



2026

Jade International Night Market Sponsorship

JADE IN MOTION:
CHARGING FORWARD WITH HOPE



AUGUST 29, 2026

2305 SE 82ND AVENUE, PORTLAND, OR



Strategic Sponsorship

Opportunity

REACH



EXPOSURE POTENTIAL

Over 20,000 people attend our one-day community-centered free celebration with thousands more interactions on social media.

IMPACT



BRAND ALIGNMENT WITH VALUES AND MISSION

Your support keeps vendor fees low, allows for incentives for income eligible attendees, and supports Jade District programming.

ENGAGEMENT

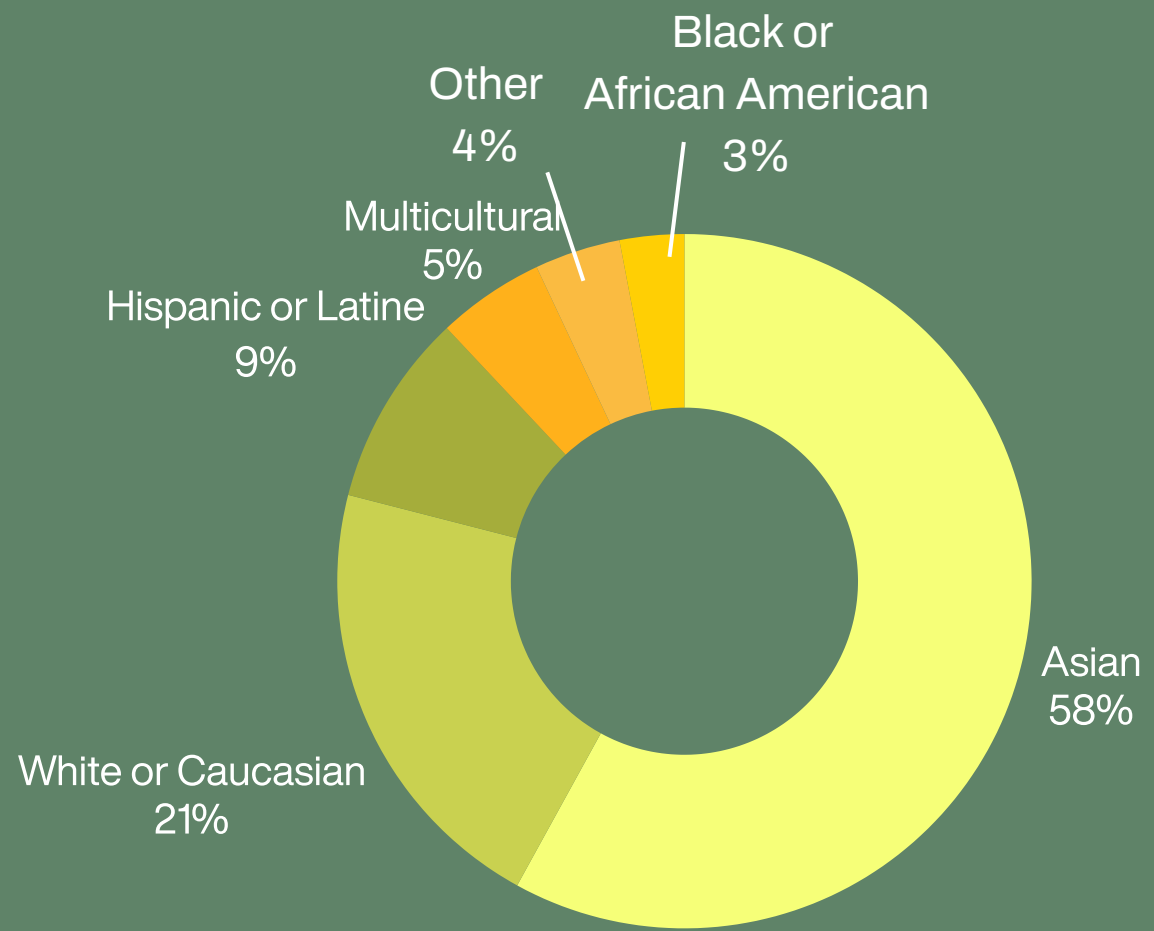


HIGH FOOT TRAFFIC & MEDIA COVERAGE

Thousands of social media interactions with event posts leading up to the Night Market and the opportunity to speak directly with hundreds of community members.

Who's

Coming?



*187 respondents

- **53%** HOUSEHOLD INCOME OVER \$50K/YR
- **45%** HOUSEHOLD INCOME UNDER \$50K/YR
- **51%** RECEIVE SOME FORM OF GOVERNMENT ASSISTANCE

"First time here and I really enjoy all the various cultural representation"

"Happy to see this event is still going on and that there's activity in the community! Always happy to see celebration and representation of the area's cultural diversity, and to see them come and work together."

"This is my favorite event of the year!"
"Wonderful community event"
"We love the Jade Festival so much!!!"



What Our Vendors Say

- 43 Food Vendors
- 61 Retail Vendors
- 13 Non-profits

Results from Vendor Post-Survey

*33 Food and Retail Vendors

- 48% are returning vendors
- 35% had between \$1,000 and \$5,000 in sales
- 97.5% would return as a vendor
- 88% very satisfied or satisfied with overall vendor experience

"I had a lot of customers who remembered me from previous years, some repeat customers who came specifically to find me."

"I do events four days a week all summer long. This was by far one of the best organized, the best communicated, the best staffed, events I have ever done."

"I loved the community! I felt like I was right at home and people who needed to find my business were excited or surprised (happy) to see us!"

Letter From

Alisa

Community Development Director,
Place Based Programs



Alisa ♡

As we step into our 10th Jade International Night Market, I find myself reflecting on how it all began: a community organization that asked, listened, and acted. APANO created the Jade International Night Market because our community wanted events that felt like home; celebrations that honored where they came from and where they now belong, together.

This year, we celebrate our milestone anniversary with the theme **Jade in Motion: Charging Forward with Hope**. Inspired by the Year of the Fire Horse, we are embracing movement, courage, and growth; honoring our roots while refusing to stand still.

The 2026 JINM will bring hundreds of diverse cultural vendors and performers and tens of thousands of visitors. And true to our theme, we are expanding: deepening our **Jade Dollar program** to put spending vouchers directly in community members' hands, creating **more free activities** so every visitor feels welcomed, and building **smaller events throughout the year** to celebrate the Jade District long after the Night Market ends.

Your sponsorship makes all of this possible: supporting the Jade Dollar program, fairly compensating performers, keeping vendor fees low, and sustaining our community work year-round.

As proud as I am of APANO for carrying this event forward, I am more proud of partners like you. This event could not exist without your generosity and belief in this community. I look forward to celebrating tradition, change, and hope with you this year.

With love and gratitude, Alisa

Sponsorship Packages

BENEFIT	PRESENTER \$20,000	JADE DOLLARS \$10,000	CHAMPION \$5,000	FRIEND \$2,500	SUPPORTER \$1,000
Number of Sponsorships Available	1	1	Unlimited	Unlimited	Unlimited
Logo on Stage	✓	-	-	-	-
Jade District Food Tour (up to 10 people; \$1,000 value)	✓	-	-	-	-
Logo on Jade Dollars	Small	Prominent	-	-	-
Exhibitor Booth (\$125 value)	✓	✓	✓	-	-
Social Media Exposure	Exclusive solo mention	Exclusive solo mention	Shared mention	Shared mention	Shared mention
Logo on Event Materials, Website, E-Blasts	Prominent	Prominent	Large	Medium	Small
Recognition during performance program	✓	✓	✓	✓	✓
Program speaking opportunity	✓	✓	-	-	-



Important Information and Contact

1. Complete [Sponsorship In-Take Form](#)
 2. Invoices will be sent from APANO finance
 3. June 30, 2026 - Logos received to be part of July e- blast
 4. July 28, 2026 - Logos received to be part of August e-blast
- Please note high-level recognition will also be given to hosts Portland Community College and APANO
 - A portion of sponsorship values may be tax deductible, varying by tier and associated benefits
 - APANO Communities United Fund EIN: 80-0252850

Contact: Alisa Kajikawa



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