

17th Annual



APACC

Gala

"One World, One Voice"

APACC invites you to our annual black-tie fundraising gala to celebrate the achievements of the past 17 years

MGM GRAND
DETROIT

4.28.18

Private VIP Reception 5:30 – 6:00 p.m.

General Reception 5:30 – 6:30 p.m.

Dinner Program 6:30 p.m.

Silent Auction/ Door Prize Drawing 8:15 p.m.



Afterglow Reception 8:30 p.m. – 10:00 p.m.

Silent Auction, Door Prizes,
and Amazing Performances!

Ethnic or Black-tie Attire encouraged

RSVP

VISIT WWW.APACC.NET
CALL (248) 430-5855

 Annual Sponsorship Benefits April 2018 Gala	Signature	Platinum	Benefactor	Diamond	Ruby	Jade	Opal
	\$25,000	\$20,000	\$15,000	\$10,000	\$7,500	\$5,000	\$3,000
1. Recognition as exclusive Signature Sponsor							
2. Two (2) min. remarks at gala							
3. One ½ page Ad in Annual Review newsletter							
4. Banner Ad in monthly APACC e-Newsletter	One Year						
5. Sponsor of VIP Reception with Gobo light	✓						
6. Promotional video played at gala	90 sec.	60 sec.					
7. Exclusive company feature in post gala e-communications	✓	✓					
8. Mention in pre-event e-communications	✓	✓					
9. Number of tickets to all APACC Nexus & Symposium events (May 2018 to April 2019)	6	4	2				
10. Supporting Sponsorship of APACC Signature Events (May 2018 to April 2019*) <i>*excludes 2019 Gala</i>	✓	✓	✓				
11. Product Display at gala	✓	✓	✓				
12. Mention in thank you emails to attendees	✓	✓	✓				
13. Mention in confirmation emails to attendees	✓	✓	✓				
14. Number of reserved Head Table VIP seats	6	4	2				
15. Acknowledgement of sponsorship in opening remarks	✓	✓	✓	✓			
16. Mention in magazine sponsor featured event promotion <i>(availability based on timing of sponsorship)</i>	✓	✓	✓	✓			
17. Mention in pre & post gala press releases through APACC and other media partners' systems	✓	✓	✓	✓			
18. Social Media Mentions in recognition of sponsorship (LI, Twitter & Facebook)	✓	✓	✓	✓	✓		
19. Corporate Website link from APACC Website	✓	✓	✓	✓	✓		
20. Logo display on monitors at gala	Static	20 sec	15 sec.	10sec.	5 sec.		
21. Number of passes to VIP reception	16	14	12	10	6	4	
22. Logo on APACC's Web site for 12 months	Home & Sponsor Page	Home & Sponsor Page	Home & Sponsor Page	Home & Sponsor Page	Home & Sponsor Page	Sponsor Page	
23. Inclusion in sponsor group photograph	✓	✓	✓	✓	✓	✓	
24. Company name on APACC letterhead for 12 months	✓	✓	✓	✓	✓	✓	
25. Logo display on gala event signage	✓	✓	✓	✓	✓	✓	✓
26. Table of ten (10) for gala	✓	✓	✓	✓	✓	✓	✓
27. Sponsorship recognition in program book	✓	✓	✓	✓	✓	✓	✓
28. Ad in the event program book	Inside Cover/ Full Page Color	Full Page	Full Page	Full Page	Full Page	Half Page	Half Page
29. Company recognition in "Thank You" advertisement in local Asian newspapers	Logo	Logo	Logo	Logo	Logo	Name	Name
30. One-year complimentary membership included	Elite (\$1,200 value)	Elite (\$1,200 value)	Elite (\$1,200 value)	Elite (\$1,200 value)	Gold (\$600 value)	Gold (\$600 value)	Silver (\$300 value)



17th Annual APACC Gala Sponsorship & Underwriting Opportunities

Red Carpet Sponsor - \$10,000

- ✓ Logo on Official Program Banner
**Sponsor to provide step and repeat banner*
- ✓ Ten (10) tickets to dinner
- ✓ Ten (10) tickets to VIP reception
- ✓ Pre-gala promotion on e-blasts and social media
- ✓ Social media mentions during the event
- ✓ Dedicated link to online photos post gala
- ✓ Full page ad in the program book
- ✓ Company logo on signage and event video screen
- ✓ Program recognition as the Red Carpet Sponsor
- ✓ Elite Membership from 2018-2019
(Valued at \$1,200)

Keynote Sponsor - \$6,000

- ✓ Logo to be displayed on screen during keynote
- ✓ Logo on Swag Bag alongside APACC logo speech
- ✓ Six (6) tickets to VIP reception
- ✓ Six (6) tickets to dinner (2 of the seats will be located at Head table w/ keynote)
- ✓ Introduction and thank you to keynote
- ✓ Full page ad in the program book
- ✓ Company logo on signage and event video screen
- ✓ Program recognition as the Keynote sponsor
- ✓ Elite Membership from 2018-2019
(Valued at \$1,200)

Afterglow Sponsors - \$5,000 (SOLD OUT)

- ✓ Ice Sculpture w/company name incorporated into ice display
- ✓ Four (4) unlimited drink passes
- ✓ Four (4) tickets to VIP reception
- ✓ One (1) table of ten for dinner
- ✓ Full page ad in the program book
- ✓ Company logo on signage and event video screen
- ✓ Sponsor name signage in Afterglow area
- ✓ Program recognition as the Afterglow Sponsor
- ✓ Gold Membership from 2018-2019
(Valued at \$600)

Silent Auction Sponsor - \$5,000

- ✓ Four (4) tickets to dinner
- ✓ Four (4) tickets to VIP reception
- ✓ Signage at silent auction area at gala
- ✓ Company logo on mobile app home page
(600+ mobile device views)
- ✓ Company logo on signage and event video screen
- ✓ Full page ad in the program book
- ✓ Program recognition as the Silent Auction Sponsor

Grand Prize Sponsor (In-Kind)

- ✓ Four (4) tickets to dinner
- ✓ Four (4) tickets to VIP reception
- ✓ Host of grand prize drawing
- ✓ Full-page Ad in program book
- ✓ Company to donate grand prize item (\$3,000+ value)
- ✓ Company logo event video screen
- ✓ Program recognition as Grand Prize Sponsor

VIP Gift Sponsor- \$4,000

- ✓ Four (4) tickets to dinner
- ✓ Four (4) tickets to VIP reception
- ✓ Company to donate 400 bags w/company branded products during VIP reception
- ✓ Company logo on signage and event video screen
- ✓ Half Page ad in program book
- ✓ Program recognition as the VIP Gift Sponsor

Celebration Gift Sponsor - \$4,000

- ✓ Four (4) tickets to dinner
- ✓ Four (4) tickets to VIP reception
- ✓ Company logo on celebration box at each table
- ✓ Up to nine (9) company messages in fortune cookies in a box on each table
- ✓ Opportunity to provide up to 75 gifts for winners
- ✓ Company logo on signage and event video screen
- ✓ Program recognition as the Celebration Gift Sponsor

Program Book Sponsor - \$3,000

- ✓ Two (2) tickets to dinner
- ✓ Two (2) tickets to VIP reception
- ✓ Full page color ad on back cover of program book
- ✓ Company logo on signage and event video screen
- ✓ Program recognition as the exclusive Program Book Sponsor

Cocktail Sponsor - \$2,500

- ✓ Two (2) tickets to dinner
- ✓ Two (2) tickets to VIP reception
- ✓ Logo on cocktail napkins or item of choice
- ✓ Company logo on signage and event video screen
- ✓ Program recognition as Cocktail Sponsor





17th Annual APACC Gala
Sponsorship & Underwriting Opportunities

Floral Sponsor- \$2,000

- ✓ Two (2) tickets to dinner
- ✓ Two (2) tickets to VIP reception
- ✓ Company logo on name cards at each table
- ✓ Company logo on signage and event video screen
- ✓ Program recognition as Floral Sponsor

Viennese Coffee & Tea Sponsor - \$2,000

- ✓ Two (2) tickets to dinner
- ✓ Company logo on signage and event video screen
- ✓ Company sign at Viennese Coffee station
- ✓ Program recognition as Viennese Coffee & Tea Sponsor

Table Sponsor - \$1,750

- ✓ Ten (10) tickets to dinner
- ✓ Company name or logo on signage at the table
- ✓ Company name or logo on event video screen
- ✓ Program recognition as Table Sponsor

Promotional Sponsor - \$750

- ✓ Logo inclusion on promotional material and e-communications
- ✓ Company name or logo on event video screen
- ✓ Listed as a promotional sponsor in program book

Patron Sponsor- \$500

- ✓ Sponsor may donate an in-kind item for door prize or silent auction (*valued above \$500*) in lieu of cash donation
- ✓ Company name or logo on event video screen
- ✓ Listed in event program book

Friend of APACC (In-Kind)

- ✓ Sponsor donated item for door prize or silent auction (*valued above \$250*)
- ✓ Company name or logo on event video screen
- ✓ Listed in event program book

Ticket Purchase

Individual Ticket Purchase

Member (Dinner Only).....	\$200/person
Member (Dinner & VIP).....	\$350/person
Future Member (Dinner Only).....	\$250/person
Future Member (Dinner & VIP).....	\$400/person

Couple Ticket Purchase

Member (Dinner Only).....	\$350/couple
Member (Dinner & VIP).....	\$650/couple
Future Member (Dinner Only).....	\$400/couple
Future Member (Dinner & VIP).....	\$700/couple



Program Book Ad and Packages: Pricing and Specifications

Program Book Ad Packages

\$900

Full page ad plus 2 tickets (*Valued at \$950*)

\$650

Half page ad plus 2 tickets (*Valued at \$700*)

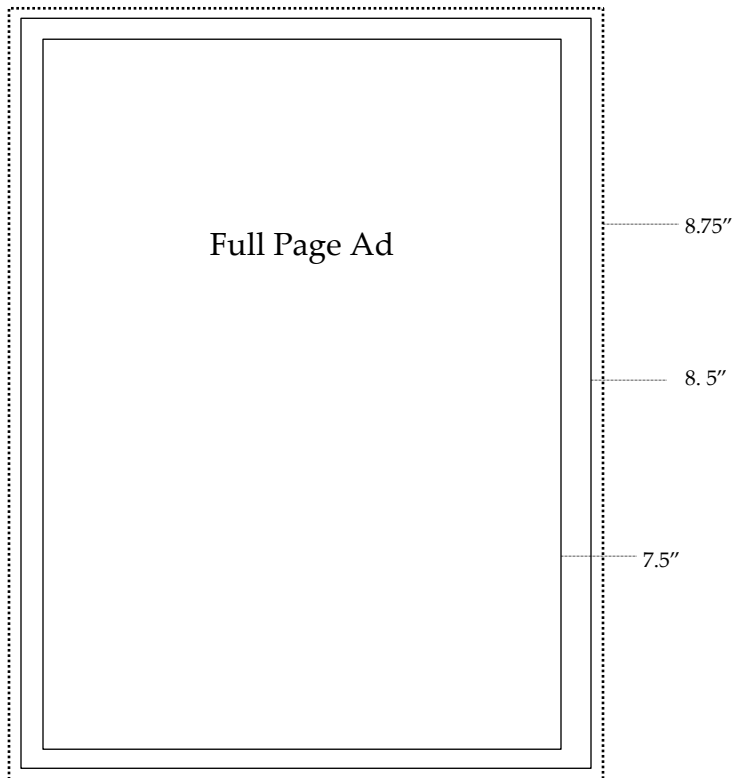
Individual Program Book Ad Purchase

\$600

Full page ad

\$350

Half page ad



Outside Back Cover (Back)

Full-page

Bleed

Four Colors

5.75" Width x 8.75" Height

Inside Cover (Front & Back)

Full Page

No bleed

Four Colors

4.5" Width x 7.5" Height

Full-Page Ad

Black and white (grayscale)

No bleed

4.5" Width x 7.5" Height

Half-Page Ad

Black and white (grayscale)

No bleed

4.5" Width x 3.625" Height

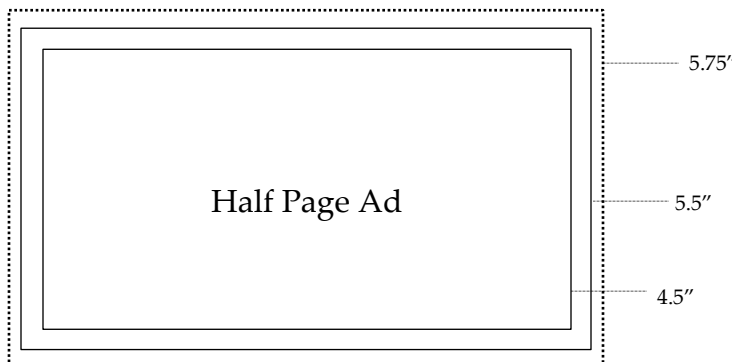
Finished trim size:

5.5" Width x 8.5" Height

Please keep all vital text 1/8" inside the trim lines

The book will be printed on 80 lb glossed text paper with 133 line screen

Minimum resolution of 300dpi



17th Annual APACC Gala Sponsorship Agreement Form

I/We would like to support APACC as a Sponsor (check all that apply):

Annual Sponsorships	Sponsorship Amount	Commitment Amount
Signature Sponsor	\$25,000	
Platinum Sponsor	\$20,000	
Benefactor Sponsor	\$15,000	
Diamond Sponsor	\$10,000	
Ruby Sponsor	\$7,500	
Jade Sponsor	\$5,000	
Opal Sponsor	\$3,000	
	Subtotal	

Underwriting Opportunities	Sponsorship Amount	Commitment Amount
Red Carpet Sponsor	\$10,000	
Keynote Sponsor	\$6,000	
Afterglow Sponsors (2 Avail.)	\$5,000	
Silent Auction Sponsor	\$5,000	
Grand Prize Sponsor <i>(subject to approval, first come first serve)</i>	In-Kind	
Swag Bag Sponsors (5 Avail.)	\$4,000	
Celebration Gift Sponsor	\$4,000	
Program Book Sponsor	\$3,000	
Cocktail Sponsor	\$2,500	
Floral Sponsor	\$2,500	
Viennese Coffee & Tea Sponsor	\$2,000	
Table Sponsor	\$1,750	
Promotional Sponsor	\$750	
Patron Sponsor	\$500	
Friend of APACC	In-Kind	
	Subtotal	

Ad Packages	Sponsorship Amount	Commitment Amount
Full page Ad plus 2 tickets	\$900	
Half page Ad plus 2 tickets	\$650	
Full page Ad	\$600	
Half page Ad	\$350	
	Subtotal	

Total Sponsorship for 17th Annual APACC:	
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Payment and Contact Details of Sponsoring Company

Company Name (as it should appear in all promotional materials and at event):

Contact Name: _____

Title: _____

Billing Address: _____

City: _____ State: _____ Zip code: _____

Phone: _____ Fax: _____

Email Address: _____

Signature: _____ Date: _____

Payment Method: ☐ Check (payable to APACC) ☐ Visa ☐ MC ☐ Amex

Name on Credit Card: _____

Credit card #: _____ Expiration date: _____

Please return this form to events@apacc.net or mail along with a check to:

APACC, 27055 Orchard Lake Rd, Bldg M, Farmington Hills, MI 48334

Please call APACC's office at (248) 430-5855 with any questions



Asian Pacific American Chamber of Commerce®

Upcoming APACC Events in 2018

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Nand Kochhar

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2017 Corporate Sponsors

- General Motors
- DTE Energy
- MGM Grand Detroit
- The Kroger Co. of Michigan
- Fiat Chrysler Automobiles (FCA)
- Ford Motor Company
- Comerica Bank
- Delphi Corporation
- Honda North America, Inc.
- Acro Service Corporation
- Aisin World Corporation of America
- Chrysan Industries, Inc.
- DENSO International America, Inc.
- Ebinger MFG Co. / Cocokind
- EVA Airways Corporation
- Faurecia North America
- JPMorgan Chase & Co.
- Logic Solutions, Inc.
- Magna International, Inc.
- Roy Smith Company
- TOYOTA Motor North America
- Weld-Aid Products, Inc.

APACC Strategic Partners

- Detroit Chinese Business Assoc.
- Detroit Chinese Engineer Assoc.
- Indo-American Chamber of Commerce-USA
- Japan Business Society of Detroit
- Philippine Chamber of Commerce-MI
- Taiwanese Chamber of Commerce of Greater Detroit
- TiE Detroit
- Thai-American Assoc. of Michigan
- The Assoc. of Korean-American Professionals in the Auto Industry
- Vietnamese American Assoc. of MI

APACC Orientation

Hosted by: Rehmann

Tuesday, February 6, 2018; 8:30 a.m. – 9:30 a.m.

Rehmann, 39300 Twelve Mile Rd #100, Farmington Hills, MI 48331

15th Annual APACC East-West Business Connection

"Embracing Emerging Technologies to Diversify Your Business"

Thursday, March 8, 2018; 9:30 a.m. – 3:30 p.m.

The Edward Hotel & Convention Center, Dearborn, MI

17th Annual APACC Gala "One World, One Voice"

Saturday, April 28, 2018; 5:30 p.m. – 10:00 p.m.

MGM Grand Detroit, Detroit, MI

Entrepreneur Academy "The Power of Minority Certification"

Tuesday, May 15, 2018; 8:30 a.m. – 10:00 a.m. (tentative date)

APACC Office, Farmington Hills, MI

Entrepreneur Academy "Small Business Lending"

Tuesday, June 5, 2018; 8:30 a.m. – 10:00 a.m. (tentative date)

APACC Office, Farmington Hills, MI

5th Annual Sushi, Salsa & Soul Networking Reception

Hosted by: APACC, MHCC, MMSDC, NBL

Monday, June 18, 2018; 7:30 p.m. – 9:30 p.m.

Detroit, MI

Entrepreneur Academy "Growing Your Business Through Social Media/Marketing"

Tuesday, July 17, 2018; 8:30 a.m. – 10:00 a.m. (tentative date)

Small Business Expo/Tradeshow

Wednesday, August 15, 2018; 8:30 a.m. – 12:30 p.m. (tentative date)

Entrepreneur Academy "Bootcamp"

Tuesday, September 18, 2018; 8:30 a.m. – 10:00 a.m. (tentative date)

APACC Salute to Excellence Awards

Thursday, October 4, 2018; 5:30 p.m. – 8:00 p.m. (tentative date)

New Asian Art Gallery Reception with Detroit Institute of Arts

Friday, November 2, 2018; 6:00 p.m. – 9:00 p.m. (tentative)

5th Annual Buyer/Supplier Nexus with DENSO

Thursday, December 6, 2018; 5:30 p.m. – 8:00 p.m.

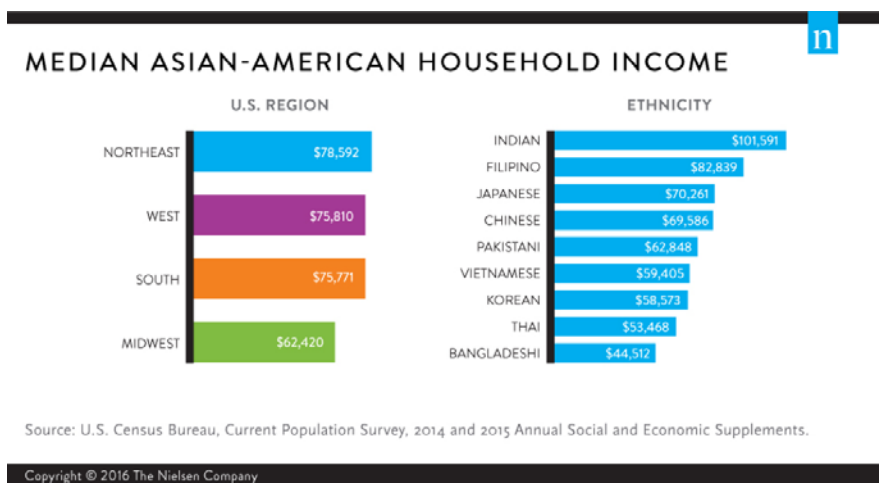
APACC Member Appreciation Holiday Mixer

Monday, December 17, 2018; 3:30 p.m. – 6:00 p.m. (tentative date)

Nielsen Report Finds Asian-American Consumers an Economic 'Driving Force'

Nielsen's annual Asian-American consumer report examines the trends and diversity within the Asian-American and Pacific Islander community.

by Stephany Bai / May.19.2016 / 5:25 PM ET



Nielsen released its fifth annual Asian-American consumer report today, the latest in the research company's *Diverse Intelligence* series. The report, titled "Asian-Americans: Culturally Diverse and Expanding Their Footprint," explores consumption patterns among Asian Americans and Pacific Islanders in the United States.

From food to technology to entertainment, Asian-American influence continues to rise in the U.S. and is spanning across the country.

Still the nation's fastest-growing population segment, Asian-Americans are about 20.5 million strong and represent 6% of the U.S. population. From 2009-2014, the Asian-American population grew 25%. With immigration from Asian countries continuing to boost the American population, U.S. Census projections show the Asian-American population will reach 25.7 million by 2019. Increasingly diverse, Asian-Americans will outnumber U.S. Hispanics by 2055 according to U.S. Census Bureau projections.

Population is booming in the South and the Midwest

Traditionally, a majority of Asian-Americans have called the Northeast and West regions in the U.S. home. According to findings in Nielsen's [Asian-Americans: Culturally Diverse and Expanding Their Footprint](#) report, however, they're expanding from those traditional strongholds to the Midwest and South. Though almost half (46%) of Asian-Americans live in the West, which is where 40% (1.65 million) of the Asian-American population growth occurred from 2009 to 2014, the Asian-American population is growing significantly in other U.S. regions as well. Not only is immigration playing a part, but relocations and new births in the South, for example, are helping drive the expansion. In fact, the Asian-American population in the South increased 33% (over 1.1 million) between 2009 and 2014. And the populations in the Midwest and the Northeast grew by 29% (538,000) and 26% (810,000), respectively, during the same time period.

ASIAN-AMERICANS HAVE SUBSTANTIAL WEALTH AND BUYING POWER

As for buying power, Asian-Americans have the third-largest spending prowess of all multicultural groups, at \$825 billion. Put another way, Asian-American buying power in the U.S. is greater than the economies of all but 17 countries worldwide, and slightly greater than the gross domestic product (GDP) of Turkey, according to the Selig Center for Economic Growth, *The Multicultural Economy* 2015. Their current buying power is expected to increase 32% to \$1.1 trillion—or 6.7% of total U.S. buying power—by 2020.

Taking a closer look at median income, with an aggregate view, Asian-Americans are the wealthiest segment of the U.S. population on a per-household basis. With a household median income of \$74,829, the median Asian-American household income is 39% greater than the national median income of \$53,657. Breaking it down a bit further, there are notable variances in Asian-American median household incomes by region. The median household income for Asian-Americans is highest in the Northeast at \$78,592, followed by the West at \$75,810, the South at \$75,771, and the Midwest at \$62,420.

Indian-Americans have the highest household income of any Asian-American group at \$101,591. And they represent the first U.S. ethnic segment with a median income of more than \$100,000. Filipino-, Japanese-, Chinese- and Pakistani-Americans also have relatively high median incomes: of \$82,839; \$70,261; \$69,586; and \$62,848, respectively.

Betty Lo, vice president of community alliances and consumer engagement, told NBC News that the increasing buying power and influence of the Asian-American and Pacific Islander (AAPI) community has caused marketers and companies to seek a better understanding of the community's culturally specific tastes and preferences.

“What is significant about the Asian-American community is that we’re culturally diverse, but we’re also expanding our influence and footprint across the U.S.,” she said.

Lo acknowledged the challenges of reporting on the heavily diverse Asian-American and Pacific Islander community, and said that this year’s report focused particularly on a more nuanced view of how Asian Americans and Pacific Islanders consume.

Nielsen’s report also highlights the importance of Asian-American entrepreneurship to the U.S. economy. Asian-American businesses had the largest growth and sales increase of any ethnic group between 2007 and 2012, the report found.

“We know that the entrepreneur spirit of the Asian American community is contributing to the U.S. community,” said Lo. “That, combined with the buying power, is a real driving force within the U.S. economy.”