

2026 Boston Lunar New Year Festival Gala

*A Premier Cultural & Business Platform
Hurun Global Lunar New Year Festival
Gala × U35 Overseas Musicians Awards*

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EINPresswire.com/ -- On February 15, 2026, the Boston Lunar New Year Festival Gala will return to Boston City Hall, marking its third consecutive year as one of New England's most high-profile Asian cultural and business-facing events.

More than a cultural celebration, the Gala has evolved into a strategic platform where culture, capital, innovation, and influence converge, engaging decision-makers, entrepreneurs, investors, and next-generation leaders across industries.

A High-Impact Partnership: Hurun × Boston

The 2026 Gala introduces a landmark collaboration with the Hurun Report, the globally recognized authority on wealth, entrepreneurship, and high-net-worth ecosystems. Together, they will co-host the Hurun Global Lunar New Year Festival Gala and launch the inaugural U35 Overseas Musicians Awards in Boston.

This partnership positions the Gala as:

A gateway between Asian and global markets

A curated networking environment for business leaders and cultural influencers

A brand-elevating stage with international visibility



2026 also marks Hurun's official debut in Boston, signaling growing global attention to the city's Asian economic and cultural influence.

Audience Profile & Brand Value

The Gala attracts a high-quality, high-impact audience, including:

Entrepreneurs, investors, and senior executives

Leaders from finance, real estate, technology, healthcare, and consumer brands

Cultural tastemakers, media, and public-sector representatives

High-achieving students and emerging global talent

Sponsors gain direct access to a multigenerational, globally connected, and culturally influential demographic—a segment with growing purchasing power and brand loyalty.

U35 Overseas Musicians Awards:

Where Culture Meets Future Markets

A signature highlight of the evening, the U35 Overseas Musicians Awards recognize outstanding musicians under 35 who have studied, lived, or worked internationally. The awards spotlight excellence in:

Music innovation

Cross-cultural creativity

Global influence and brand resonance

Expected invitees include Henry Lau, Nana Ouyang, MC Jin, Leehom Wang, and Konrad OldMoney—artists whose international reach mirrors the mindset of today's globally oriented consumers.

For sponsors, the U35 Awards provide:



Alignment with youth, innovation, and global vision

Strong storytelling opportunities across media and social platforms

Authentic engagement with next-generation audiences

Proven Track Record, Trusted by Leading Brands

Previous editions of the Gala have been supported by distinguished sponsors including Mass Cultural Council, Bank of America, Liberty Mutual, Ernst & Young, Hainan Airlines, Kweichow Moutai, Navigation Capital Group, and over 30 community and professional organizations across Greater Boston and New England.

This consistent support reflects the Gala's:

Professional production standards

Strong governance and community credibility

Measurable brand exposure and engagement outcomes

Sponsorship Opportunities

We invite corporations, financial institutions, luxury brands, airlines, technology firms, real estate developers, and consumer brands to partner with us for the 2026 Gala.

Sponsorship benefits include:

Premium brand visibility at a flagship City Hall event

Direct engagement with influential Asian and international communities

Customized brand activations and VIP networking opportunities

Association with cultural leadership, innovation, and global excellence

Sponsorship packages are flexible and customizable, designed to align with your brand's strategic objectives and target audiences.

Contact for Sponsorship & Strategic Partnerships

✉ info@bostonurbanforum.org

Join us in shaping a celebration that goes beyond culture—a platform where brands connect, influence grows, and global relationships begin.

Boston Lunar New Year Festival Gala Committee

Boston Lunar New Year Festival Gala

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