



## Asian American Coalition of Chicago



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

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September 25, 2007

Re: Asian American Coalition of Chicago  
25<sup>th</sup> Annual Lunar New Year Celebration  
January 26, 2008

Dear Friend:

On behalf of the 2008 Asian American Planning Committee, it is my pleasure to invite you to serve as a major sponsor of the Asian American Coalition of Chicago's 25<sup>th</sup> Annual Lunar New Year Celebration, to be held on Saturday January 26, 2008, at the Rosemont Convention Center, located at 5555 North River Road, Rosemont, Illinois 60018.

This premier Black Tie optional Gala titled "Dawn of New Asia" welcomes the new year with a reception, open microphone and exhibits at 5.00 p.m. The opening ceremony will begin at 6.30 p.m., followed by dinner, entertainment, cultural program and award ceremonies until approximately 10 p.m. We hope you can join over 1500 Asian Pacific Americans, Southeast Asians, and friends of the Asian American community for this important and popular star-studded event. This year's event is again expected to be sold out.

Lunar Year is the largest annual celebration of its type here in the Midwest. Every year a different Asian community hosts the Lunar Year celebrations. The Pakistani American community is proud to host the event this year as it did previously in 1992 and 2000. Over the years our Coalition has included representatives of the Bangladeshi, Burmese, Cambodian, Chinese, Filipino, Indian, Indonesian, Japanese, Korean, Laotian, Malaysian, Nepalese, Sri Lankan, Thai, and Vietnamese communities.

Sponsoring the Lunar Year will give your company attractive exposure to hundreds of people, exposing your brand generally to the public and in the press, and specifically to a highly successful, growing and commercially desirable demographic. Major media stations have again been invited to have their talent participate in the Lunar Year as celebrity presenters. This increases the chance of major media news coverage of this event, with a possibility that your logo may be seen by thousands more on TV news! Of course, widespread ethnic press coverage has always been given to this event.

We invite you to support the community, and make a great business investment at the same time:

- There are 14 million people of Asian descent in America today (per 2004 Census figures), and the number is growing by 20 percent annually.
- The consumer buying power of the Asian American and Pacific American community is currently estimated at a whopping \$397 billion.
- Illinois has the sixth largest Asian population in the United States. With 49% population growth between 1990 and 2000, and 3.4% between 2003 and 2004, Asians have the fastest population growth rate of any minority group in the nation.
- Asians also have the highest median household income of all ethnic groups in the U.S., at 57, 518 (per 2004 Census figures)
- Asians have the highest level of educational attainment of all groups in the U.S., with 49% holding at least a Bachelor's degree.
- Asians also have the one of the strongest rates of business ownership, managing more than 1.1 million businesses nationwide that generate \$343.3 billion in annual sales (per 2000 Census figures)

We hope that you will accept our invitation to participate in this event. Several categories of sponsorship are enclosed for your review. Please let us know if we can count you in, by returning the enclosed form at your earliest convenience. Supporting the Lunar New Year will give your company attractive exposure to hundreds of people, exposing your branding generally to the public and press; and specifically, to a highly successful, growing and commercially desirable demographic. We hope that you will accept our invitation to support this event. Advertisement space reservations in the Souvenir Program Book are available at \$500.00 for a full page (size 8-1/2 x 11 inches) and \$300.00 for a half-page (8-1/2 x 5-1/2 inches). In order to meet quality standards, please note the checks/insertion order/camera-ready artwork close date of December 31, 2007.

Please direct any questions to Anita Bower at [accdinner@gmail.com](mailto:accdinner@gmail.com), or call 1-708-769-6985. Thank you for your consideration and we hope to see you on January 26, 2008, for the Asian American Coalition's 25<sup>th</sup> Lunar New Year Celebrations.

Cordially,

Anita Bower  
Chair-2008 Sponsorship Committee  
Asian American Coalition of Chicago

