



Dear Community Partner,

The past two years has been challenging years for all of us. Through it all, we all have persevered and continued to carry on our responsibility of serving and fulfilling our civic duties to better our community. APAC is built on this principle, and we are very proud that we will reach our 10 years mark in 2022 of continuing our mission to cultivate civic engagement and forward the voices of San Diego's Asian Pacific American community.

We will be honored if you could join us at APAC's 10<sup>th</sup> Anniversary Dinner and Award Ceremony and celebrate with us as we reach this important milestone. The event will be held on Saturday, March 26, 2022, from 6:00pm to 10:00pm at the Jasmine Seafood Restaurant in Convoy Street.

This event is one of the premier events in the San Diego Asian American Community, as community leaders, coalition partners, business executives, nonprofits, and elected officials come together to recognize significant leaders in our community who influence change and champion civic engagement. We recognize rising stars and seasoned community figures with award, as well as provide scholarships to deserving students.

**Will you consider to be one of the sponsors of this event as you do in the past?** We ask for your consideration of supporting us at one of the Sponsor levels detailed on our sponsorship benefits page. Your sponsorship will help fund the following activities in 2022:

- Recognizing individuals and organizations who have made a difference in our community through civic engagement.
- Supporting APAC's nonpartisan 2022 civic and economic empowerment initiatives and leadership development programs.
- Supporting Tom Hom Scholarship recipients
- Supporting the Night of the Round Tables
- Supporting workshops on Roadmap to Citizenship
- Voter Registration and Get-Out the-Vote Campaign
- Supporting our Asian Pacific American Heritage Month's Cultural events
- Maintaining our Banner Programs

Your support will also allow us to continue engage, educate, and empower more citizens to become involved with the civic process that change lives and strengthen communities. Please see attached Marketing and Sponsorship Benefits' Proposal for your consideration. You can contact us at [info@apacsd.org](mailto:info@apacsd.org) or [shsieh92@hotmail.com](mailto:shsieh92@hotmail.com) if you have any questions.

We sincerely appreciate our working together to serve our community.

Sincerely,

Steve Hsieh  
Chair, APAC Board  
Event Co-Chair

Jantima Danford  
Event Co-Chair



## **APAC 10<sup>th</sup> ANNIVERSARY DINNER AND AWARDS CEREMONY MARKETING AND SPONSORSHIP BENEFITS**

### **Gold (Title) Sponsor: \$5,000**

- ❖ Naming rights for the event and inclusion of logo on all event materials
- ❖ 25' banner at event
- ❖ Inside back cover advertisement of souvenir program
- ❖ Name/Organization listed in souvenir program and table
- ❖ Name/Organization listed on event invitations and materials and logo on website
- ❖ Social Media Marketing and/or Email Blast Mentions
- ❖ Opportunity for sponsor to speak at event
- ❖ 10 tickets to event

### **Silver Sponsor: \$2,500**

- ❖ Full page ad in souvenir program
- ❖ Name/Organization listed in souvenir program and table
- ❖ Featured in news releases and social media for event
- ❖ Name/Organization listed on event invitations and materials and logo on website
- ❖ Award Presenter
- ❖ 10 tickets to event

### **Bronze Sponsor: \$1,000**

- ❖ ½ page ad in souvenir program and display advertising at event
- ❖ Name/Organization listed in souvenir program and table
- ❖ Featured in news releases and social media for event
- ❖ Name/Organization listed on event invitations and logo featured on website
- ❖ 10 tickets to event

### **Table Host: \$700**

- ❖ Name/Organization listed in souvenir program and table
- ❖ Name/Organization listed on event invitations and logo featured on website
- ❖ 10 tickets to event



## SPONSOR INFORMATION PAGE

Please fill out and return no later than **February 28, 2022**. Please make copies for your records.

### Contact Information

Sponsoring Business: \_\_\_\_\_

Contact Name: \_\_\_\_\_

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

Business Number: \_\_\_\_\_ Cell Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

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

### Sponsorship Marketing Levels (check level) –Checks are made payable to **APAC**

____ Title/Gold	____ Silver	____ Bronze	____ Table Host
\$5,000+	\$2,500	\$1,000	\$600

### ADVERTISEMENT DESIGN SPECIFICATIONS

In accordance with your level of sponsorship, you are entitled to a free advertisement in the night market souvenir program.

____ Title	Full-page, full-color ads on inside back cover (8.5in x 11in)
____ Silver	Full-page, full-color ad in the souvenir program (8.5in x 11in)
____ Bronze	Half-page size, ad in the souvenir program (8.5in x 5.5in)

#### Design Specifications:

- Camera-ready artwork or digital files such as high resolution JPEGS, PDF, EPS or TIF files only.
- Please setup ad for your specified page size; digital image resolution must be at least 300 dpi
- Word documents are also accepted without pictures or images. Pictures and images will be separate files saved as JPEG, PDF, TIFF or EPS files.