



COUNCIL OF ASIAN PACIFIC AMERICANS

BETTER TOGETHER

HOLIDAY EVENT

Thursday, December 10, 2020
7 – 8 p.m.

In the comfort of your living rooms
Virtual Event

SPONSORSHIP OPPORTUNITIES

For more information:

Ryan Rosario

| president@capa-mi.org

| 586-808-4568



COUNCIL OF ASIAN PACIFIC AMERICANS

In 2000, the idea of creating a Pan-Asian American cultural organization in Michigan emerged among Asian Pacific Americans to celebrate Asian Pacific American Heritage Month. The seed money for the organization was raised from DTE.

The Council of Asian Pacific Americans (CAPA) was formed on February 17, 2001, and the first Splendor of the East was held at the Macomb Center for the Performing Arts in May.

Since then, the organization has expanded its services to the community through multiple avenues – community leadership roundtable meetings to facilitate communication between leaders of various Asian American ethnic organizations in Michigan, involving the youth in philanthropic activities by instituting an Annual Scholar Award and mobilizing the Asian community in times of need by raising funds to benefit the disaster-affected families.

CAPA has also since added three more signature events – The Statewide Leadership Summit that focuses on community service and leadership development, The Asian Cultural Food Festival that brings the community together over food and culture and an Educational Summit benefiting the youth of our communities.

CAPA's mission is to unite Asian Pacific Americans and the community-at-large through culture, education and community service.

CAPA's membership is over 1,200 and its [e-newsletter](#) readership is greater than 1,500. CAPA is also an umbrella organization to over 25 ethnic organizations across the state. In 2020, CAPA has been supporting community efforts to bring relief to the frontline workers and the elderly and vulnerable in our community by gathering and delivering medical personal protective equipment and food. We stood up for the Black Lives Matter movement and continue to share what actions our community can take to support, be it supporting black-owned businesses, signing petitions, donating to organizations that make a difference, contacting our state representatives or simply leaning in more and listening. We hosted a 3-part educational series focused on helping prepare high school students for college. We also encouraged the Asian American community to participate in the Census 2020 through a dedicated campaign of education.

OUR MISSION & OUR WORK

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COUNCIL OF ASIAN PACIFIC AMERICANS

PRESENTING SPONSOR

\$1,000

Event Attendance

- ✓ Reserved table and admission for 5 guests to the next in-person Holiday Event
- ✓ Sponsor attendance of 10 members to the next in-person Splendor of the East or Leadership Summit

Interaction with anticipated 275+ attendees

- ✓ Logo recognition in virtual program and on social media as Presenting Sponsor
- ✓ Name recognition by emcee during opening and closing remarks as Presenting Sponsor
- ✓ Opportunity to address the attendees via a pre-recorded 45-second message relevant to the theme
- ✓ Opportunity to present article relevant to the theme or relevant marketing/promotional materials in CAPA's e-newsletter

Branding Partnership

- ✓ Logo recognition in invitation*
- ✓ Logo recognition in event related e-blasts, including exclusive recognition in save-the-date**
- ✓ Logo recognition as Presenting Sponsor on event's online payment form
- ✓ Name recognition in media releases as Presenting Sponsor

Digital Media

- ✓ Logo recognition and link to your website on event page
- ✓ Name recognition on CAPA's website page listing donors
- ✓ Tagged recognition on CAPA social media (Facebook, Twitter, & Instagram - combined 1,500+ followers)
- ✓ Company spotlight on CAPA social media (before event)***

Additional: Invitation to *future* dinner with CAPA Board and Advisory Board (valid for 5 guests)

*Must commit by **October 29, 2020**

Must commit by **October 21, 2020

*** Must commit by **October November 15, 2020**





COUNCIL OF ASIAN PACIFIC AMERICANS

PATRON SPONSOR

\$250

Event Attendance

- ✓ Reserved table and admission for 2 guests at the next in-person Holiday Event

Interaction with anticipated 275+ attendees

- ✓ Name recognition in virtual program
- ✓ Recognition by emcee as a sponsor during opening remarks

Digital Media

- ✓ Name recognition on event page





COUNCIL OF ASIAN PACIFIC AMERICANS

SPONSOR INFORMATION

Company Name *(as to be displayed)*:

Contact Name:

Title:

Address:

Phone:

Email:

Website:

SPONSORSHIP COMMITMENT

Presenting Sponsor \$1,000

Patron Sponsor \$250

I am unable to sponsor but would like to make a tax-deductible donation to support the mission of CAPA \$ _____

PAYMENT INFORMATION

Check enclosed *(made payable to Council of Asian Pacific Americans)*

Invoice me via email at _____

2020 SPONSORSHIP COMMITMENT

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