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Where Chinese heritage comes alive in Cleveland.

silkroadculturalcollective.org



Mission Statement

Silk Road Cultural Collective promotes cross-cultural understanding and preserves Chinese and broader Asian living traditions through authentic cultural performances, martial arts and historical demonstrations, handmade historical replica armor from the Han through Ming dynasties, Hanfu showcases, and educational programming throughout Cleveland, Asiatown, Greater Cleveland, and Northeast Ohio.

We make history tangible by connecting audiences with the people, traditions, craftsmanship, and stories that shaped China and the broader cultures of the historic Silk Road.



Our Vision

Our vision is to become a trusted cultural institution in Cleveland and Asiatown, connecting communities through accessible cultural education, authentic historical experiences, community partnerships, and public engagement. We seek to build a lasting collection and expand programming that celebrates the diverse cultures connected by the Silk Road while creating meaningful opportunities for people of all backgrounds to learn, participate, and experience Asian history and culture firsthand.





At the Cleveland International Hall of Fame



At the Chinese Chamber of Commerce Lunar New Year Celebration

Founded by Cleveland filmmaker, civic leader, and producer Johnny K. Wu, in partnership with Dan Hanson of ClevelandPeople.com and Anne (Ying) Pu, founder and publisher of the Erie Chinese Journal, the Collective brings together research, storytelling, cultural knowledge, and live interpretation to create meaningful experiences that celebrate Chinese and broader Asian heritage. Rooted in the Cleveland community, we present cultural traditions in ways that are engaging, educational, accessible, and connected to the people and communities we serve.



Programs

Asian/Chinese Historical Replica Armor Heritage Showcase

History is most meaningful when it can be experienced. Our public showcases bring Chinese history to life through authentic, wearable historical replica armor representing the Han through Ming dynasties. At festivals, libraries, community events, and public venues, visitors can see, touch, and try on armor weighing 30–47 pounds while learning about Chinese craftsmanship, martial traditions, and history.

Educational Workshops

We provide hands-on programs for K–12 schools, libraries, museums, and community organizations throughout Northeast Ohio. Using historical armor, Hanfu, storytelling, artifacts, and interactive demonstrations, we make Chinese and Asian history engaging, accessible, and memorable. Programs can complement social studies and cultural education. Programs have been presented at Laurel School, Cleveland Public Library, and Cuyahoga County Public Library.

Community Festivals & Events

We partner with cities, libraries, nonprofits, and community groups to celebrate Chinese and broader Asian heritage through Lunar New Year celebrations, AsiaTown events, festivals, and civic programs. Activities may include cultural performances, historical demonstrations, educational exhibits, and interactive experiences that bring communities together and support local AAPI communities and businesses.

Community Impact

Each year, Silk Road Cultural Collective reaches thousands of Northeast Ohio residents through public programs, educational workshops, festivals, and living history experiences. We make history accessible and interactive while fostering cross-cultural understanding and appreciation for Chinese and Asian heritage.

Future Initiatives

As we grow, we will expand our living history collection and programming to include Japanese armor, Korean martial traditions, and Silk Road culinary and musical experiences, while continuing to strengthen Cleveland and AsiaTown as vibrant destinations for Asian cultural education and community engagement.



At the Nowruz Persian New Year Celebration



At the Cleveland Guardians AAPI Night



at Fox8 New Day Show

Sponsorship Levels

\$1,000 – Digital Supporter

Help support the Silk Road Cultural Collective's mission to bring Chinese history, Asian culture, and authentic historical replica armor to Cleveland, Asiatown, and Northeast Ohio.

- Name and logo on the Silk Road Cultural Collective sponsor page with a link to your company website.
- Thank-you acknowledgements on Facebook, Instagram, TikTok, and X, with at least two posts before and one after the main event.
- Name listed on the on-site sponsor board.
- Inclusion in the post-event thank-you email newsletter to 5,000+ subscribers.

\$2,000 – Program Friend

Support our educational and cultural programming featuring Chinese history, Hanfu, martial arts, and authentic handmade historical replica armor.

- All \$1,000 Digital Supporter benefits\
- Small logo placement on select printed promotional materials, including flyers and posters, as well as digital promotions.
- Verbal thank-you during opening remarks at the armor and Hanfu showcase event.
- Small logo placement on the on-site sponsor board
- Recognition as a supporter of Chinese cultural heritage and educational programming in Cleveland and Asiatown.



Sponsorship Levels

\$3,000 – Experience Partner

Help audiences experience history firsthand through authentic handmade historical replica armors from the Han through Ming dynasties, Chinese martial arts, Hanfu, and interactive cultural demonstrations.

- All \$2,000 Program Friend benefits.
- Medium logo placement on the on-site sponsor board.
- Medium logo placement on the step-and-repeat backdrop.
- One dedicated social media spotlight post featuring your sponsor story and support for Chinese and Asian cultural heritage in Cleveland.
- Option for up to two sponsor representatives to wear replica armor for professional photos during event setup, with guided fitting.
- Silk Road Cultural Collective performers attend one company event for a short cultural talk or demonstration, up to 30 minutes, within the Cleveland metro area.
- Feature in one newspaper article with a photo from the event, subject to editorial availability.
- Logo on the triangular sponsor heritage banner carried or displayed at the event.



Sponsorship Levels

\$5,000 – Armor Sponsor

Become a direct sponsor of the Silk Road Cultural Collective's growing collection of authentic handmade historical replica armor representing Chinese dynasties from Han through Ming.

- All \$3,000 Experience Partner benefits.
- Large logo placement on the on-site sponsor board.
- Large logo placement on the step-and-repeat backdrop.
- “Armor Sponsor” recognition for one featured suit of historical replica armor, with your name or logo on the armor identification signage and on the corresponding website exhibit description.
- Recognition as a supporter of Chinese history, cultural preservation, and hands-on historical education in Cleveland and Asiatown.
- Option to co-brand one specific program moment, such as “Armor Spotlight Talk presented by [Sponsor].”
- Option for up to two sponsor representatives to wear replica armor for professional photos, with priority scheduling, multiple poses, and shareable digital images.
- Silk Road Cultural Collective team attends two company events for immersive demonstrations, such as an authentic Chinese armor showcase, Hanfu introduction, Chinese sword demonstration, or martial arts presentation, with up to 30 minutes per event; travel within Ohio negotiable.
- Logo on the sponsor heritage banner carried or displayed at the event.



Sponsorship on a chart

	Armor Sponsor	Experience Partner	Program Friend	Digital Supporter
	\$5,000	\$3,000	\$2,000	\$1,000
Name and Logo on Website	logo	logo	logo	logo
Social Media Acknowledgement at event	2x before + 1x after	2x before + 1x after	2x before + 1x after	2x before + 1x after
Post-event Newsletter	name	name	name	name
Events Oral Thank Yous during Opening Remarks (by sponsorship levels)	x	x	x	x
Printed Event Flier/Poster	large logo	medium logo	small logo	name
On-Site Sponsor Board	large logo	medium logo	small logo	name
Step and Repeat Banner	large logo	medium logo	small logo	
Dedicated Social Media Spotlight why support cultural heritage	2x	1x		
Sponsors Representative to wear armor for professional shoot	2 people	2 people		
Silk Road Heritage Performers attend Sponsor event	2 events	1 event		
Feature in one newspaper article with photo from event	x	x		
Logo on Triangular size Heritage Banner	x	x		
Armor Sponsor Name Tag	1 armor			
Logo on Sponsor Heritage Banner (rectangular)	x			
Co-brand "Armor XXXXX presented by"	x			

Current Community Partners and sponsors include: Asian Services in Action - AsiaTown Voice Radio - Cleveland Asian Festival - Cleveland Cultural Gardens Federation - ClevelandPeople.Com - Cleveland TV20 - City of Cleveland - City Council Ward 8 - Erie Chinese Journal - Freshwater Cleveland - India International News - Margare Wong and Associates - Media Design Imaging - MetroHealth - MotivAsian for Cleveland - MidTown Cleveland - OCA Greater Cleveland - Ohio Arts Council - One Cleveland - St. Clair Superior Development Corp.



For more info:
Info@SilkRoadCulturalCollective.org
SilkRoadCulturalCollective.org