

# 2020

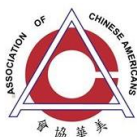
# SPONSORSHIP PROPOSAL

October 2019 – September 2020

9-12-2019



**Association of Chinese Americans, Inc.**  
Detroit Chapter of the OCA-Asian Pacific American Advocates



## Sponsorship Proposal

March 2019

# 2020 Sponsorship Benefits

October 2019 – September 2020

Thank you for considering sponsorship for 2019 Association of Chinese Americans, Inc. (ACA) events. As a sponsor, you will be joining us in enriching the lives of Asian Pacific Americans in the Metropolitan Detroit area!

## Who We Are

Mission: ACA is dedicated to advancing the social, educational, political, and economic well-being of Asian Pacific Americans in the United States.

What We Do: Established in 1972, ACA has a long-standing reputation for serving the Asian American community. Our growing scope of programs yearly impact over 3,000 individuals and our regular communication network reaches 2,000 people. With four service centers in Metro Detroit, including the Chinese Community Center in Madison Heights, ACA provides quality, year-round services and activities, including youth leadership and education, social services, community events, preventative health and wellness, professional development, immigrant services, senior living, recreation activities, and much more.

## Partner with Us

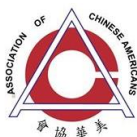
By joining ACA as a sponsor, you'll make a critical difference in the Asian American community. Your support will help sustain and enhance the many programs and services we provide. We foster meaningful relationships with our sponsors. We aim to build long-term partnerships to make a substantial impact in the community. In addition, you are provided the opportunity to increase your activity and recognition in the community.

## How it Works

As an annual sponsor, you will receive general benefits and be invited to ACA's two signature events: The Anniversary Celebration Banquet in October and the Lunar New Year Banquet in February. In addition, there are other individual community event sponsorship opportunities to consider. You can find more information at the end of this package.

### *Sponsorship and Donation Opportunities*

- Annual Sponsorship
- Signature Event Sponsorship
  - Anniversary Celebration Banquet
  - Annual Lunar New Year Dinner
- Individual events throughout the year
  - Lantern Festival, Canton Family Fun Day, Healthy Gardening Fair, Youth Cultural Summer Camp, Arts & Culture, B3 Leadership Summit, and more



# Association of Chinese Americans, Inc.

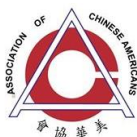
Detroit Chapter of the OCA-Asian Pacific American Advocates

Since 1972



Benefits	Annual				Signature Event				Event
	Bronze	Silver	Gold	Platinum	Jade	Emerald	Cedar	Pine	Ruby
	\$2,000	\$3,000	\$5,000	\$8,000	\$1,000	\$1,500	\$750	\$1,200	\$500
Company name and logo on ACA website	✓	✓							
Company name and logo on ACA website with link to company website			✓	✓					
Company name and logo in E-Newsletter	✓	✓	✓	✓	event	event	event	event	event
Company name and logo in Social Media articles	✓	✓	✓	✓	event	event	event	event	event
<b>Anniversary Celebration Banquet Benefits:</b>									
o Tickets to the Banquet	5	10	10	10	5	10			
o Company logo on event flyer	✓	✓	✓	✓	✓	✓			
o Company name and logo in program booklet	✓	✓	✓	✓	✓	✓			
o Advertisement in program booklet	1/2	1/2	1	1	1/2	1			
o Brief remarks at event		✓	✓	✓		✓			
o Advertisement in event slideshow		✓	✓	✓					
o Company banner on stage				✓					
o Outstanding Sponsor Award				✓					
<b>Lunar New Year Banquet Benefits:</b>									
o Tickets to the Dinner	5	10	10	10			5	10	
o Company logo on event flyer	✓	✓	✓	✓			✓	✓	
o Company name and logo in program booklet	✓	✓	✓	✓			✓	✓	
o Advertisement in program booklet	1/2	1/2	1	1			1/2	1	
o Brief remarks at event			✓	✓				✓	
o Company banner on stage				✓					
<b>Individual Events Throughout the Year Benefits:</b>									
o Company logo on event flyer			✓	✓					✓
o Advertisement in program booklet			1/2	1					1/2
o Recognition at event			✓	✓					✓
o Brief remarks at event				✓					✓
o Free space or booth at event				✓					✓





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## ■ Annual Sponsorship Levels

### Bronze Sponsor - \$2,000

- Company name and logo on ACA website
- Company name and logo in E-Newsletter (reach: 2,000 from local community)
- Company name and logo in Social Media article (reach: 2,000 from local community)
- Signature Events Sponsorship includes:
  - Anniversary Celebration Banquet
    - Five (5) tickets to the Banquet
    - Company logo on event flyer
    - Company name and logo in program booklet
    - Half-page (1/2) advertisement in program booklet
  - Lunar New Year Banquet
    - Five (5) tickets to the Dinner
    - Company logo on event flyer
    - Company name and logo in program booklet
    - Half-page (1/2) advertisement in program booklet

### Silver Sponsor - \$3,000

- Company name and logo on ACA website
- Company name and logo in E-Newsletter (reach: 2,000 from local community)
- Company name and logo in Social Media article (reach: 2,000 from local community)
- Signature Events Sponsorship includes:
  - Anniversary Celebration Banquet
    - Ten (10) tickets to the Banquet
    - Company logo on event flyer
    - Company name and logo in program booklet
    - Half-page (1/2) advertisement in program booklet
    - Brief remarks at event
    - Advertisement in event slideshow
  - Lunar New Year Banquet
    - Ten (10) tickets to the Dinner
    - Company logo on event flyer
    - Company name and logo in program booklet
    - Half-page (1/2) advertisement in program booklet

### Gold Sponsor - \$5,000

- Company name and logo on ACA website and include link to company website
- Company name and logo in E-Newsletter (reach: 2,000 from local community)
- Company name and logo in Social Media article (reach: 2,000 from local community)
- Signature Events Sponsorship includes:
  - Anniversary Celebration Banquet
    - Ten (10) tickets to the Banquet
    - Company logo on event flyer
    - Company name and logo in program booklet

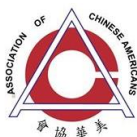


- Full-page (1) advertisement in program booklet
  - Brief remarks at event
  - Advertisement in the event slideshow
- Lunar New Year Banquet
  - Ten (10) tickets to the Dinner
  - Company logo on event flyer
  - Company name and logo in program booklet
  - Full-page (1) advertisement in program booklet
  - Brief remarks at event
- Large-scale Events Sponsorship includes:
  - Company logo on event flyer
  - Half-page (1/2) advertisement in program booklet
  - Company's name announced and given recognition at the event

### Platinum Sponsor - \$8,000

- Company name and logo on ACA website and include link to company website
- Company name and logo in E-Newsletter (reach: 2,000 from local community)
- Company name and logo in Social Media article (reach: 2,000 from local community)
- Signature Events Sponsorship includes:
  - Anniversary Celebration Banquet
    - Ten (10) tickets to the Banquet
    - Company logo on event flyer
    - Company name and logo in program booklet
    - Full-page (1) advertisement in program booklet
    - Brief remarks at event
    - Advertisement in event slideshow
    - Company banner on stage
    - Outstanding Sponsor Award
  - Lunar New Year Banquet
    - Ten (10) tickets to the Dinner
    - Company logo on event flyer
    - Company name and logo in program booklet
    - Full-page (1) advertisement in program booklet
    - Brief remarks at event
    - Company banner on stage
- Large-scale Events Sponsorship includes:
  - Company logo on event flyer
  - Full-page (1) advertisement in program booklet
  - Company's name announced and given recognition at the event
  - Brief remarks at event
  - Free space or booth at event





## Signature Event Sponsorship - Anniversary Celebration Banquet

The banquet is ACA's signature annual gathering to celebrate the year's accomplishments and refuel to strive for future success. It is a celebratory evening featuring city officials, inspirational speeches, cultural performances, a gourmet dinner, and recognition of our outstanding community partners and sponsors.

Friday, October 25, 2019, 6 pm

300 attendees estimated

Glen Oaks Country Club

30500 W 13 Mile Rd, Farmington Hills, MI

### Admission

- |                     |      |                |       |
|---------------------|------|----------------|-------|
| • ACA Member        | \$60 | • Patron       | \$100 |
| • General Admission | \$75 | • Table of Ten | \$600 |

### EVENT SPONSORSHIPS

#### Jade - \$1,000

- Five (5) tickets to the Banquet
- Company logo on event flyer
- Company name and logo in program book
- Half-page (1/2) advertisement

#### Emerald - \$1,500

- Ten (10) tickets to the Banquet
- Company logo on event flyer
- Company name and logo in program book
- Full-page (1) advertisement
- Brief remarks at event

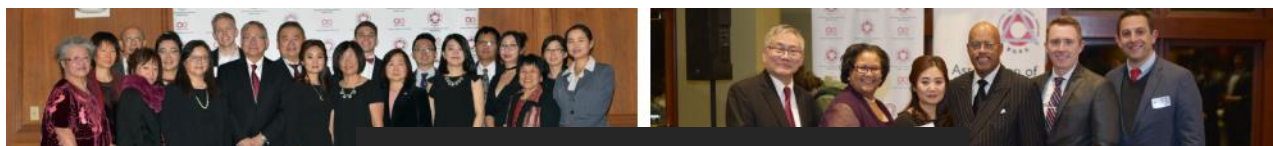
#### Underwriting

- |                   |       |
|-------------------|-------|
| • Entertainment   | \$300 |
| • Program Booklet | \$300 |
| • Dessert         | \$300 |
| • Centerpieces    | \$300 |

### PROGRAM BOOKLET ADVERTISEMENT

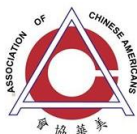
#### Advertisement

- |   |       |
|---|-------|
| • Full (1) Page Color<br>5" W x 8" H        | \$500 |
| • Half (½) Page Color<br>5" W x 3 ¾" H      | \$300 |
| • Quarter (¼) Page Color<br>2 ¼" W x 3 ¾" H | \$150 |
- High resolution PDF or JPEG.
  - Program booklet trim size  
6" W x 9" H
  - Ad submission deadline:  
Friday, Oct 11, 2019
  - Email to Mandy Zhang at:  
mzhang@acaccc.org



Anniversary Celebration Banquet 10.29.2018





## Signature Event Sponsorship – Annual Lunar New Year Dinner

An evening to usher in the Lunar New Year with the ACA community and its partners, the dinner is a celebration of the most important Asian holiday and a unique opportunity to experience Asian American culture. The event includes a traditional 10-course Chinese meal, raffles, and great performances.

Saturday, February, 2020, 6 pm  
Golden Harvest Restaurant  
6880 Twelve Mile, Warren, MI

300 attendees estimated

### Admission

- |                     |      |                |       |
|---------------------|------|----------------|-------|
| • ACA Member        | \$50 | • Patron       | \$100 |
| • General Admission | \$60 | • Table of Ten | \$500 |

### EVENT SPONSORSHIPS

#### Cedar - \$750

- Five (5) tickets to the Dinner
- Company logo on event flyer
- Company name and logo in program book
- Half-page (1/2) advertisement

#### Pine - \$1,200

- Ten (10) tickets to the Dinner
- Company logo on event flyer
- Company name and logo in program book
- Full-page (1) advertisement
- Brief remarks at event

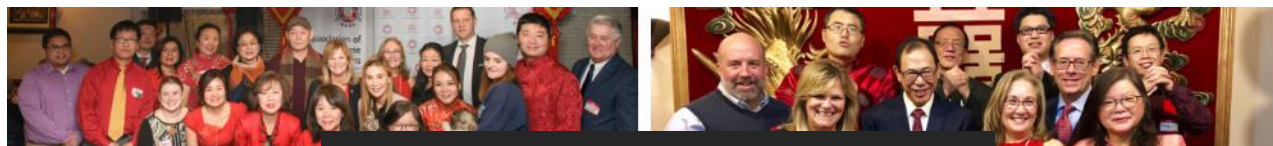
#### Underwriting

- |                   |       |
|-------------------|-------|
| • Entertainment   | \$300 |
| • Program Booklet | \$300 |
| • Dessert         | \$300 |
| • Centerpieces    | \$300 |

### PROGRAM BOOKLET ADVERTISEMENT

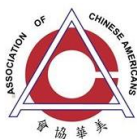
#### Advertisement

- |   |       |
|---|-------|
| • Full (1) Page Color<br>5" W x 8" H        | \$500 |
| • Half (½) Page Color<br>5" W x 3 ¾" H      | \$300 |
| • Quarter (¼) Page Color<br>2 ¼" W x 3 ¾" H | \$150 |
- High resolution PDF or JPEG.
  - Program booklet trim size  
6" W x 9" H
  - Ad submission deadline:  
Friday, Jan 24, 2020
  - Email to Mandy Zhang at:  
mzhang@acaccc.org



Annual Lunar New Year Dinner 2.9.2019





## Event Sponsorship – Individual Events Throughout the Year

You can also support ACA on a per-event basis by sponsoring our additional yearly events. Listed below are some of the major events and programs. Please contact us to see all upcoming events and more information.

### EVENT SPONSORSHIPS

Benefits listed below usually apply, but may not be applicable for all events

#### Ruby - \$500

- Company logo on event flyer
- Half (½) Page Advertisement in program booklet (regular price: \$300)
- Company’s name announced and given recognition at the event
- Brief remarks at event
- Free space or booth at event (regular price: \$50)

#### Lantern Festival – Madison Heights *(large-scale event)* February 2020

- Annual Chinese New Year community gathering with food and craft stands, info booths, cultural performances, and more.
- 1,000 attendees estimated

#### Canton Family Fun Day – Canton *(large-scale event)* August 4, 2020

- Annual event held at Canton Heritage Park drawing families for a day of fun including food, games, and lawn activities.
- 1,000 attendees estimated

#### Healthy Gardening Fair – Madison Heights *(large-scale event)* August 2020

- Annual Chinese Community Center outdoor event promoting healthy living, with vendors and educational displays, games, and outdoor contests.
- 500 attendees estimated

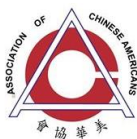
#### Youth Cultural Summer Camp – Canton *(large-scale event)* July/August 2020

- 2-3-week Chinese cultural summer camp engaging kids with fun, education, language and games, and cultural learning.
- 100 attendees estimated

#### Other Event Opportunities:

- Detroit Lunar New Year Open House February 2020
- Canton Lunar New Year Party February 2020
- B3 Leadership Summit September 2020
- APIA-Youth Leadership Training September 2020
- Health and Wellness Workshops Periodically
- Outings and Travel April/May/September 2020
- Arts and Culture September/October 2020
- *more...*





## 2020 SPONSORSHIP AGREEMENT FORM

### CORPORATE INFORMATION

Company: \_\_\_\_\_

Representative: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

### SPONSORSHIP / UNDERWRITING / ADVERTISEMENT SELECTION

- Bronze Annual Sponsorship - \$2,000
- Silver Annual Sponsorship - \$3,000
- Gold Annual Sponsorship - \$5,000
- Platinum Annual Sponsorship - \$8,000
- Ruby Event Sponsor - \$500 Event: \_\_\_\_\_
- Jade Signature Event Sponsorship - \$1,000
- Emerald Signature Event Sponsorship - \$1,500
- Cedar Signature Event Sponsorship - \$750
- Pine Signature Event Sponsorship - \$1,200

Signature Event Underwriting Event: \_\_\_\_\_

- Entertainment - \$300
- Dessert - \$300
- Program Booklet - \$300
- Centerpieces - \$300

Signature Event Program Booklet Advertisement Event: \_\_\_\_\_

- Full (1) Page Color 5" W x 8" H - \$500
- Half (1/2) Page Color 5" W x 3 3/4" H - \$300
- Quarter (1/4) Page Color 2 1/4" W x 3 3/4" H - \$150

### PAYMENT INFORMATION

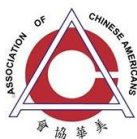
Check Amount: \$ \_\_\_\_\_ Check Number: \_\_\_\_\_

Signature: \_\_\_\_\_

**Please make checks payable to: Association of Chinese Americans, Inc. (Memo: 2020 Sponsorship)  
Please mail Agreement Form and Check to:**

Attn: Celebration 2020  
Association of Chinese Americans, Inc.  
32585 Concord Drive  
Madison Heights, MI 48071

Contact: Joyce Li at [jli@acaccc.org](mailto:jli@acaccc.org) or 313-831-1790



 **Let's Get Started**

# Thank You

Thank you for your interest in joining hands with us to make a positive difference in the Asian American community. As you consider your options, please don't hesitate to reach out to our Executive Director, Joyce Li, with any questions you may have. We look forward to seeing you and your organization at our coming events as we come together for a great year with a great cause.

## **Association of Chinese Americans, Inc.**

Detroit Chapter of the OCA-Asian Pacific American Advocates

~ Since 1972 ~

ACA is dedicated to advancing the social, political and economic well-being of Asian Pacific Americans in the United States

Contact: Executive Director  
Joyce (Yihong) Li  
313-831-1790

ACA Chinese Community Center  
32585 Concord Dr., Madison Heights, MI  
248-585-9343

ACA Detroit Service Center  
4750 Woodward Ave., Ste. 211, Detroit, MI  
313-831-1790

ACA Macomb County Center  
21885 Dunham Rd., Ste. 9, Clinton Township, MI  
586-307-8984

ACA Canton Center  
Summit on the Park (inside), 46000 Summit Pkwy, Canton, MI  
313-831-1790

[www.acadetroit.org](http://www.acadetroit.org)  
[www.facebook.com/DetroitACA](https://www.facebook.com/DetroitACA)