



## Asian American Coalition of Chicago

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December 2006

Re: Asian American Coalition of Chicago  
24<sup>th</sup> Annual Lunar New Year Celebration  
March 3, 2007 at Hyatt Regency O'Hare  
Invitation to Advertisers

Dear Friend:

On behalf of the 2007 Asian American Coalition of Chicago Planning Committee, it is my pleasure to invite you to serve as an advertiser in the **Asian American Coalition of Chicago 24th Annual Lunar New Year Celebration Souvenir Program Book**. The event will be held on Saturday, March 3, 2007 at the Hyatt Regency O'Hare, 9300 West Bryn Mawr Avenue in Rosemont.

This premier, black tie optional Gala welcomes **The Year of the Boar 4705**. Cocktail reception, open microphone and the opening of exhibits begins at 5:30 p.m.; with opening ceremonies at 6:30 p.m. with dinner, entertainment, cultural program and awards presentation following, until approximately 10 p.m. We hope that you can join over 1,100 Asian Pacific Americans and friends of the Asian Pacific American community for this important and popular, star-studded event. Ticket sales began this Fall for this event. They are available on a first-funded, first seated basis. This year's event, themed "Roar with the Boar" is again 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 Chinese American Community, which has thrice before (in 1984, 1991, and 1999) 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.

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**The 24th Annual Lunar New Year Celebration / The Year of the Boar 4705**  
**Hosted by The Chinese American Community March 3, 2007 Hyatt Regency O'Hare**

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**AACC 24<sup>th</sup> Annual Lunar New Year Celebration/Invitation to Advertisers**

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.*
- *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).*

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). Non-profit full-page ads (8-1/2 x 11 inches) are available at a discounted rate of \$300.00.

1. Please let us know if we can count you in, by returning the enclosed form at your earliest convenience. In order to meet quality standards, please note the checks/insertion order/ camera-ready artwork close date of January 17, 2007. Questions may be directed to Esther Wong at (312) 791-0418 or by e-mail to [programbook@aacchicago.org](mailto:programbook@aacchicago.org). Thank you for your consideration. Hope to see you on March 3<sup>rd</sup>!

Cordially,

Esther Wong  
Chair, Souvenir Program Book Committee  
2007 Asian American Coalition of  
Chicago Lunar New Year Celebration

EW/e  
encl.

cc: Leonard M. Louie, AACC Chair  
Irene Cualoping, AACC Director of Communications  
David Wu, AACC Secretary