



ASIAN AMERICAN
COALITION OF CHICAGO
"UNITY IS POWER"

Hosted by the Thai American Community

The 38th Annual Lunar New Year Celebration

"UNITY IS POWER"

Streaming from
WWW.AACCHICAGO.ORG

SATURDAY, FEBRUARY 20, 2021
FROM 7:00 PM

For more information, please contact:

NANTA BURANAKANCHANA | 847-899-0313

NANCY SUVARNAMANI | 773-908-9908

JAMES LIMSON | 773-988-8020

(Sponsorship Committee Chairs)

INFO@AACCHICAGO.ORG



1823 S. MICHIGAN AVE.,
CHICAGO IL 60616



(847) 998-1840



INFO@AACCHICAGO.ORG



Greetings!

Each year, the Asian American Community celebrates the accomplishments of its community and business leaders by hosting the largest Asian Coalition Lunar New Year event in the Midwest. This year's event will be held on Saturday, February 20, 2021. On behalf of the 2021 Asian American Coalition Planning Committee, it is our pleasure to invite you and your organization to participate in this premier affair, which will be streamed from www.aacchicago.org. This event will be streamed this year, instead of hosted live as in past years, due to the pandemic Covid-19.

In the past year, over 1,200 Asian Pacific Americans and friends of the Asian American community participated in this important and much-awaited event from 16 different communities, including the Thai, Bangladeshi, Burmese, Cambodian, Chinese, Filipino, Indian, Indonesian, Japanese, Korean, Laotian, Malaysia, Nepalese, Pakistani, Sri Lankan, and Vietnamese.

Each year, a host community is selected, and this year, the Thai American community is hosting the event. This year's theme is **"UNITY IS POWER"**. The theme denotes the reality that the Asian community, which is composed of many different groups, must act as one to advance the interests of the entire community. We hope you can join us for this seminal event.

We invite you to support the Asian American community, to help ensure diversity and cultural awareness, and to enhance your business prospects at the same time. Here are a few statistics about the Asian American community in the United States:

- There are 21.4 million people of Asian descent in American (2017), and the number is growing by 20% annually.
- The consumer buying power of Asian Americans is \$1 trillion (2018), and it is predicted that this market's speedy pace will continue in the near term, reaching \$1.3 trillion in 2022. This is a 267% growth since the turn of the century.
- Illinois has the sixth largest Asian population in the United States.
- The U.S. Asian population grew 80% between 2000 and 2017 (from 11.9 million to 21.4 million), the fastest growth rate of any major racial or ethnic group.
- Asians also have the highest median household income of all groups in the U.S., at \$87,243 (2018 – American Community Survey).



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- Asians have the highest level of educational attainment of all groups in the U.S., with 49% holding at least a Bachelor's degree.
- Asians also have one of the strongest rates of business ownership, managing more than 1.9 million business nationwide that generate \$986 billion in annual sales (Sources: Survey of Business Owners & United States Census).

Your support and sponsorship of the 38th Asian American Coalition Lunar New Year Event will give a great exposure to your business and your company to a target market that has not been fully tapped with huge buying power. As a sponsor, you will get maximum exposure between now and the event, through local magazines and TV local media and social media.

We hope that you will consider supporting and sponsoring this event. Several categories of sponsorship are enclosed for your review. Please let us know if we can count you in by returning the enclosed form at your earliest convenience. If you have any questions, please contact Nanta Buranakanchana at 847-899-0313 or Nancy Suvarnamani at 773-908-9908 or James Limson at 773-988-8020.

We look forward to celebrating the Lunar New Year with you on Saturday, February 20, 2021 from 7:00 pm at www.aacchicago.org.

Very Truly Yours,

Nanta Buranakanchana

2021 Asian American Coalition Chair

847-899-0313

Nancy Suvarnamani

Chair Sponsorship Committee

773-908-9908

James Limson

Co-Chair Sponsorship Committee

773-988-8020



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SPONSORSHIP LEVELS & PACKAGE

PRESENTING SPONSOR.....\$15,000 and up

1. Your company Logo on AACC Website as the sponsor
2. Your company website link on AACC Website as the sponsor.
3. Commercial video clip of your service or product line playing in the event video. (upto 1 min)
4. Recognition of your company during the event as the sponsor
5. Recognition of your company as the sponsor in the event press release
6. Featuring your company on the AACC Facebook page for people to "Like" and "Follow"
7. Your company logo or name will be shown on the video for 20 min.
8. Your company name or logo will be on the first place at the ending credit.

GLOBAL SPONSOR.....\$10,000

1. Your company Logo on AACC Website as the sponsor
2. Your company website link on AACC Website as the sponsor.
3. Commercial video clip of your service or product line playing in the event video. (upto 30 sec)
4. Recognition of your company during the event as the sponsor
5. Recognition of your company as the sponsor in the event press release
6. Featuring your company on the AACC Facebook page for people to "Like" and "Follow"
7. Your company logo or name will be shown on the video for 10 min.
8. Your company name or logo will be on the second place at the ending credit.

PLATINUM SPONSOR.....\$8,000

1. Your company Logo on AACC Website as the sponsor
2. Your company website link on AACC Website as the sponsor.
3. Commercial video clip of your service or product line playing in the event video. (upto 15 sec)
4. Recognition of your company during the event as the sponsor
5. Recognition of your company as the sponsor in the event press release
6. Featuring your company on the AACC Facebook page for people to "Like" and "Follow"
7. Your company logo or name will be shown on the video for 5 min.
8. Your company name or logo will be on the ending credit.



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PAN-ASIAN SPONSOR.....\$5,000

1. Your company Logo on AACCC Website as the sponsor
2. Recognition of your company as the sponsor in the event press release
3. Recognition of your company during the event as the sponsor
4. Your company name or logo will be on the ending credit.

CONTINENTAL SPONSOR.....\$3,000

1. Your company Logo on AACCC Website as the sponsor
2. Recognition of your company as the sponsor in the event press release
3. Your company name or logo will be on the ending credit.

COMMUNITY SPONSOR.....\$1,000

1. Recognition of your company as the sponsor in the event press release
2. Your company name or logo will be on the ending credit.

COALITION SPONSOR.....\$500

1. Your company name or logo will be on the ending credit.



SPONSORSHIP FORM

INSTRUCTION:

- 1) Advertisement file(s): Please fill and sign this form. Scan and send this form with advertisement file(s) to info@aacchicago.org
- 2) Payment Check: Please print this form and send with check made payable to: "AACC 2021"
Mail to: Asian American Coalition of Chicago
1823 S. Michigan Ave., Chicago, IL 60616

***Please return the sponsorship form and your advertisement file(s) no later than Friday, November 15th, 2020

Sponsorship Level _____

(All donations can be used for tax deduction based 501c3 status.)

I/We have sent the advertisement file(s) as below

_____ Corporate name and logo with a high-resolution file in jpg or tiff format.

_____ Corporate /organization promoted video (for sponsorship level presenting / Global / Platinum sponsors only) – We will send you dropbox link if files are too big to send via email.

Please note that we reserve the rights to assess an additional hourly charge for any files that need tailor.
Thank you for your understanding and cooperation.

I/We Agree to the above terms and authorize placement of the above advertisement.

Authorized Signature Date

Contact Person _____

Sponsoring company or Organization _____

Contact phone number _____ Contact Email _____

Contact Address _____

Check Amount \$ _____ Date _____

OFFICE USE ONLY: Received by _____

