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*Preserving and Sharing Asian Cultural Heritage*

**[silkroadculturalcollective.org](http://silkroadculturalcollective.org)**



## **Mission Statement:**

Silk Road Cultural Collective is a nonprofit dedicated to preserve, celebrate, and share the rich cultural heritage of Asia through immersive performance, education, community engagement, and interactive cultural experiences.

The Organization promotes cross-cultural understanding and preserves living traditions of the Silk Road region through immersive armor demonstrations, cultural performances, educational programming, and community festivals.

Preserving and sharing Asian cultural heritage

## **Our Vision:**

To become a leading cultural institution honoring Asia's diverse histories and traditions through innovative programming, education, and partnerships.



## Our Story:

Founded by award-winning Cleveland filmmaker and cultural visionary **Johnny K. Wu**, in partnership with **Dan Hanson** of [ClevelandPeople.com](http://ClevelandPeople.com) and **Anne (Ying) Pu**, founder and publisher of the Erie Chinese Journal, the Silk Road Cultural Collective celebrates and preserves the rich heritage of the Tang and Ming Dynasties through meticulously crafted replica armor exhibitions, authentic hanfu showcases, dynamic sword demonstrations, and immersive community experiences across Northeast Ohio and beyond. leadership—the team delivers world-class cultural showcases designed to educate, inspire, and unite audiences through living history



## Programs

- **Asian Armor Heritage Showcase**

- Starting with live, wearable Tang and Ming dynasty lamellar armor (real armor, each about 28-30lbs) demonstrations. Experience dynamic sword-cutting, interactive sparring, and educational storytelling revealing centuries of Asian martial and cultural tradition.

- **Educational Workshops**

- Hands-on cultural workshops for schools, museums, and organizations, including crafts, martial arts stances, and historical lectures.

- **Community Festivals & Events**

- Organizing and partnering on cultural festivals, Lunar New Year celebrations, and cross-cultural activities celebrating AAPI diversity.

- **Future Initiatives**

- Expanding into Japanese samurai armor, Korean martial arts traditions, and Silk Road culinary and musical experiences.



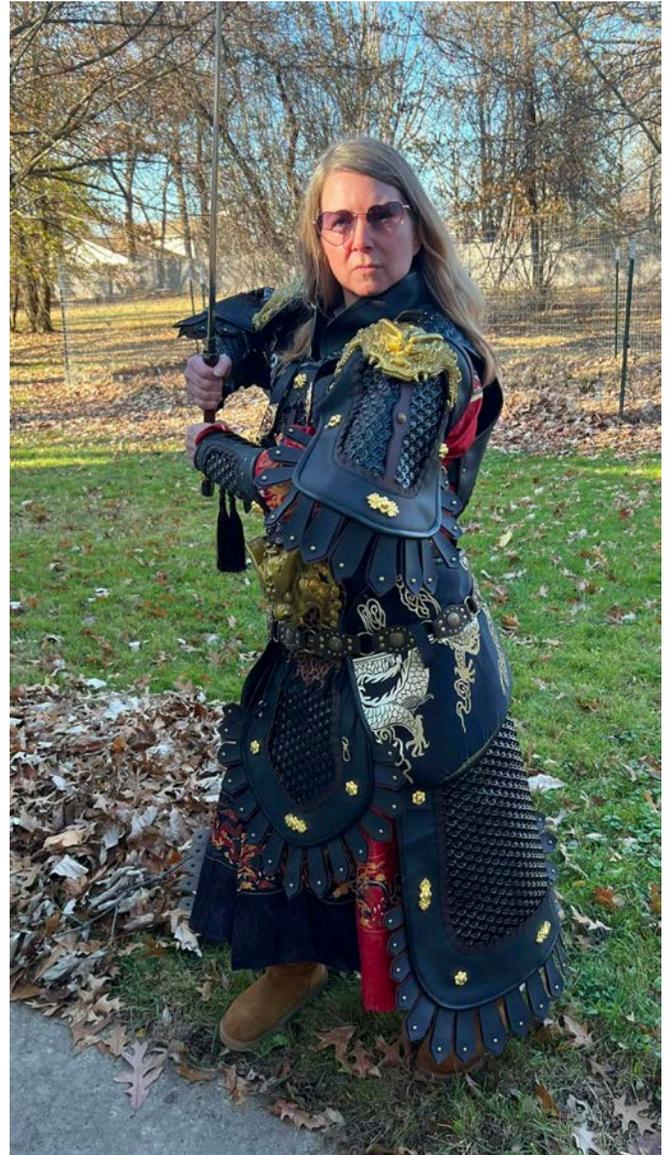
## Sponsorship Levels

- **\$1,000 – Digital Supporter**
  - Name and logo on Silk Road Cultural Collective website sponsor page with link to company site.
  - Thank-you acknowledgement posts on Facebook, Instagram, TikTok, and X (at least 2 posts before and 1 after the main event).
  - Name listed on on-site sponsor board.
  - Inclusion in post-event thank-you email newsletter to 5,000+ subscribers.
  - Certificate of sponsorship for display in the company office.
- **\$2,000 – Program Friend**
  - All \$1,000 benefits.
  - Small logo placement on select printed promotional materials (flyers/posters) and in digital.
  - Verbal thank-you during opening welcome remarks at the armor and hanfu showcase event.
  - Small logo placement on on-site sponsor board.



## Sponsorship Levels

- **\$3,000 – Experience Partner**
  - All \$2,000 benefits.
  - Medium logo placement on on-site sponsor board.
  - Medium logo on step-and-repeat backdrop
  - One dedicated social media spotlight post featuring sponsor story and why they support cultural heritage.
  - Option for up to 2 sponsor representatives to wear a replica armor suit for professional photos (scheduled during event setup, with guided fitting).
  - Silk Road Heritage performer team members attend one company event for a short cultural talk or demo (up to 30 minutes, travel within Cleveland metro negotiable).
  - Feature in one newspaper article with a photo from the event.
  - Logo on Triangular sized Sponsor Heritage banner carried or placed at the event. (see picture)



## Sponsorship Levels

- **\$5,000 – Armor Sponsor**
  - All \$3,000 benefits.
  - Large logo placement on on-site sponsor board.
  - Large logo on step-and-repeat backdrop.
  - Armor Sponsor” recognition for one featured suits of armor, with sponsor name/logo on the armor ID signage and on the website’s exhibit description.
  - Option to co-brand one specific program moment (e.g., “Armor Spotlight Talk presented by [Sponsor]”).
  - Option for up to 2 sponsor representatives to wear replica armor suits for professional photos (priority scheduling, multiple poses, and shareable digital images).
  - Silk Road team attends two company events for an immersive demo (e.g., armor showcase, hanfu intro, or sword demo; up to 30 minutes, travel within Ohio negotiable).
  - Logo on Sponsor Heritage banner carried or placed at the event. (see picture)





For more info visit:  
[SilkRoadCulturalCollective.org](http://SilkRoadCulturalCollective.org)