



Dear Potential Sponsor:

The **National Association of Asian American Professionals – Chicago Chapter (NAAAP-Chicago)** is a 501(c)(3) not-for-profit Pan-Asian organization that cultivates and empowers Asian American leaders through leadership and professional development, community service, and cultural awareness.

Our mission is to promote the career advancement and leadership development of Asian American professionals in all industries and career fields. Founded in 1987, NAAAP-Chicago is the third oldest chapter in the national organization. NAAAP-Chicago offers sponsors strategic ways to:

- Support targeted diversity recruitment efforts through exposure to a qualified candidate resource
- Enhance employees' retention through professional, leadership, and management skills
- Strengthen company branding and public relations exposure to the Asian American professional community

We hope you choose to support our organization through one of our sponsorship opportunities.

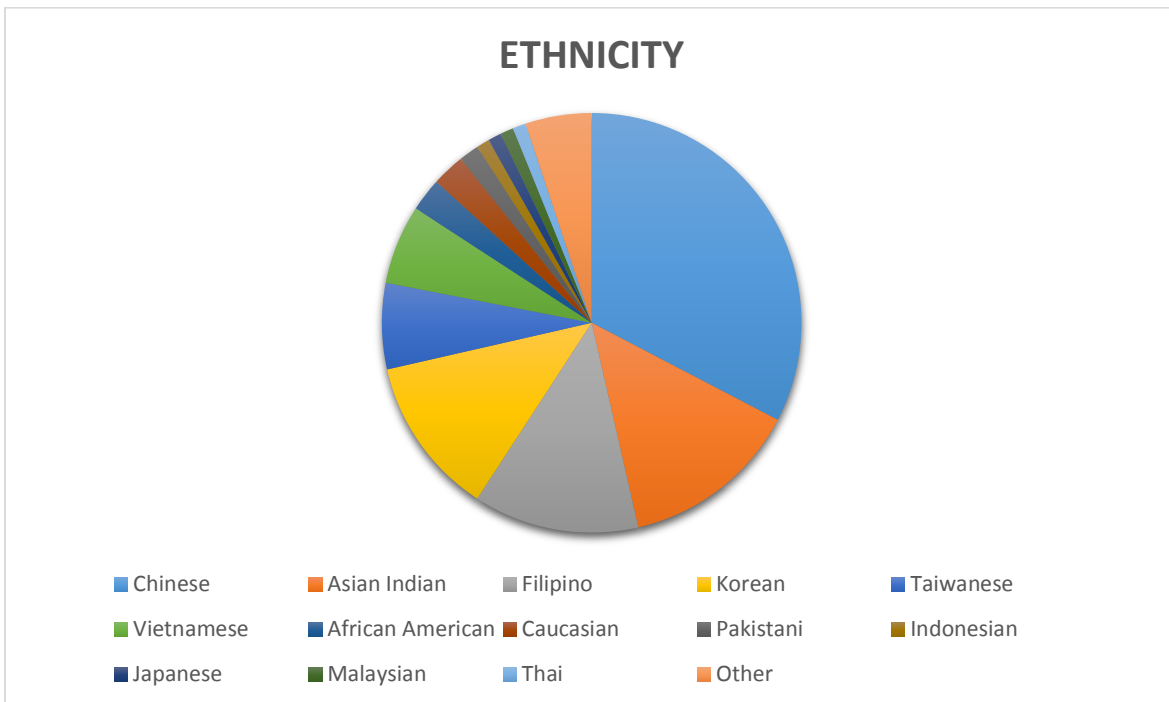
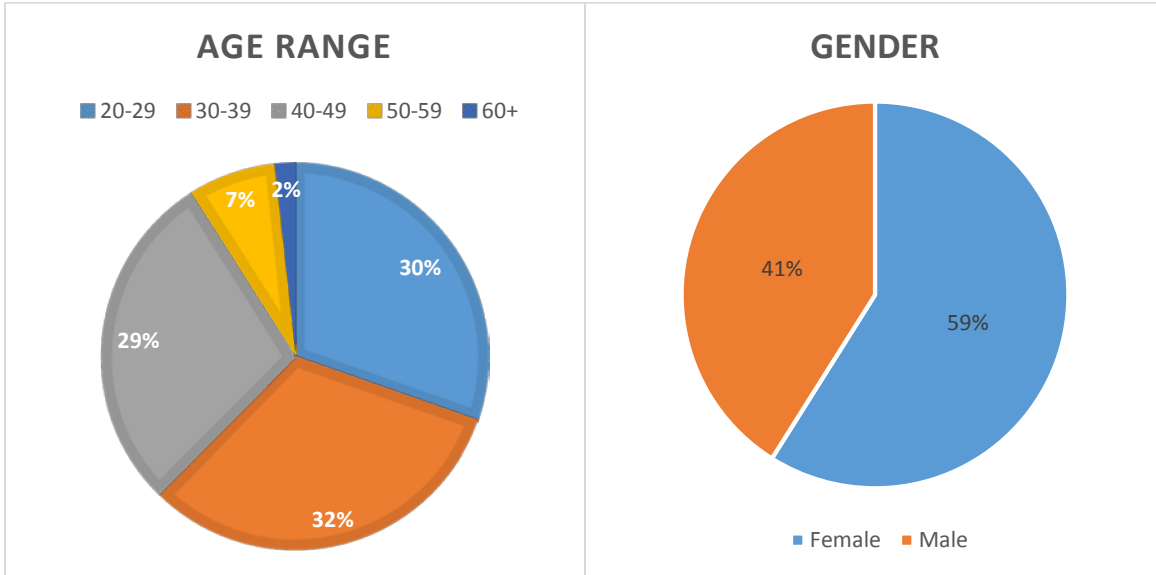
For more information, please do not hesitate to contact me at rose_olea@naaapchicago.org, 773-236-2227.

Sincerely,



Rose Olea
Chicago Chapter President
National Association of Asian American Professionals

Demographics



AS OF 05/2018

Corporate & Community Relationships

NAAAP is proud to be an active and engaged member of the corporate and Asian American community. Below is a partial listing of current and previous relationships:

Abbott Laboratories	Chinese Mutual Aid Association Inc	Kraft Foods
Abbvie	CIBC	Macy's
Accenture	CNA Insurance	Marsh
Alliance Of Filipinos For Immigrant Rights And Empowerment	Country Financial	McCain Foods
Allstate	Crowe Horwath	McDonalds
Anthem Inc	Deloitte	MillerCoors
Aon	Discover	Motorola Solutions
Apna Ghar Inc Our Home	Ernst & Young	National Cambodian Museum & Killing Fields Memorial
Asian American Coalition Of Chicago Nfp	Exelon	Network Of Indian Professionals-Chicago
Asian Giving Circle	Filipino American Community Health Initiative Of Chicago	Nielsen
Asian Americans Advancing Justice - Chicago	Filipino American Network Of Chicago	Nielson
Asian Health Care Leaders Association	FRBC	Northern Trust
Asian Health Coalition	General Electric	Northrop Grumman
Asian Human Services Family Health Center Inc	Goldman Sachs	OfficeMax
Asian Human Services Of Chicago Inc	Grainger	Organization Of Chinese Americans Inc
Asian Youth Services	Grant Thornton	Pepsico
Associated Bank	Hallmark	PSC Group, LLC
Astellas	Hanul Family Alliance	Pui Tak Center
Bank of America	Hospira/Pfizer	PwC
Baxter	HSBC	Sodexo
BCBSIL	Hyatt Hotels	State Farm
BMO Harris	Indo-American Center	Thai Association Of Greater Chicago Inc
BP	Japanese American Citizens League	The Filipino American Historical Society Of Chicago
Cambodian Association Of Illinois	Japanese American Service Center	Thomson Reuters
CDW	JPMorganChase	United Airlines
Chinese American Museum of Chicago	KAN-WIN	US Bank
Chinese American Service League	Kartemquin Educational Films	Vietnamese Association Of Illinois
Chinese Fine Arts Society	Korean American Association Of Chicago	Walgreens
	Korean American Community Services	Xerox
	Korean Cultural Center Of Chicago	Young Overseas Chinese Association
	KPMG	

Programs & Events¹

Community Outreach/Service Events & Programs

Outreach Program

NAAAP partners with many Asian community organizations to hold one-day volunteer projects during the year. Past projects include Martin Luther King Day of service, tutoring at Asian Youth Services and teaching through Junior Achievement.

Back to School Backpack Drive & Backpack Party (June-August)

Newly launched in 2016, this benefits Asian youth in the Chicago-land community. The packing party is scheduled to be held late-August.

Annual Toy Drive & Toy Wrapping Party (October-December)

Launched in 2003, this is NAAAP's annual toy drive benefiting Asian youth in the Chicago-land community. Toy wrapping party is scheduled to be held in early December.

Cultural Awareness Events & Programs

AAGL Asian American & Pacific Islander Heritage Month (May)

This event brings together sponsors for an evening of conversation around how Asian American leaders make a difference to the community, accompanied by cultural entertainment and networking.

Chinatown Chamber Dragon Boat Race for Literacy (Summer)

NAAAP-Chicago supports the dragon boat race for literacy by entering a NAAAP-Chicago team. The event date is determined by the Chinatown Chamber of Commerce and varies from year to year.

Leadership/Professional Development Events & Programs

Asian American Group Leaders (AAGL) Program

A network of Asian Employee/Business resource groups facilitated and managed by NAAAP. The focus is to share best practices with other ERG/BRGs in providing value back to their organizations.

AAGL Corporate Leadership Conference (October)

The Chicago Leadership Conference is a diversity-driven initiative committed to providing learning and networking opportunities for Chicago-based organizations and companies to address unique concerns and issues that Asian professionals may face in the workplace.

Entrepreneurship Program

This program focuses on starting and maintaining your own business.

Career Strategy Workshops

Quarterly lectures and/or workshops targeted to develop leadership skills.

Women in NAAAP(WiN) Program

Originally launched in 2004 and now recognized as a national program, this focuses on the advancement of Asian American women in the workplace.

¹ Programs and events may change without notice. Please speak with a NAAAP-Chicago representative for a current roster of programs and events.

Leadership/Professional Development Events & Programs - continued

Women in NAAAP Leadership Forum

This half-day forum provides learning and networking opportunities for Asian American women.

Member Appreciation Events & Programs

Member Networking (March – October)

New for 2018 and to actively engage NAAAP members regularly, monthly informal networking events will be held at NAAAP's offices at WeWork.

Member Appreciation Dinner (February)

This is NAAAP's annual event to show appreciation for our members, as well as introduce the benefits of NAAAP to non-members. This event highlights recent accomplishments and recognizes key contributors and sponsors of the organization.

National Programs

Leadership Convention & ERG Summit (Summer)

The Leadership Convention, ERG Summit, and Diversity Career Fair is the largest meeting for career development, leadership training, professional networking and Diversity & Inclusion. NAAAP is a national voice for 20,000 professionals across 30 chapters. The Convention is a time to hear inspirational speakers, corporate practices in diversity and talent management, emerging topics, and best practices. The ERG Summit focuses on the establishment, growth, and impact of Employee Resource Groups and Business Resource Groups

Leadership Academy & ERG Symposium (Winter)

The NAAAP National Leadership Academy and ERG Leadership Symposium is an advanced, skills-building boot camp for new and returning NAAAP leaders and emerging leaders in the ERG, diversity & inclusion, and corporate space. This is an excellent opportunity to share best practices in programs, team-building, volunteer and peer engagement, and building leaders.

CUMULATIVE LEVEL SPONSORSHIP RECOGNITION

Organizations that support NAAAP-Chicago during the calendar year will be recognized for their cumulative sponsorship during that year. An organization is eligible for cumulative level sponsorship if they have participated in two or more types of support in any combination (program sponsorship, event sponsorship, corporate memberships, marketing/advertising purchases, and in-kind donations).

Please note cumulative level sponsorship resets *at the start of each calendar year*. Benefits are implemented upon point of achievement. The following benefits are available to eligible sponsors:

LEVEL	PLATINUM (\$15,000+)	GOLD (\$10,000+)	SILVER (5,000+)	BRONZE (1,000+)
LOGO	Pre-sized logo placed on sponsor web page AND front page banner Platinum =400 pixel width	Pre-sized logo placed on sponsor web page AND front page banner Gold =300 pixel width	Pre-sized logo placed on sponsor web page Silver =200 pixel width	Pre-sized logo placed on sponsor web page Bronze =100 pixel width
MEMBERSHIPS²	20 corporate memberships	15 corporate memberships	10 corporate memberships	5 corporate memberships
EVENT	Sponsor recognition in membership dinner program book	Sponsor recognition in membership dinner program book	Sponsor recognition in membership dinner program book	Sponsor recognition in membership dinner program book

² One year, single-user membership only.

PROGRAM SPONSORSHIP PRICING & BENEFITS ³

Organizations that choose to support an entire program will be recognized at every event within that program. Please speak with a NAAAP-Chicago representative for more information.

Programs:

- Asian American Group Leaders
- Community Outreach/Service
- Cultural Awareness
- Entrepreneurship
- Leadership/Professional Development
- Women in NAAAP

	\$10,000+	\$5,000+	\$2,500+
LOGO	Sponsor logo placed on event materials 300 pixel width	Sponsor logo placed on event materials 200 pixel width	Sponsor logo placed on event materials 100 pixel width
SPEAKING OPPORTUNITY	YES	YES	YES
TOTAL COMPLIMENTARY PASSES	25	15	10
SIGNAGE <small>Error! Bookmark not defined.</small>	YES	YES	YES
SPONSOR TABLE	YES	YES	YES

EVENT-SPECIFIC SPONSORSHIP PRICING & BENEFITS ⁴

Organizations that choose to support an event during the year will be recognized at that event. Please speak with a NAAAP-Chicago representative for more information.

	\$1,000+	\$500+	\$100+
LOGO	Sponsor logo placed on event materials 300 pixel width	Sponsor logo placed on event materials 200 pixel width	Sponsor logo placed on event materials 100 pixel width
SPEAKING OPPORTUNITY	YES	YES	NO
COMPLIMENTARY PASS(ES)	6	4	2

³ Certain events may be excluded or offer a separate sponsorship package depending on the nature of the event. Please speak with a NAAAP-Chicago representative for more information.

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IN-KIND DONATIONS

Even in-kind donations help meet our organizational goals. This is why NAAAP-Chicago appreciates in-kind donations by recognizing them for both event and cumulative levels. Please note that in-kind donations cannot be recognized for tax purposes in accordance to 501(c)(3) guidelines. Please contact a NAAAP-Chicago representative for more information.

Venue / Meeting space

NAAAP-Chicago hosts events at various types of locations. We appreciate complementary space in restaurants, hotels, conference centers, office locations, universities, community centers, etc.

Publishing/Communication Services

NAAAP-Chicago appreciates services for photography/videography, publishing, web page development, and materials in conjunction with publishing/communication projects.

On-Site Audio/Visual Products & Services

NAAAP-Chicago appreciates any and all audio/visual aid such as use of microphones (lavalieres and wired), projectors, screens, polycoms, televisions, as well as teleconference services.

Food/Product Donations

NAAAP-Chicago appreciates any and all food and product donations.

MARKETING/ADVERTISING OPPORTUNITIES

NAAAP-Chicago provides marketing & advertising opportunities at all it's events as well as their regular communications when feasible. If the organization purchases more than one marketing opportunity during the course of the year they are also eligible for cumulative level sponsorship recognition. Please speak with a NAAAP-Chicago representative for more information.

Ad Size	Price
eBlast⁵	\$25
Business Card	\$50
Quarter page	\$100
Half page	\$200
Full page	\$400

Technical Specifications for Ads

• Black/White AND Color	• 8.5" W x 5.5" H
• Vertical	• PSD, JPG, GIF, PNG acceptable format
• No Bleed	

Product Advertising⁶

Pens	\$500	Notepads	\$500	T-Shirts	\$1,000	Bags	\$1,000
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⁵ eBlast is an electronic only advertisement included in NAAAP-Chicago's monthly communication. Please speak with a NAAAP-Chicago representative for more information as to size of distribution list, technical specifications, etc.

⁶Sponsor responsible for all costs to provide product(s) in addition to sponsorship fee. NAAAP-Chicago must approve product design prior to production.

CORPORATE MEMBERSHIPS⁷

Organizations can support NAAAP-Chicago by purchasing NAAAP memberships. Memberships expire one year from date of purchase. Organizations maintain ownership and may transfer memberships during its term⁸ and prior to its expiration.

1-24 Memberships	\$50 each
>25 Memberships	\$40 each

GENERAL TERMS AND CONDITIONS

1. Sponsorship packages are subject to change without notice. Please contact a NAAAP-Chicago representative to verify sponsorship opportunities available.
2. Cumulative Recognition occurs at the following year's membership dinner. For example, if you reach Bronze level sponsorship in 2018, you will be recognized at the 2019 membership dinner. This allows organizations the opportunity to raise their level of support through the entire year.
3. Sponsorship opportunities are first come first served and confirmed based on payment being received.
4. 50% deposit upon confirmation, balance due NET 30 days.
5. Acceptable payment methods: Check (made payable to NAAAP-Chicago), ACH, and Credit Card.
6. All corporate logos must be provided by sponsor in the following specifications and quantities: 400 pixel, 72dpi size, (1) color and (1) black and white.
7. NAAAP is not responsible for lost or stolen items at or around the entire area during events or activities.

⁷ Annual membership only.

⁸ Certain limits apply to transfer memberships. Please speak with a NAAAP-Chicago representative for more information.