



Colorado

HMONG NEW YEAR

Celebrating 50 Years of Hmong Legacy
in the United States of America

Presented by the Hmong American Association of Colorado





ABOUT COHNY

The Colorado Hmong New Year: A Celebration of Culture, Community and Tradition

The Hmong New Year, known as “Noj Peb Caug” (naw-bae-chao), is a cherished tradition celebrated by Hmong communities worldwide. In Colorado, this celebration has become a cornerstone of cultural preservation and community connection for over 41 years. The Colorado Hmong New Year brings together families, friends, and neighbors to honor Hmong heritage, share cultural traditions, and welcome a new year with hope and gratitude.

Why Hmong People Celebrate the New Year

Traditionally, the Hmong New Year marks a time of rest and rejuvenation for both families and their spiritual protectors after a long year of hard work and safeguarding. This period of rest allows individuals to reflect on their accomplishments, reconnect with loved ones, and prepare for the year ahead. Hmong families gather to celebrate with joy, gratitude, and hope, expressing thanks for the blessings and resilience of the past year.

The New Year is also a time of spiritual renewal. Families perform rituals to honor ancestors, seek blessings for the future, and cleanse themselves of misfortune from the previous year. These practices strengthen the bond between generations and reinforce the Hmong people's connection to their cultural and spiritual roots.

The Colorado Hmong New Year

The Colorado Hmong New Year is a vibrant and inclusive celebration that welcomes people of all backgrounds. It features traditional music, dance performances, cultural activities, sports, and culinary experiences that provide attendees with a glimpse into the rich history and identity of the Hmong people. Key highlights include:

Traditional Attire: Attendees wear elaborate, hand-embroidered outfits that showcase the unique designs of different Hmong clans and regions.

Cultural Performances: The event features traditional dances, folk songs, and more.

Cultural Activities: Activities such as “pov pob,” a ball-tossing game and singing “kwv txhiaj”, a traditional Hmong folk singing style that tells stories.

Sports and Games: Activities such as cornhole, flag football, and volleyball tournaments foster connection and camaraderie among participants.

Food and Crafts: The New Year celebration is a feast for the senses, offering traditional dishes, handcrafted items, traditional Hmong clothing and educational exhibits about Hmong history and culture.

A Time for Connection

Beyond its cultural significance, the Colorado Hmong New Year is a time for community building. It serves as a platform for intergenerational learning, allowing elders to share their stories and wisdom with younger generations while creating a space for youth to express their identities and creativity. The event also fosters connections between the Hmong community and the broader Colorado community, promoting cross-cultural understanding and appreciation.

The Colorado Hmong New Year is more than just a festival; it is a vibrant celebration of heritage, resilience, and unity. It is a testament to the Hmong people's commitment to preserving their culture while embracing the diversity of their communities. By celebrating together, we honor the past, strengthen the present, and look forward to a prosperous and connected future.



41years
celebrating COHNY



26
booths

5 food & drink vendors

13 retail vendors

5 nonprofit organizations

3 sponsor resource booths



3,000+
attendees



\$35,081

raised in 2024 to help fund
2025 programs & events



Riverdale Regional Park & Fairgrounds

Presentations and cultural performances
are held in **Waymire Dome**

Vendors, food, and resource booths
are located in the **Exhibit Hall**

Cornhole tournament held in
Al Lesser Building

Night Party held in **Waymire Dome**

★ Building Entrances





*Promoting, uniting,
and strengthening
the Hmong
communities in
Colorado through
cultural, social
and educational
activities.*

ABOUT HMAAC

THE HMONG AMERICAN ASSOCIATION OF COLORADO

The Hmong American Association of Colorado (HMAAC) was founded in 1992 with the purpose of serving and uplifting the Hmong community across the state. Since its inception, HMAAC has been dedicated to promoting cultural preservation, fostering social and economic opportunities, and creating pathways for education and integration within the broader Colorado community.

HMAAC offers a variety of programs and services that address the unique needs of the Hmong population. These include the Dance Academy, which provides youth and young adults with opportunities to connect with their cultural roots through traditional Hmong dance, and the Language Program, designed to help individuals learn and preserve their ability to speak, read, and write in Hmong. Translation services, activities for the elderly, and other resource programs further support the community by ensuring access to essential tools and opportunities for personal and collective growth. Through these efforts, HMAAC continues to be a pillar of support and cultural enrichment for the Hmong community in Colorado.

Mission

Promote, unite, and strengthen the Hmong communities in Colorado through cultural, social, and educational activities.

Vision

A thriving and united Hmong community in Colorado.

Values

1. **Preserve:** We strive to preserve culture and history through educational programs and activities.
2. **Educate:** Our objective is to help the Hmong community to strengthen and improve the quality of life and to enhance the growth and development of the community to focus on education advancement and socio-economic opportunities.
3. **Integrate:** Acting as a bridge, we strive to provide HMAAC's best quality services to inspire and act as a gateway to unite diverse communities.

Organizational Goals

1. Promote social, economic, cultural, and educational success.
2. Preserve and develop Hmong tradition and culture.
3. Network with various government and community organizations.
4. Establish programs and provide services to the public.



Kia Vang
President
Hmong American
Association of Colorado

A MESSAGE

FROM THE HMONG AMERICAN ASSOCIATION OF COLORADO PRESIDENT

On behalf of the Hmong American Association of Colorado, I am thrilled to invite you to join us in celebrating the 42nd Colorado Hmong New Year, taking place on November 29 - 30, 2025, at the Riverdale Regional Park in Brighton, Colorado.

The Hmong people, originally from the mountainous regions of Southeast Asia, played a crucial role alongside the Central Intelligence Agency during the Vietnam War. After the war, many Hmong refugees resettled around the world, including here in the United States. This year marks **50 years** since the first Hmong families resettled in the United States, a milestone that honors their resilience, sacrifices, and enduring contributions.

Annual Hmong New Year celebrations are vital for preserving our rich cultural heritage and traditions. This vibrant event is a cherished cultural tradition that has been the heart of the Colorado Hmong community for 41 years. It offers a unique opportunity to honor Hmong heritage through traditional performances, delicious foods, educational workshops, and engaging activities for all ages. It's also a time to strengthen community bonds and foster cross-cultural understanding among the diverse communities that call Colorado home.

Your support is essential to the continued success of this decades-long tradition. We would be delighted to have you involved in this special event, whether through sponsorship, donation, sharing information about your organization with attendees, volunteering, or simply by joining us in the celebration. Your participation helps us preserve this cultural legacy while supporting our broader mission of promoting community engagement and inclusivity.

By partnering with COHNY, you will have the opportunity to connect with over 3,000 attendees, showcase your organization's values, and make a lasting impact on the Hmong and greater Colorado community.

If you would like to learn more about how you can get involved, please do not hesitate to contact us at info@hmongassociationco.org or visit our website at www.hmongassociationco.org.

Thank you for your support and consideration. Together, we can ensure the continued success of this incredible tradition and create a memorable event for all.

Warm regards,

A handwritten signature in blue ink, appearing to read 'Kia Vang'.

HMAAC President



2025 SPONSORSHIP PACKAGES

YOUR SUPPORT WILL MAKE THIS YEAR'S EVENT A MORE VIBRANT AND IMPACTFUL CELEBRATION

	Diamond \$10,000+	Platinum \$5,000+	Gold \$2,500+	Silver \$1,000+	Bronze \$500+
"The 2025 Colorado Hmong New Year is presented by [Sponsor Name]" on all relevant signage, communications, and announcements.	✓				
Opportunity to speak during opening ceremony	✓				
Naming rights for Performance Stage, Exhibit Hall, or Cornhole Tournament	✓	✓			
Night Party Table (includes admission tickets)	✓	✓			
Saturday & Sunday Program Table (includes admission tickets)	✓	✓	✓		
Individual Banner with Company Name & Logo in Performance Hall	✓	✓	✓		
Optional informational booth (non-retail)	✓	✓	✓	✓	
Podium recognition (introductions, announcements, slideshows)	✓	✓	✓	✓	✓
Company Name & Logo prominently displayed on all promotional materials (event flyer, website, social media)	✓	✓	✓	✓	✓
Saturday Breakfast Meet & Greet with Hmong Community Members and Stakeholders	✓	✓	✓	✓	✓
Admission Tickets (Specific Counts)	10 Sat 10 Sun 10 Party	10 Sat 10 Sun 10 Party	10 Sat 10 Sun	5 Sat 5 Sun	2 Sat 2 Sun



Join us in Making COHNY 2025 a Success

By sponsoring or donating to COHNY, you play a vital role in preserving Hmong culture and enriching the Colorado community. Together, we can create a memorable event that uplifts small businesses, engages the community, and fosters cross-cultural understanding.

Your support will directly enable key elements of the event, ensuring a vibrant and inclusive experience for all attendees. Funds will be used to secure a safe and welcoming venue, provide necessary event security, and support cultural performances that highlight the richness of Hmong traditions. Sponsorship will also assist small businesses and food vendors by covering registration and permit fees, making it more accessible for them to participate.

Additionally, sponsorships will enhance pre-event community outreach and marketing efforts to engage the greater Colorado community and attract diverse audiences. Educational and interactive activities such as workshops and storytelling will be enriched to provide attendees with deeper insights into Hmong culture and history.

Your support is critical to continuing this cherished tradition, creating opportunities for cultural preservation, and uniting communities across Colorado. Together, we can ensure that COHNY thrives for generations to come.

For more information or to become a sponsor, please contact:

Karey Cha, Executive Director
karey@hmongassociationco.org
www.hmongassociationco.org

Thank you for your support!





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Association of Colorado



CONTACT HMAAC

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