

2021

SPONSORSHIP PROPOSAL

October 2020 – September 2021

September 2020



Association of Chinese Americans, Inc.

Detroit Chapter of the OCA-Asian Pacific American Advocates

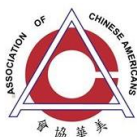
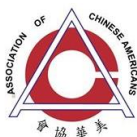


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Sponsorship Proposal

September 2020

2021 Sponsorship Benefits

October 2020 – September 2021

Thank you for considering sponsorship for 2020 Association of Chinese Americans, Inc. (ACA) events. As a sponsor, you will be joining us in enriching the lives of Asian Pacific Americans across the Metropolitan Detroit area!

About ACA

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 Pacific American community. Our growing scope of programs annually has an impact over 10,000 individuals and our regular communication network reaches across the State of Michigan and other OCA-Asian Pacific American Advocates Chapters across the nation. With our 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

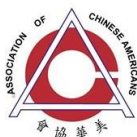
By joining ACA as a sponsor, you will make a critical difference in the Asian Pacific American community. Your support will help sustain and enhance the many programs and services we provide to the community. We foster meaningful relationships with our sponsors through building long-term partnerships to make a substantial impact in the community. Furthermore, you are provided the opportunity to increase your engagement and presence within the community.

How it Works

As an annual sponsor, you will receive countless benefits and be invited to various ACA events, such as our signature events. Additionally, there are other individual community event sponsorship opportunities to consider. You can find more information at the end of this package.

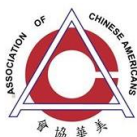
Sponsorship and Donation Opportunities

- Annual Sponsorship
- Individual Signature Event Sponsorship throughout the year
 - Anniversary Celebration Gala; Annual Lunar New Year Dinner; Lantern Festival; Canton Family Fun Day; Healthy Gardening Fair; Youth Cultural Summer Camp; B3 Leadership Summit; ACA High School Scholarship Program
- Individual events throughout the year
 - Detroit Lunar New Year Open House; APIA-Youth Leadership Training; Arts and Culture; Health and Wellness Workshops and more

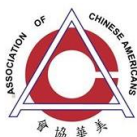


Sponsorships at-a-Glance

Benefits	Annual			
	Platinum	Gold	Silver	Bronze
	\$8,000	\$5,000	\$3,000	\$2,000
Company name and logo on ACA website with link to company website	✓	✓		
Company name and logo on ACA website			✓	✓
Company name and logo on all ACA communication channels	✓	✓	✓	✓
Anniversary Celebration Gala				
Company logo on event flyer	✓	✓	✓	✓
Company name and logo in program booklet	✓	✓	✓	✓
Advertisement in program booklet	1	1	1/2	1/2
Brief remarks at event	✓	✓	✓	
Advertisement in event slideshow	✓	✓	✓	
Outstanding Sponsor Award and Video Advertisement	✓			
Signature Events				
Company logo on event flyer	✓	✓		
Advertisement in program booklet	1	1/2		
Recognition at event	✓	✓		
Brief remarks at event	✓			
Free space or booth at event	✓			



Benefits	Signature Event						Event
	Emerald	Jade	Sapphire	Pine	Cedar	Amber	Ruby
	\$1,000	\$800	\$500	\$1,200	\$750	\$750	\$500
Anniversary Celebration Gala							
Company logo on event flyer	✓	✓					
Company name and logo in program booklet	✓	✓					
Advertisement in program booklet	1	1/2					
Brief remarks at event	✓						
Advertisement in event slideshow	✓	✓					
Video Advertisement	✓						
Name on Slideshow			✓				
Name on Program			✓				
Lunar New Year Banquet (Subject to Change)							
Tickets to the Dinner				10	5		
Company logo on event flyer				✓	✓		
Company name and logo in program booklet				✓	✓		
Advertisement in program booklet				1	1/2		
Brief remarks at event				✓			
Signature Events/Individual Events Throughout the Year							
Company logo on event flyer						✓	✓
Advertisement in program booklet (if applicable)						1/2	1/2
Recognition at event						✓	✓
Brief remarks at event						✓	✓
Free space or booth at event (if applicable)						✓	✓



■ Annual Sponsorship Levels

Platinum Sponsor - \$8,000

- Company name and logo on ACA website and include link to company website
- Company name and logo on all ACA communication channels (reach: 2,000 from local community)
- Anniversary Celebration 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
 - Outstanding Sponsor Award and Video Advertisement
- Signature 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

Gold Sponsor - \$5,000

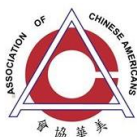
- Company name and logo on ACA website and include link to company website
- Company name and logo on all ACA communication channels (reach: 2,000 from local community)
- Anniversary Celebration Banquet
 - Company logo on event flyer
 - Company name and logo in program booklet
 - Full-page (1) advertisement in program booklet
 - Brief remarks at event
 - Advertisement in event slideshow
 - Outstanding Sponsor Award
- Signature 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

Silver Sponsor - \$3,000

- Company name and logo on ACA website
- Company name and logo on all ACA communication channels (reach: 2,000 from local community)
- Anniversary Celebration 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

Bronze Sponsor - \$2,000

- Company name and logo on ACA website
- Company name and logo on all ACA communication channels (reach: 2,000 from local community)
- Anniversary Celebration Banquet
 - Company logo on event flyer
 - Company name and logo in program booklet
 - Half-page (1/2) advertisement in program booklet



Signature Event Sponsorship - Anniversary Celebration Gala

The Gala 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, silent auction, and recognition of our outstanding community partners and sponsors.

Saturday, October 24, 2020, 2 pm

300 attendees estimated

Virtual on Zoom

Admission is free. Donation is welcomed and greatly appreciated.

EVENT SPONSORSHIPS

Emerald - \$1000

- Company logo on event flyer
- Company name and logo on program book
- Full-page (1) advertisement
- Advertisement in event slideshow
- Video Advertisement
- Brief remarks at event

Jade - \$800

- Company logo on event flyer
- Company name and logo on program book
- Half-page (1/2) advertisement
- Advertisement in event slideshow

Sapphire – \$500

- Name on Slideshow
- Name on Program Book

Patron: \$100

- Name on Program Book

VIDEO ADVERTISEMENT

- 30 Seconds \$300
- File type must be a mp4 file.
- High resolution video is preferred.

PROGRAM BOOKLET ADVERTISEMENT

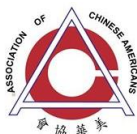
- Full (1) Page Color
5" W x 8" H \$500
- Half (½) Page Color
5" W x 3 ¾" H \$300
- Quarter (¼) Page Color
2 ¼" W x 3 ¾" H \$150
- High resolution PDF or JPEG.
- Program booklet trim size
6" W x 9" H

Submission:

- Deadline: Friday, October 9, 2020
- Email: mzhang@acaccc.org



Anniversary Celebration Banquet 10.25.2019



Association of Chinese Americans, Inc.

Detroit Chapter of the OCA-Asian Pacific American Advocates

Since 1972



Signature Event Sponsorship – Annual Lunar New Year Dinner

It is 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 Pacific American culture. The event includes a traditional 10-course Chinese meal, raffles, and great performances.

February 2021

300 attendees estimated

Location: To Be Determined (TBD)

Admission

- | | | | |
|---------------------|-----|----------------|-----|
| • ACA Member | TBD | • Patron | TBD |
| • General Admission | TBD | • Table of Ten | TBD |

EVENT SPONSORSHIPS

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

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

Underwriting

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

PROGRAM BOOKLET ADVERTISEMENT

- Full (1) Page Color
5" W x 8" H \$500
- Half (½) Page Color
5" W x 3 ¾" H \$300
- Quarter (¼) Page Color
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:
Monday, Feb 1, 2021
- Email to Mandy Zhang at:
mzhang@acaccc.org





Signature Event Sponsorship – Lantern Festival

Shortly after Lunar New Year, we celebrate Lantern Festival. It is an evening where we gather as a community to enjoy food and craft stands, info booths, cultural performances and many more.

February 2021

1,000 attendees estimated

Location: Madison Heights

Admission: TBD

EVENT SPONSORSHIPS

Amber - \$750

- Company logo on event flyer
- Half (½) Page Advertisement in program booklet
- Company name recognition at the event
- Brief remarks at event
- Free space or booth at event

Underwriting

- Entertainment \$300
- Program Booklet \$300
- Booth \$100
- Food \$300

PROGRAM BOOKLET ADVERTISEMENT

- Full (1) Page Color
5" W x 8" H \$500
- Half (½) Page Color
5" W x 3 ¾" H \$300
- Quarter (¼) Page Color
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:
Monday, Feb 1, 2021
- Email to Mandy Zhang at:
mzhang@acaccc.org



Signature Event Sponsorship – Canton Family Fun Day

It is an annual event held at Canton Heritage Park drawing families for a day of fun including food, games, and lawn activities. We hope to bring our community together to enjoy the fun and connect with our community members.

August 2021

1,000 attendees estimated

Location: Canton

Admission: TBD

EVENT SPONSORSHIPS

Amber - \$750

- Company logo on event flyer
- Company name recognition at the event
- Brief remarks at event
- Free space or booth at event

Underwriting

- Entertainment \$300
- Program Booklet \$300
- Booth \$100
- Food \$300

PROGRAM BOOKLET ADVERTISEMENT

- Full (1) Page Color
5" W x 8" H \$500
- Half (½) Page Color
5" W x 3 ¾" H \$300
- Quarter (¼) Page Color
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:
Monday, Aug 2, 2021
- Email to Mandy Zhang at:
mzhang@acaccc.org



Signature Event Sponsorship – Healthy Family Gardening Fair

It is an annual Chinese Community Center outdoor event promoting healthy living with vendors and educational displays, games, and outdoor contests. It is a time for our community members to learn various healthy living tips and connect with others.

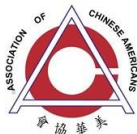
August 2021

500 attendees estimated

Location: Madison Heights

Admission: TBD

EVENT SPONSORSHIPS	PROGRAM BOOKLET ADVERTISEMENT
<p>Amber - \$750</p> <ul style="list-style-type: none"> • Company logo on event flyer • Company name recognition at the event • Brief remarks at event • Free space or booth at event 	<ul style="list-style-type: none"> • Full (1) Page Color 5" W x 8" H \$500 • Half (½) Page Color 5" W x 3 ¾" H \$300 • Quarter (¼) Page Color 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: Monday, Aug 2, 2021 • Email to Mandy Zhang at: mzhang@acaccc.org
<p>Underwriting</p> <ul style="list-style-type: none"> • Entertainment \$300 • Program Booklet \$300 • Booth \$100 • Food \$300 	



Signature Event Sponsorship – Youth Cultural Summer Camp

It is usually a 2 to 3-week Chinese cultural summer camp engaging kids with fun and educational workshops, such as language and games, and cultural learning.

July/August 2021

100 attendees estimated

Location: Canton

Admission: TBD

EVENT SPONSORSHIPS

Amber - \$750

- Company logo on event flyer
- Company name recognition at the event
- Brief remarks at event
- Free space or booth at event

Underwriting

- Program Booklet \$300
- Workshop Materials \$300

PROGRAM BOOKLET ADVERTISEMENT

- Full (1) Page Color
5" W x 8" H \$500
- Half (½) Page Color
5" W x 3 ¾" H \$300
- Quarter (¼) Page Color
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:
Monday, Jun 7, 2021
- Email to Mandy Zhang at:
mzhang@acaccc.org



Signature Event Sponsorship – B3 Leadership Summit

Launched in 2009, B3 Leadership Summit is a professional and leadership development program for aspiring Asian Pacific American (APA) professionals who are interested in taking their personal and professional goals to the next level through leadership development and networking. Due to COVID-19, we had our FIRST virtual B3 in July 2020 with 1:1 career coaching.

September 2021

100 attendees estimated

Location: To Be Determined (TBD)

Admission: TBD

EVENT SPONSORSHIPS

Amber - \$750

- Company logo on event flyer
- Half (½) Page Advertisement in program booklet
- Company name recognition at the event
- Brief remarks at event
- Free space or booth at event

Underwriting

- | | |
|--------------------|-------|
| • Program Booklet | \$300 |
| • Summit Materials | \$300 |
| • Booth | \$100 |

PROGRAM BOOKLET ADVERTISEMENT

- | | |
|--|-------|
| • Full (1) Page Color
5" W x 8" H | \$500 |
| • Half (½) Page Color
5" W x 3 ¾" H | \$300 |
| • Quarter (¼) Page Color
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:
Monday, Aug 2, 2021 | |
| • Email to Mandy Zhang at:
mzhang@acaccc.org | |



Signature Event Sponsorship – ACA High School Scholarship Program

It is an annual event where we recognize local high school seniors for their accomplishments. The scholarships given are donations from our sponsors in hopes of helping these students financially in obtaining their higher education degree.

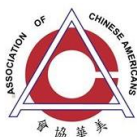
October 2021

200 attendees estimated

Location: To Be Determined (TBD)

Admission: TBD

EVENT SPONSORSHIPS		PROGRAM BOOKLET ADVERTISEMENT	
Amber - \$750		<ul style="list-style-type: none"> • Full (1) Page Color 5" W x 8" H • Half (½) Page Color 5" W x 3 ¾" H • Quarter (¼) Page Color 2 ¼" W x 3 ¾" H 	<ul style="list-style-type: none"> \$500 \$300 \$150
<ul style="list-style-type: none"> • Company logo on event flyer • Half (½) Page Advertisement in program booklet • Company name recognition at the event • Brief remarks at event • Free space or booth at event 		<ul style="list-style-type: none"> • High resolution PDF or JPEG. • Program booklet trim size 6" W x 9" H 	
Underwriting		<ul style="list-style-type: none"> • Ad submission deadline: Monday, Feb 1, 2021 • Email to Mandy Zhang at: mzhang@acaccc.org 	
<ul style="list-style-type: none"> • Program Booklet • Awards • Booth 	<ul style="list-style-type: none"> \$300 \$500 \$100 		



■ Event Sponsorship – Individual Events Throughout the Year

You can also support ACA on specific events by sponsoring our annually held events. Listed below are some of the major events and programs we have planned for the next year. Please contact us to see all upcoming events and for more information.

EVENT SPONSORSHIPS

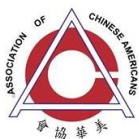
Benefits listed below may not be applicable for all events

Ruby - \$500

- Company logo on event flyer
- Company's name announced and given recognition at the event
- Brief remarks at event
- Free space or booth at event (if applicable)

Individual events throughout the year:

- | | |
|-------------------------------------|--------------------------|
| • Detroit Lunar New Year Open House | February 2021 |
| • Canton Lunar New Year Party | February 2021 |
| • APIA-Youth Leadership Training | September 2021 |
| • Arts and Culture | September/October 2021 |
| • Health and Wellness Workshops | Periodically |
| • Outings and Travel | April/May/September 2021 |
| • <i>many more...</i> | |



2021 ANNUAL SPONSORSHIP AGREEMENT FORM

CORPORATE INFORMATION

Company: _____
Representative: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____
E-mail: _____

SPONSORSHIP SELECTION

- Platinum Annual Sponsorship - \$8,000
- Gold Annual Sponsorship - \$5,000
- Silver Annual Sponsorship - \$3,000
- Bronze Annual Sponsorship - \$2,000

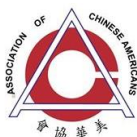
PAYMENT INFORMATION

Check Amount: \$ _____ Check Number: _____
Signature: _____

Please make checks payable to: Association of Chinese Americans, Inc. (Memo: 2021 Sponsorship)
Please mail Agreement Form and Check to:

Attn: Sponsorship 2021
Association of Chinese Americans, Inc.
32585 Concord Drive
Madison Heights, MI 48071

Contact: Anna Lin at alin@acaccc.org or 313-831-1790



2021 EVENT SPONSORSHIP AGREEMENT FORM

CORPORATE INFORMATION

Company: _____

Representative: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

SPONSORSHIP / UNDERWRITING / ADVERTISEMENT SELECTION

Anniversary Celebration Gala	Emerald \$1000	Jade \$800
Annual Lunar New Year Dinner	Sapphire \$500	Patron \$100
Lantern Festival	Pine \$1200	Cedar \$750
Canton Family Fun Day	Amber \$750	
Healthy Gardening Fair	Amber \$750	
Youth Cultural Summer Camp	Amber \$750	
B3 Leadership Summit	Amber \$750	
ACA High School Scholarship Program	Amber \$750	
Individual Event Sponsor	Ruby \$500	Event: _____

Event Underwriting: _____

- | | | |
|---|--|---|
| <input type="checkbox"/> Entertainment - \$300 | <input type="checkbox"/> Program Booklet - \$300 | <input type="checkbox"/> Workshop Materials - \$300 |
| <input type="checkbox"/> Summit Materials - \$300 | <input type="checkbox"/> Centerpieces - \$300 | <input type="checkbox"/> Food - \$300 |
| <input type="checkbox"/> Dessert - \$300 | <input type="checkbox"/> Booth - \$100 | |

Event Advertisement: _____

- Video – 30 sec - \$300
- Full (1) Page Color 5" W x 8" H - \$500
- Half (½) Page Color 5" W x 3 ¾" H - \$300
- Quarter (¼) Page Color 2 ¼" W x 3 ¾" H - \$150

PAYMENT INFORMATION

Check Amount: \$ _____ Check Number: _____

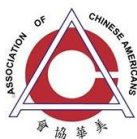
Signature: _____

Please make checks payable to: Association of Chinese Americans, Inc. (Memo: 2021 Sponsorship)

Please mail Agreement Form and Check to:

Attn: Sponsorship 2021
 Association of Chinese Americans, Inc.
 32585 Concord Drive
 Madison Heights, MI 48071

Contact: Anna Lin at alin@acaccc.org or 313-831-1790



Thank You

Thank you for your interest in joining hands with us to make a positive difference in the Asian Pacific American community. As you consider your options, please do not 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 upcoming events as we come together for another great year with our community.

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

www.facebook.com/DetroitACA