



Asian American Coalition of Chicago

www.aacchicago.org
info@aacchicago.org



P.O. Box 166018 Chicago, Illinois 60616-6018 T 312.326.5320 F 312.896.5677

December 12, 2006

Re: Asian American Coalition of Chicago
24th Annual Lunar New Year Celebration
March 3, 2007 at Hyatt Regency O'Hare

Dear Friend:

On behalf of the 2007 Asian American Coalition of Chicago Planning Committee, it is my pleasure to invite you to serve as a major sponsor of the **Asian American Coalition of Chicago 24th Annual Lunar New Year Celebration**, to 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

AACC 24th Annual Lunar New Year Celebration/Invitation to Sponsor

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).*

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 again been again 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 Woon-Wah Siu at (312) 807-4223 or wsiu@bellboyd.com on or before January 14, 2007, or Irene Cualoping, AACC Co-Chair and Director of Communications, at (312) 635-0888; or by e-mail to info@aacchicago.org. Thank you for your consideration. Hope to see you on March 3rd!

Cordially,

Woon-Wah Siu
Chair, Fundraising Committee
2007 Asian American Coalition of
Chicago Lunar New Year Celebration

WS/e
encl.

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



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The 24th Annual Lunar New Year Celebration – March 3, 2007
SPONSORSHIP PACKAGES/AD INSERTION COMBINED FORM
DUE JANUARY 17, 2007

SPONSOR

COMPANY OR ORGANIZATION NAME

AUTHORIZED CONTACT

Last First Middle

Number Street Suite/Apt. #

City State Zip

Telephone (Area Code) Day (Area Code) Eve E-Mail Address

I/We are pleased to support the AACC by sponsoring as follows: (CASH OR CHECK, excludes IN-KIND)

_____ **PRESENTING SPONSOR**– On-Stage Appearance, 10 Tickets VIP Seating, \$25,000.00
FULL PAGE AD Size 8-1/2 x 11 Inches - Live Area 7-1/2 x 10 Inches, Exhibit Area and UP
- Double Tables, Mention In Press Release, Logo on AACC Web Page,
Link to Your Website; Meet and Greet with Artists and Celebrities Subject to
Scheduling Availability that Evening; Possible Upgrade to Color Back Cover or
Inside Cover AD if Available, First-Funded , First Served Basis Only

_____ **GLOBAL SPONSOR**– On-Stage Appearance, 10 Tickets VIP Seating, FULL PAGE \$10,000.00
AD Size 8-1/2 x 11 Inches - Live Area 7-1/2 x 10 Inches, Exhibit Area – Double
Tables, Mention In Press Release, Logo on AACC Web Page, Link to Your Website

_____ **PAN-ASIAN SPONSOR**– On-Stage Mention, 10 Tickets, FULL PAGE \$5,000.00
AD Size 8-1/2 x 11 Inches - Live Area 7-1/2 x 10 Inches; Exhibit Area – Single Table,
Mention In Press Release, Logo on AACC Web Page

_____ **COMMUNITY SPONSOR**– On-Stage Mention, 10 Tickets, FULL PAGE \$3,000.00
AD Size 8-1/2 x 11 Inches - Live Area 7-1/2 x 10 Inches; Exhibit Area – Single Table,
Mention In Press Release, Logo on AACC Web Page

_____ **COALITION SPONSOR** - 10 Tickets and FULL PAGE AD Size 8-1/2 x 11 Inches,
Live Area 7-1/2 x 10 Inches, Mention in Press Release \$1,500.00

I/We have sent our ad as follows:

_____ Camera-ready artwork in BLACK AND WHITE enclosed.
_____ By e-mail, sent high resolution, minimum 300 dpi in pdf or jpeg, to: finance@aacchicago.org



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**The 24th Annual Lunar New Year Celebration – March 3, 2007
SPONSORSHIP PACKAGES /AD INSERTION COMBINED FORM**

IMPORTANT NOTES: So that your ad looks crisp and clear and its very best, all material must be submitted in **camera-ready artwork** or **electronic format in pdf or jpeg at a high resolution (minimum 300 dpi)**. Please note that we reserve the right to assess an additional hourly charge for any design or pre-press work necessary for ads that are not submitted in camera-ready, high resolution format. The ad insertion form is the **ONLY** acceptable faxable material. We cannot scan ads, artwork, text, logos, or imagery sent by fax, or download from websites, due to quality issues. Thank you for your understanding and cooperation. For your convenience, this form is downloadable on website www.aacchicago.org in Word format.

- 1) Please send this electronic ad insertion form and artwork to: **finance@aacchicago.org**
- 2) Please mail this ad insertion form, ad artwork and check made payable to **Asian American Coalition of Chicago 2007** to: **Asian American Coalition of Chicago, P.O. Box 166018, Chicago, Illinois 60616-6018, ATTN: Program Book Committee Chair**
- 3) Pre-payment required in order to run. Please submit and fund all ads by **January 17, 2007** in order to run. Sorry, we cannot guarantee the inclusion of ads received or funded after the deadline.

I/We agree to the above terms, and authorize placement of the above ad and sponsorship package.

AUTHORIZED Signature _____ Date _____
OFFICE USE ONLY Received by _____ Check Amount \$ _____ Date _____