



## ASIAN AMERICAN COALITION OF CHICAGO

The 27<sup>th</sup> Annual Lunar New Year Celebration

*Bridging Generations and Cultures for Progress*

Hosted by the Filipino American Community of Chicago

January 23, 2010 ~ Hyatt Regency O'Hare

Greetings!

Each year, the Asian American Community celebrates the accomplishments of its community and business leaders by hosting the largest Asian Coalition dinner gala at the Hyatt Regency O'Hare. This year's **27<sup>th</sup> Asian American Coalition Lunar New Year Dinner Gala** event will be held on **Saturday, January 23, 2010**. On behalf of the 2010 Asian American Coalition Lunar Dinner Planning Committee, it is our pleasure to invite you and your organization to participate in this premier, black tie optional gala event which will be at the Hyatt Regency O'Hare Hotel, 9300 Bryn Mawr Avenue, Rosemont, IL 60018.

Each year, a host community is selected and this year, the Filipino American community is hosting the event. The theme is titled "**Bridging Generations and Cultures for Progress.**" The evening will begin at 4:30 p.m. with a political forum where elected officials and candidates will be invited to participate in a Q & A forum, followed by a VIP cocktail reception, then an exhibition for businesses and community organizations. The opening ceremony will begin at 6:30 p.m., followed by dinner, entertainment, and the much awaited award ceremonies to honor the accomplishments of many Asians, young and old, in the community.

We hope you can join over 1,300 Asian Pacific Americans and friends of the Asian American community for this important and much awaited event. Ticket sales for this event commenced on October 20, 2009 and many tables have already been purchased. We expect this year's event to be a sold out event and we encourage you to purchase your tickets as soon as practicable.

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 Asian American community, help ensure diversity and cultural awareness and enhance your business prospects 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).

Your support and sponsorship of the 27<sup>th</sup> **Asian American Coalition Lunar New Year Dinner Gala** will give exposure to your business and your company to a new target audience with large buying ability. As a sponsor, you will get maximum exposure between now and the event through local ethnic news magazines and TV media. Further, major media stations have been invited to have their talent participate in the Lunar New Year as celebrity presenters. In addition to TV/Cable media coverage during the event which will reach hundreds of thousands of viewers, you will also get print media coverage prior to the event as we market the event itself.

We hope that you will consider participating and sponsoring 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 Jessica O'Brien at (312) 965-9604 or [jarongobrien@sbcglobal.net](mailto:jarongobrien@sbcglobal.net) or by e-mail to [info09@aacchicago.org](mailto:info09@aacchicago.org).

We look forward to celebrating the Lunar New Year with you on January 23, 2010!

Very Truly Yours,

Jessica O'Brien, Co-Chair  
Sponsorship Committee

Aurora Austriaco  
Chair, 2010 Asian Coalition Lunar Dinner