



## ASIAN AMERICAN COALITION OF CHICAGO

The 28<sup>th</sup> Annual Lunar New Year Gala

*One Vision, Many Voices*

Hosted by the Indian American Community of Chicago

Saturday, February 26, 2011 ~ Hyatt Regency O'Hare

Saturday, February 12, 2011

RE: Asian American Coalition Lunar New Year Gala

Dear Friend,

Thank you for your long standing support of the Asian American community. This year's **28<sup>th</sup> Asian American Coalition Lunar New Year Gala** will be held on **Saturday, February 26, 2011**. As Chair of the Planning Committee, it is my pleasure to invite you and your organization to participate in this premier, black tie optional gala which will be held at the Hyatt Regency O'Hare Hotel, 9300 Bryn Mawr Avenue in Rosemont.

I am humbled to serve as this year's chair to support and give back to the community that has helped shape this generation's past and will carry our youth into the future. Please join me in ensuring the success of "**One Vision, Many Voices**" through your generous sponsorship or contribution.

Your support of the **28<sup>th</sup> Asian American Coalition Lunar New Year Gala** will showcase your commitment and loyalty to the Asian American community that uniquely contributes to the diverse and rich tapestry of our great nation.

Please see the attached Asian American fact sheet and sponsorship opportunities that can provide your organization with maximum exposure through the various media outlets that cover this event annually. Each year, celebrity emcees representing each major media network in the Chicago market participate in the formal program.

I look forward to celebrating the Lunar New Year with you on February 26, 2011!

Very Truly Yours,

Nadja Lalvani  
Chair,  
2011 Asian American Coalition Lunar Dinner

Avind Paul Gakhal  
Sponsor Committee Chair



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[www.aacchicago.org](http://www.aacchicago.org)

## SPONSORSHIP OPPORTUNITIES

*We are pleased to support the 28<sup>th</sup> Annual Lunar New Year Gala*

- Presenting Sponsor** **\$25,000**

On-stage appearance including speaking opportunity and formal recognition during program, 10 VIP tickets, display of your organization's banner, inclusion of your organization's name on all publicity materials, full page color advertisement in commemorative program book with possible upgrade to back cover or inside cover, your logo prominently displayed on AACC homepage and link to your website, prime exhibition location
- Coalition Sponsor** **\$15,000**

On-stage appearance, speaking opportunity and formal recognition during program, 10 VIP tickets, display of your organization's banner, inclusion of your organization's name on all publicity materials, full page color advertisement in commemorative program book, your logo prominently displayed on AACC homepage and link to your website, prime exhibition location
- Global Sponsor** **\$10,000**

On-stage appearance and formal recognition during program, 10 VIP tickets, inclusion of your organization's name on all publicity materials, full page color advertisement in commemorative program book, your logo prominently displayed on AACC homepage and link to your website, prime exhibition location
- Pan-Asian Sponsor** **\$5,000**

Formal recognition during program, 10 tickets, inclusion of your organization's name on all publicity materials, full page color advertisement in commemorative program book, your logo prominently displayed on AACC homepage and link to your website, prime exhibition location
- Community Sponsor** **\$3,000**

Formal recognition during program, 10 tickets, inclusion of your organization's name on all publicity materials, full page black and white ad in commemorative program book, your logo prominently displayed on AACC homepage and link to your website, prime exhibition location
- Coalition Sponsor** **\$1,500**

10 dinner tickets, full page black and white advertisement in commemorative program book, your logo prominently displayed on AACC homepage and link to your website



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### **Exhibit Table Only**

**\$250**

Standard 8 foot table will be provided. Please bring table skirting and dressing. Tables will be set up around the perimeter of the reception area and will have visibility to more than 1,000 guests.

### **Raffle/Auction Prize**

I would like to donate a good or service to the Asian American Coalition. I have listed the item and a brief description

below.

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The estimated retail value of this item is (Please check the box that applies)

- Raffle Prize** - \$150 or less
- Silent Auction Prize** - \$150 - \$999
- Live Auction Prize** - \$1,000 or greater



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### Logo requirements

Please provide your logo in JPG or GIF format, with a pixel size of at least 400 x 400. Logos will be displayed in all marketing materials for the event, including the website.

### Banner requirements

Presenting sponsors should provide vinyl banners, ready to hang with eyelets and adequate strings. Because of space limitations, the banners are limited to 2' (width) by 3' (length) and could be displayed at respective booth space.

Please make checks payable to: **Asian American Coalition 2011** and mail to:

**Krishan K. Sant** • Asian American Coalition • 410-71 Street • Darien, IL 60561-4057

I/We have sent our ad as follows:

\_\_\_\_\_ Camera-ready artwork in BLACK AND WHITE enclosed.

\_\_\_\_\_ By e-mail, sent high resolution, minimum 300 dpi in .pdf or jpeg, to: [davevasu@gmail.com](mailto:davevasu@gmail.com)

**IMPORTANT NOTES:** So that your ad looks crisp and clear and its very best, all material must be submitted in **camera-ready artwork** or **electronic format in pdf or jpeg at a high resolution (minimum 300 dpi)**. Please note that we reserve the right to assess an additional hourly charge for any design or pre-press work necessary for ads that are not submitted in camera-ready, high resolution format. The ad insertion form is the **ONLY** acceptable faxable material. We cannot scan ads, artwork, text, logos, or imagery sent by fax, or download from websites, due to quality issues. Thank you for your understanding and cooperation. For your convenience, this form is downloadable on website [www.aacchicago.org](http://www.aacchicago.org) in Word format.

- 1) Please send this electronic ad insertion form and artwork to: [davevasu@gmail.com](mailto:davevasu@gmail.com)
- 2) Please mail this ad insertion form, ad artwork and check made payable to **Asian American Coalition of Chicago 2011** to: **Krishan K. Sant** • Asian American Coalition • 410-71 Street • Darien, IL 60561-4057
- 3) Pre-payment required in order to run. Please submit and fund all ads by **February 15, 2011**.  
Sorry, we cannot guarantee the inclusion of ads received or funded after the deadline.

**I/We agree to the above terms, and authorize placement of the above ad and sponsorship package.**

\_\_\_\_\_  
AUTHORIZED Signature

\_\_\_\_\_  
Date

OFFICE USE ONLY Received by \_\_\_\_\_ Check Amount \$ \_\_\_\_\_ Date \_\_\_\_\_



**The 28<sup>th</sup> Annual Lunar New Year Celebration**  
**ONE VISION MANY VOICES**  
Hosted by the Indian American Community  
February 26, 2011 ~ Hyatt Regency O'Hare

**ADVERTISING INSERTION FORM – DUE FEBRUARY 15, 2011**

COMPANY OR ORGANIZATION NAME

Last First Middle (AUTHORIZED CONTACT)

Number Street Suite/Apt. #

City State Zip

Telephone Day Eve E-Mail Address

I/We are pleased to support the AACC by placing a BLACK AND WHITE ad in the Souvenir Program Book as follows:

_____	FULL Page – Size 8-1/2 x 11 Inches, Live Area 7-1/2 x 10 Inches	\$525.00
_____	HALF Page – Size 8-1/2 x 5 1/2 Inches, Live Area 7-1/2 x 5 Inches	\$300.00
_____	FULL Page Color – Size 8-1/2 x 11 Inches, Live Area 7-1/2 x 10 Inches	\$995.00 (2 Tickets FREE)

DISCOUNTED Rate for NON-PROFITS

\_\_\_\_\_ FULL Page – Size 8-1/2 x 11 Inches, Live Area 7-1/2 x 10 Inches \$325.00

I/We have sent our ad as follows:

\_\_\_\_\_ Camera-ready artwork enclosed.  
\_\_\_\_\_ By e-mail, sent high resolution, minimum 300 dpi in pdf or jpeg, to: **dave@digislate.com**

**IMPORTANT NOTES:** So that your ad looks crisp and clear and its very best, all material must be submitted in **camera-ready artwork** or **electronic format in pdf or jpeg at a high resolution (minimum 300 dpi)**. Please note that we reserve the right to assess an additional hourly charge for any design or pre-press work necessary for ads that are not submitted in camera-ready, high resolution format. The ad insertion form is the **ONLY** acceptable faxable material. We cannot scan ads, artwork, text, logos, or imagery sent by fax, or download from websites, due to quality issues. Thank you for your understanding and cooperation. For your convenience, this form is downloadable on the website **www.aacchicago.org** in Word format.

- 1) Please send this electronic ad insertion form and artwork to: **dave@digislate.com**
- 2) Please mail this ad insertion form, ad artwork and check made payable to **Asian American Coalition of Chicago** to the address below.
- 3) Pre-payment required in order to run. Please submit and fund all ads by **February 15, 2011** in order to run. Sorry, we cannot guarantee the inclusion of ads received or funded after the deadline.

**I/We agree to the above terms, and authorize placement of the above ad.**

AUTHORIZED Signature

Date

OFFICE USE ONLY Received by \_\_\_\_\_ Check Amount \$ \_\_\_\_\_ Date \_\_\_\_\_

**Asian American Coalition of Chicago**  
**c/o Nadja Lalvani**  
568 Raintree Drive • Glen Ellyn • IL 60137  
Tel: (630) 739-7089  
www.aacchicago.org info@aacchicago.org



## **ASIAN AMERICAN FACT SHEET**

### ***WHAT YOU SHOULD KNOW ABOUT THE ASIAN AMERICAN MARKET***

- Illinois has the sixth largest Asian population in the United States.
- The consumer buying power of the Asian American community is currently estimated at a whopping \$397 billion.
- Asians have the highest level of educational attainment of all groups in the U.S., with 49% holding at least a Bachelor's degree.
- 73% Percentage of Asians live in a household with Internet use -- the highest rate among race and ethnic groups.
- 2.7% Percentage growth of the Asian population between 2007 and 2008, the highest of any race group during that time period. The increase in the Asian population during the period totaled more than 400,000.
- 14.9 million people report themselves as having either full or partial Asian heritage, around 5.0% of the U.S. population.
- 40.6 million U.S. residents in 2050 will identify themselves as Asian or Asian in combination with one or more other races. They are projected to comprise 9 percent of the total population by that year.
- 1.1 million businesses were owned by Asian Americans in 2002, up 24 percent from 1997. The rate of increase in the number of Asian owned businesses was about twice that of the national average for all businesses.



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Sponsorship privileges give us the opportunity to get our branding out there and to meet with decision makers of leading retailers from around the world.â€ Yujiro Sato, General Manager, Global Business Division, Teraoka Seiko Co., Ltd. Endless Opportunities. Presentation Opportunities. WeConnect and Exhibition Stands. Special/Breakfast Sessions. Sponsorship is the Opportunity for Storytelling and Content Marketing. â€œDigitalization offers sponsors completely new opportunities,â€ says Kurczynski. â€œA few years ago, sponsorship still meant having your logo on sports assets presented to the media. Today, sponsorship is the opportunity to run storytelling and content marketing â€“ in times of information and advertising overload, this is especially attractive for brands.â€ But which sponsorship strategy has a lasting positive effect on the companyâ€™s KPIs? Learn about the best sponsorship opportunities and get the most out of them! Pros And Cons Of Sponsorship. Posted by mori | Labels: Sponsorship.â€ Although sponsorship has become a vital part of a companyâ€™s marketing strategy, it is not entirely faultless. With the good comes the bad, all of which business organizations should be aware of when sponsoring events, individuals, other groups, and the like. Advantages of sponsorship. There are many benefits that come with sponsorship â€“ both to sponsors and sponsees.