



2026 EAU CLAIRE HMONG NEW YEAR SPONSORSHIP INFO

OCTOBER 17 -18, 2026
EAU CLAIRE, WI



HOSTED BY:

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



TABLE OF CONTENT

ABOUT ECAHMAA	2
OUR MISSION AND IMPACT.....	3
THE EVENT: HMONG NEW YEAR	4
HMONG NEW YEAR IMPACT	6
BE OUR PARTNER	7
SPONSORSHIP OPPORTUNITIES	9
NEXT STEPS	10



ABOUT

EAU CLAIRE AREA HMONG MUTUAL ASSISTANCE ASSOCIATION

The Eau Claire Area Hmong Mutual Assistance Association (ECAHMAA) has served as a cornerstone of leadership, cultural pride, and community empowerment in the Chippewa Valley since 1982.

Founded to support Hmong families resettling in the United States after the Secret War in Vietnam, ECAHMAA has spent more than four decades helping individuals and families overcome barriers while building opportunity, stability, and success.

Today, ECAHMAA provides culturally and linguistically responsive services that support:

- Housing stability
- Cultural preservation and education initiatives
- Youth development and leadership programs
- Victim advocacy and community support

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, ECAHMAA has helped thousands of individuals and families thrive in the Chippewa Valley.

KEY HIGHLIGHT

1,300+ individuals served annually through programs supporting housing, employment, education, and health access.

YOUTH LEADERSHIP & CULTURAL PROGRAMS

- Building Bridges Youth Program
- Family Strengthening initiatives
- Kajsiab (Peaceful Heart) Elder Program
- Cultural education and heritage programs

COMMUNITY FOOD ACCESS

- Food pantry serving residents every 1st and 3rd Tuesday.

HOUSING LEADERSHIP

- Safe and stable housing opportunities for vulnerable community members.
- 16 units renovated by Eau Claire Affordable Housing

CULTURAL PRESERVATION

- Signature events like the Eau Claire Hmong New Year that celebrate heritage and strengthen community connection.
- Sports events like Eau Claire HmongFest gives Hmong Soccer & Volleyball players the opportunity to compete locally
- Siab Zoo Dance Program
- Hmong Youth Day to celebrate Hmong youths' identity and connect youth and their families to local resources





THE EVENT

2026 EAU CLAIRE HMONG NEW YEAR (ECHNY)

The **Eau Claire Hmong New Year** is one of the largest and most meaningful cultural celebrations in the Chippewa Valley. Each year, it brings together thousands of individuals and families—not only from the Hmong community, but from across Eau Claire and surrounding areas—to celebrate culture, connection, and shared community.

This event is an opportunity for the greater Chippewa Valley to come together—to learn from one another, support local traditions, and strengthen the relationships that make this region thrive.

Event Details

Event: Eau Claire Hmong New Year

Dates: October 17–18, 2026

Location: Sonnentag Event Center
Eau Claire WI

Attendance

The event continues to grow each year. Nearly 6,000 attendees participated in the 2025 celebration, representing communities from across Wisconsin, Minnesota, and beyond.

This growth reflects the increasing demand for cultural celebrations that bring communities together.



THE EVENT

2026 EAU CLAIRE HMONG NEW YEAR (ECHNY)

WHAT ATTENDEES EXPERIENCE

The Eau Claire Hmong New Year offers a vibrant two-day celebration filled with culture, entertainment, and community engagement.

HIGHLIGHTS INCLUDE:

- Traditional Hmong dance and music performances
- Cultural fashion shows and competitions
- Authentic Hmong cuisine and food vendors
- Small business and artisan marketplace
- Community sports tournaments
- Youth cultural activities
- Cultural exhibits and storytelling
- Community networking and engagement opportunities

The event welcomes attendees from all backgrounds, creating an opportunity for cultural learning and connection.

HMONG NEW YEAR IMPACT

The Hmong community has long been an essential part of the cultural, social, and economic fabric of the Chippewa Valley. The Hmong New Year is not only a cultural celebration—it is a community-wide gathering that reflects the diversity and unity of our region.

The Eau Claire Hmong New Year is more than a celebration — it is a powerful community and economic driver.

CULTURAL IMPACT

The event brings together generations of Hmong families, preserving traditions while sharing them with the broader community.

COMMUNITY CONNECTION

The celebration strengthens relationships between cultures, organizations, and community leaders across the region.

ECONOMIC IMPACT

With nearly 6,000 attendees, the event contributes to increased business for:

- Hotels
- Restaurants
- Local retailers
- Small businesses
- Vendors and artisans





BE OUR PARTNER

WHEN YOU PARTNER WITH US, YOU ARE INVESTING IN AN EVENT THAT:

- ✓ Celebrates cultural heritage
- ✓ Supports local economic growth
- ✓ Provides opportunities for small businesses
- ✓ Creates a stronger, connected Chippewa Valley

Sponsoring the Eau Claire Hmong New Year is an opportunity to do more than market your brand—it's an opportunity to be recognized as an organization that invests in people, culture, and community.

YOUR REACH AND VISIBILITY

Your brand can benefit from

- Nearly 6,000 attendees
- Gain strong local visibility in Eau Claire and beyond
- Thousands more through social media promotion
- Regional audiences across Wisconsin and Minnesota





BE OUR PARTNER

WHAT YOUR SPONSORSHIP CAN LOOK LIKE:

BRAND VISIBILITY AND ENGAGEMENT

- Reach 6,000+ attendees across diverse, multigenerational audiences
- Logo featured on digital marketing, printed materials, and event signage
- On-site booth space for direct engagement and relationship-building

RECOGNITION THROUGHOUT THE EVENT

- Verbal recognition during opening ceremonies and key activities
- Logo placement on main stage banners and high-traffic areas
- Inclusion in printed programs and event materials
- Mentions in live announcements throughout the event
- Social media features and sponsor highlights

POST-EVENT VISIBILITY & CONTINUED EXPOSURE

- Recognition in post-event thank-you campaigns (social media, email, website)
- Inclusion in event recap content (photos, videos, highlights)
- Continued visibility through shared media and community engagement
- Lasting association with a successful, high-impact regional event

Your sponsorship is more than visibility—it's a lasting investment in community, culture, and connection.

SPONSORSHIP OPPORTUNITIES

SPONSOR LEVELS & BENEFITS	CO-PRESENTING \$10,000+	PLATINUM \$5,000+	DIAMOND \$3,000+	GOLD \$1,500+	SILVER \$500+	BRONZE \$499 -\$250
CO-PRESENTING RECOGNITION IN EVENT PROMO MATERIALS	✓					
CEREMONY SPEAKER	DAY 1 OPENING	DAY 2 OPENING	NIGHT PARTY OPENING			
SPEAKING OPPORTUNITY	✓	✓	✓			
CUSTOM AD PLAYED DURING EVENT	FULL SCREEN 20 SECS	FULL SCREEN 20 SECS	FULL SCREEN 20 SECS			
MC SHOUTOUTS DURING EVENT	MAJOR PROGRAMS & WINNERS	BREAKS & TRANSITIONS	BREAKS & TRANSITIONS			
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	
NIGHT PARTY TABLE	3 VIP	2 VIP	1 VIP	1 VIP		
POST-EVENT RECOGNITION	✓	✓	✓			
SPONSOR COMPETITION/EVENT	✓	✓	✓	✓	✓	
EXHIBIT TABLE	✓	✓	✓	✓	✓	
CONTRIBUTE TO GIVEAWAYS OR PROMOTIONAL MATERIAL	✓	✓	✓	✓	✓	
LOGO & NAME IN EVENT PROGRAM & SOCIAL MEDIA	✓	✓	✓	✓	✓	✓

We gratefully recognize and appreciate all individuals and organizations contributing \$249 and below. Every sponsorship, at any level, makes this event possible and strengthens our community impact.



NEXT STEPS

Thank you for taking the time to explore the sponsorship opportunities for the 2026 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.

SCAN FOR ONLINE SPONSORSHIP ACCESS

Have Questions Before Proceeding?

Please contact our dedicated Sponsorship Coordinator:

Lar Kong Xiong
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!

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