTY OPENING			
SPEAKING OPPORTUNITY	✓	✓	✓			
FULL SCREEN JUMBOTRON AD	FULL SCREEN 20 SECS	SHARED 15 SECS	SHARED 10 SECS	SHARED 5 SECS		
GENERAL ADMISSION TICKETS (2 DAYS)	30	20	15	10	5	
TABLES AT NIGHT PARTY	3 VIP	2 VIP	1 VIP	1 VIP	1 TABLE	
PRIVATE SUITE (BOTH DAYS)	✓					
MC SHOUTOUTS	MAJOR PROGRAMS & WINNERS	BREAKS & TRANSITIONS	BREAKS & TRANSITIONS			
POST-EVENT RECOGNITION	✓					
SPONSOR COMPETITION/EVENT	✓	✓	✓	✓	✓	
EXHIBIT TABLE	✓	✓	✓	✓	SHARED TABLE	
LOGO & NAME IN EVENT PROGRAM & SOCIAL MEDIA	✓	✓	✓	✓	✓	✓
CONTRIBUTE TO GIVEAWAYS OR PROMOTIONAL MATERIAL	✓	✓	✓	✓	✓	
DIRECT CONTRIBUTION OPTION						✓

# NEXT STEPS

## To Become a Sponsor



SCAN CODE FOR  
ONLINE SPONSORSHIP



Thank you for taking the time to explore the sponsorship opportunities for the 2025 Eau Claire Hmong New Year. We deeply appreciate your interest in supporting this important cultural celebration.

To formally express your interest and confirm your sponsorship, please use our secure online sponsorship site. This site will collect important information about you, your business, sponsorship choice, and secure payment.

**Have Questions Before Proceeding?**  
Please contact our dedicated Sponsorship Coordinator:

**Lar Kong Xiong**  
[Larkong@hmongchamber.org](mailto:Larkong@hmongchamber.org)  
715-864-6961

Lar Kong will be happy to assist you, answer any questions, and provide additional details about the event and sponsorship process.

Once we receive your completed form, our team will review and reach out within 3-5 business days to share the next steps in the sponsorship process. Your support is invaluable in making this event possible, and we look forward to the opportunity to partner with you in creating a meaningful impact for our community.

Thank you again for considering this sponsorship opportunity.

Eau Claire Area Hmong Mutual Assistance Association, Inc. in partnership with Eau Claire Hmong New Year Committee



[www.EauClaireHmongNewYear.com](http://www.EauClaireHmongNewYear.com)