

APACC 20th Anniversary

Annual Sponsorship, Asian Pacific American Heritage Month Celebration (May 2021)

In recognition of APACC’s 20th Anniversary, there will be a month-long celebration during Asian Pacific American (APA) Heritage Month, May 2021. During this month, we will celebrate our 20 years of facilitating business relationships among Asian and U.S. based companies and to promote the economic advancement of Asian Pacific Americans.

- Asian Pacific American Leadership Panel
- APA Heritage Month Happy Hour, with diversity supplier team
- APACC Orientation
- Words of Wisdom Wednesdays, APA leadership (4)
- APA Heritage Month Celebration promotion video (Tentative: April)
- Annual Review 20th Anniversary edition will be sent to our network
- Crain’s Full page Promotional ad for APA Heritage Month, APACC and sponsor recognition, (Tentative: April issue) Value: \$6,200
- dBusiness Full page “Thank You” ad for APA Heritage Month, APACC and sponsor recognition, (Tentative: May/June issue) Value \$4,500
- Corp! Magazine/MichBusiness Full Page Promotional ad for APA Heritage Month, APACC and sponsor recognition (Tentative: May issue) Value \$5,500
- Local Asian newspapers (Michigan Chinese American News, MIIndia, Japanese Newspaper, Michigan Oneul Korean newspaper), Full page “Thank you” ad for APA Heritage Month, APACC and sponsor recognition (Tentative: June issue) Value \$1,500

Signature	Platinum	Benefactor	Diamond	Ruby	Jade	Opal
\$27,500	\$22,000	\$16,500	\$11,000	\$8,250	\$5,500	\$3,300
Recognition as exclusive signature sponsor						
Banner ad in monthly APACC e-newsletter (12 months)						
Two (2) min. promo video played during celebrations, posted on social media platforms, and shared in a monthly eNewsletter	Ninety (90) sec. promo video played during celebrations, posted on social media platforms, and shared in a monthly eNewsletter					

DTE



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Signature	Platinum	Benefactor	Diamond	Ruby	Jade	Opal
\$27,500	\$22,000	\$16,500	\$11,000	\$8,250	\$5,500	\$3,300
Mention in promo e-communications	Mention in promo e-communications					
Mention in wrap-up e-communications	Mention in wrap-up e-communications					
Inside front cover full-page ad in Annual Review 20 th Anniversary edition	Inside back cover half-page ad in Annual Review 20 th Anniversary edition	Inside back cover half-page ad in Annual Review 20 th Anniversary edition				
Mention in confirmation emails to celebrations attendees	Mention in confirmation emails to celebrations attendees	Mention in confirmation emails to celebrations attendees				
Mention in thank you emails to celebrations attendees	Mention in thank you emails to celebrations attendees	Mention in thank you emails to celebrations attendees				
Acknowledgment of sponsorship in opening remarks for all celebration events	Acknowledgment of sponsorship in opening remarks for all celebration events	Acknowledgment of sponsorship in opening remarks for all celebration events	Acknowledgment of sponsorship in opening remarks for all celebration events			
Mention in pre & post APA Heritage Month press release through APACC and other media partners	Mention in pre & post APA Heritage Month press release through APACC and other media partners	Mention in pre & post APA Heritage Month press release through APACC and other media partners	Mention in pre & post APA Heritage Month press release through APACC and other media partners			

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Signature	Platinum	Benefactor	Diamond	Ruby	Jade	Opal
\$27,500	\$22,000	\$16,500	\$11,000	\$8,250	\$5,500	\$3,300
Social media mention in recognition of sponsorship (LinkedIn, Twitter, Instagram, & Facebook)	Social media mention in recognition of sponsorship (LinkedIn, Twitter, Instagram, & Facebook)	Social media mention in recognition of sponsorship (LinkedIn, Twitter, Instagram, & Facebook)	Social media mention in recognition of sponsorship (LinkedIn, Twitter, Instagram, & Facebook)	Social media mention in recognition of sponsorship (LinkedIn, Twitter, Instagram, & Facebook)		
Corporate website link from APACC website	Corporate website link from APACC website	Corporate website link from APACC website	Corporate website link from APACC website	Corporate website link from APACC website		
Logo display in promotion video	Logo display in promotion video	Logo display in promotion video	Logo display in promotion video	Logo display in promotion video		
Logo on APACC's website for 12 months (Home & Sponsor Page)	Logo on APACC's website for 12 months (Home & Sponsor Page)	Logo on APACC's website for 12 months (Home & Sponsor Page)	Logo on APACC's website for 12 months (Home & Sponsor Page)	Logo on APACC's website for 12 months (Sponsor Page)	Logo on APACC's website for 12 months (Sponsor Page)	
Company name on APACC letterhead for 12 months	Company name on APACC letterhead for 12 months	Company name on APACC letterhead for 12 months	Company name on APACC letterhead for 12 months	Company name on APACC letterhead for 12 months	Company name on APACC letterhead for 12 months	
Recognition in 20 th Anniversary Annual Review	Recognition in 20 th Anniversary Annual Review	Recognition in 20 th Anniversary Annual Review	Recognition in 20 th Anniversary Annual Review	Recognition in 20 th Anniversary Annual Review	Recognition in 20 th Anniversary Annual Review	Recognition in 20 th Anniversary Annual Review
Company (logo) in "Thank you" advertisement in local Asian newspapers	Company (logo) in "Thank you" advertisement in local Asian newspapers	Company (logo) in "Thank you" advertisement in local Asian newspapers	Company (logo) in "Thank you" advertisement in local Asian newspapers	Company (logo) in "Thank you" advertisement in local Asian newspapers	Company (name) in "Thank you" advertisement in local Asian newspapers	Company (name) in "Thank you" advertisement in local Asian newspapers
Company (logo) Recognition in APA Heritage Month Promo ad in Crain's Detroit	Company (logo) Recognition in APA Heritage Month Promo ad in Crain's Detroit	Company (logo) Recognition in APA Heritage Month Promo ad in Crain's Detroit	Company (name) Recognition in APA Heritage Month Promo ad in Crain's Detroit	Company (name) Recognition in APA Heritage Month Promo ad in Crain's Detroit	Company (name) Recognition in APA Heritage Month Promo ad in Crain's Detroit	Company (name) Recognition in APA Heritage Month Promo ad in Crain's Detroit

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Signature	Platinum	Benefactor	Diamond	Ruby	Jade	Opal
\$27,500	\$22,000	\$16,500	\$11,000	\$8,250	\$5,500	\$3,300
Company (logo) Recognition in APA Heritage Month Promo full-page ad in dBusiness	Company (logo) Recognition in APA Heritage Month Promo full-page ad in dBusiness	Company (logo) Recognition in APA Heritage Month Promo full-page ad in dBusiness	Company (name) Recognition in APA Heritage Month Promo full-page ad in dBusiness	Company (name) Recognition in APA Heritage Month Promo full-page ad in dBusiness	Company (name) Recognition in APA Heritage Month Promo full-page ad in dBusiness	Company (name) Recognition in APA Heritage Month Promo full-page ad in dBusiness
Company (logo) Recognition in APA Heritage Month Promo ad in Corp!/ MichBusiness	Company (logo) Recognition in APA Heritage Month Promo ad in Corp!/ MichBusiness	Company (logo) Recognition in APA Heritage Month Promo ad in Corp!/ MichBusiness	Company (name) Recognition in APA Heritage Month Promo ad in Corp!/ MichBusiness	Company (name) Recognition in APA Heritage Month Promo ad in Corp!/ MichBusiness	Company (name) Recognition in APA Heritage Month Promo ad in Corp!/ MichBusiness	Company (name) Recognition in APA Heritage Month Promo ad in Corp!/ MichBusiness
Company (logo) Recognition in APA Heritage Month “Thank you” full-page ad in Crain’s Detroit	Company (logo) Recognition in APA Heritage Month “Thank you” full-page ad in Crain’s Detroit	Company (logo) Recognition in APA Heritage Month “Thank you” full-page ad in Crain’s Detroit	Company (name) Recognition in APA Heritage Month “Thank you” full-page ad in Crain’s Detroit	Company (name) Recognition in APA Heritage Month “Thank you” full-page ad in Crain’s Detroit	Company (name) Recognition in APA Heritage Month “Thank you” full-page ad in Crain’s Detroit	Company (name) Recognition in APA Heritage Month “Thank you” full-page ad in Crain’s Detroit
One-year APACC membership (Elite, \$1200 value)	One-year APACC membership (Elite, \$1200 value)	One-year APACC membership (Elite, \$1200 value)	One-year APACC membership (Elite, \$1200 value)	One-year APACC membership (Gold, \$600 value)	One-year APACC membership (Gold, \$600 value)	One-year APACC membership (Silver, \$300 value)

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Asian Pacific American Leadership Panel \$6,600

- Logo on display during Leadership Panel Discussion
- Introductions of Leadership Panel
- Recognition as Leadership Panel Sponsor in pre-event and post-event communications
- Mention in APA Heritage Month Promotion Video
- Recording of Panel Discussion shared on social media platforms (Facebook, LinkedIn, Twitter, YouTube)
- Full-page Ad in 20th Anniversary issue of Annual Review
- Recognition in Annual Review as Leadership Panel Sponsor
- One year Gold Membership (\$600 Value)



Asian Pacific American Happy Hour with diversity supplier team \$4,400 (3 available)

- Logo on display during Happy Hour
- Introductions of Diversity Supplier Team (from Ford, TBD, TBD, TBD)
- Recognition as Happy Hour Sponsor in pre-event and post-event communications
- Mention in APA Heritage Month Promotion Video
- Half-page Ad in 20th Anniversary issue of Annual Review
- Recognition in Annual Review as Happy Hour Sponsor
- One year Gold Membership (\$600 Value)

Words of Wisdom Wednesdays, APA leadership \$1,100

- Logo on Words of Wisdom social media post (Facebook, LinkedIn, Twitter, Instagram) on all four (4) Wednesdays
- Opportunity to highlight a quote from APA leadership
- Recognition in Annual Review as Words of Wisdom Sponsor
- Mention in APA Heritage Month Promotion Video





*Asian
Pacific
American
Chamber of Commerce*

**20th APACC Anniversary
Asian Pacific American Heritage Month
Annual Sponsorship Agreement Form**

I/We would like to support APACC as a Sponsor (check all that apply):

Annual Sponsorships	Sponsorship Amount	Commitment by 11/30/2020	Commitment Amount
Signature Sponsor	\$27,500	\$25,000	
Platinum Sponsor	\$22,000	\$20,000	
Benefactor Sponsor	\$16,500	\$15,000	
Diamond Sponsor	\$11,000	\$10,000	
Ruby Sponsor	\$8,250	\$7,500	
Jade Sponsor	\$5,500	\$5,000	
Opal Sponsor	\$3,300	\$3,000	
		Subtotal	
Underwriting Opportunities	Sponsorship Amount	Commitment by 11/30/2020	Commitment Amount
Leadership Panel	\$6,600	\$6,000	
Happy Hour	\$4,400	\$4,000	
Words of Wisdom	\$1,100	\$1,000	
		Subtotal	
Total Sponsorship for APACC 20th Anniversary:			

Savings with early commitment

Payment and Contact Details of Sponsoring Company

Company Name (as it should appear in all promotional materials and at event):

Contact Name: _____

Title: _____

Billing Address: _____

City: _____ State: _____ Zip code: _____

Phone: _____ Fax: _____

Email Address: _____

Signature: _____ Date: _____

Payment Method: Check (payable to APACC) Visa MC Amex

Name on Credit Card: _____

Credit card #: _____ Expiration date: _____

Please return this form to events@apacc.net or mail along with a check to:

APACC, PO Box 54, Clawson, MI 48017

Please call APACC's office at (248) 430-5855 with any questions