



ASIAN AMERICAN COALITION OF CHICAGO

The 26th Annual Lunar New Year Celebration

Cultural Threads Woven into the Fabric of a United Future

Hosted by the Korean American Association of Chicago

January 24, 2009 ~ Hyatt Regency O'Hare

Greetings!

On behalf of the 2009 Asian American Coalition of Chicago Planning Committee, it is my pleasure to invite you and your organization to participate in the **26th Annual Lunar New Year Celebration**. This premier, black tie optional gala will be held **Saturday, January 24, 2009** at the Hyatt Regency O'Hare Hotel, 9300 Bryn Mawr Avenue, Rosemont, IL 60018.

To celebrate the accomplishments of an amazing year as well as highlight the hope of a united future, this year's theme is titled "**Cultural Threads Woven into the Fabric of a United Future**". The evening will begin at 5:30 p.m. with a VIP cocktail reception, an open microphone in the political forum, and an exhibition for businesses and community organizations. The opening ceremony will begin at 6:30 p.m., followed by dinner, entertainment, and award ceremonies, until approximately 10 p.m.

We hope you can join over 1,000 Asian Pacific Americans and friends of the Asian American community for this important and popular, star-studded event. Ticket sales for this event will begin October 14, 2008, and is expected to be sold out.

An event held on this grand of a scale only once a year, Lunar New Year is the largest annual celebration of its type here in the Midwest. Every year a different Asian community takes turn playing host of Lunar New Year. This year it is the Korean American Community, which has thrice before (in 1985, 1993, and 2001) held the gavel for the community's most important event of the year.

The Asian American Coalition of Chicago, which sponsors both the annual Lunar New Year Celebration and the weeklong Asian American Festival at Chicago's Richard J. Daley Center, celebrates approximately 16 different cultures. Over the years, our Coalition has included representatives of the Bangladeshi, Burmese, Cambodian, Chinese, Filipino, Indian, Indonesia, Japanese, Korean, Laotian, Malaysian, Nepalese, Pakistani, Sri Lankan, Thai and Vietnamese communities.

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

- There are 14 million people of Asian descent in America today (2004), and the number is growing by 20 percent annually.
- The consumer buying power of the Asian Pacific American community is currently estimated at a whopping \$397 billion.
- Illinois has the sixth largest Asian population in the United States.



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- With 49% population growth between 1990 and 2000, and 3.4% between 2003 and 2004, Asians have the fastest population growth rate of any racial group in the nation.
- Asians also have the highest median household income of all race groups in the U.S., at \$57,518 (2004).
- 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 one of the strongest rates of business ownership, managing more than 1.1 million businesses nationwide that generate \$343.3 billion in annual sales (2002). (Sources: U.S. Census 2000; U.S. Census Bureau Facts for Features May 2006).

Sponsoring the Lunar New Year will give your company attractive exposure to hundreds of people, exposing your branding generally to the public and in the press; and specifically, to a highly successful, growing and commercially desirable demographic. Major media stations have been invited to have their talent participate in the Lunar New 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 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. Please direct any questions to Monica Lee at (847) 890-3077 or monica.lee@sabioacademy.com or by e-mail to info@aacchicago.org.

Thank you for your consideration. Hope to see you on January 24th!

Sincerely Yours,

Monica Lee, Chair
Sponsorship Committee