

18th Annual
APACC



Gala

"Out of Many, One"

APACC invites you to our annual black-tie fundraising gala to celebrate the achievements of the past 18 years

#AG2019

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.


Ethnic Attire or Black-tie encouraged

RSVP

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

**MGM GRAND
DETROIT**

5.4.19

 Annual Sponsorship Benefits April 2019 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 2019 to April 2020)	6	4	2				
10. Supporting Sponsorship of APACC Signature Events (May 2019 to April 2020*) *excludes 2020 Gala	✓	✓	✓				
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)



18th 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
- ✓ Logo on signage and event video screen
- ✓ Program recognition as Red Carpet Sponsor
- ✓ Elite Membership from 2019-2020 (\$1,200 Value)

Keynote Sponsor - \$6,000 (2 available, 1 SOLD)

- ✓ Logo on screen during keynote speech
- ✓ Six (6) tickets to VIP reception
- ✓ Six (6) tickets to dinner *(2 of the seats will be located at Head Table w/ keynote speaker)*
- ✓ Introduction and thank you to keynote
- ✓ Full-page Ad in the program book
- ✓ Logo on signage and event video screen
- ✓ Program recognition as Keynote Sponsor
- ✓ Elite Membership from 2019-2020 (\$1,200 Value)



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

- ✓ Company name incorporated into ice sculpture
- ✓  Full item of choice *(first come first choice)*
- ✓ Four (4) tickets to VIP reception
- ✓ One (1) table of ten for dinner
- ✓  Full-page Ad in program book
- ✓  Logo on event video screen
- ✓ Sponsorship signage in Afterglow area
- ✓ Program recognition as Afterglow Sponsor
- ✓ Gold Membership from 2019-2020 (\$600 Value)


Silent Auction Sponsor - \$5,000

- ✓ Four (4) tickets to dinner
- ✓ Four (4) tickets to VIP reception
- ✓ Signage at silent auction area at gala
- ✓ Logo on mobile app home page *(600+ mobile views)*
- ✓ Logo on signage and event video screen
- ✓ Full-page Ad in the program book
- ✓ Program recognition as Silent Auction Sponsor
- ✓ Gold Membership from 2019-2020 (\$600 Value)

Entertainment Sponsor - \$5,000

- ✓ Four (4) tickets to dinner
- ✓ Four (4) tickets to VIP reception
- ✓ Company logo on signage and event video screen
- ✓ Logo on video screen during band performance
- ✓ Full-page Ad in the program book
- ✓ Program recognition as the Entertainment Sponsor
- ✓ Gold Membership from 2019-2020 (\$600 Value)

VIP Gift Sponsor - \$4,000 (SOLD OUT)

- ✓ Four (4) tickets to dinner
- ✓ Four (4) tickets to VIP reception
- ✓  10 branded items to distribute to VIP guests
- ✓ Company logo on signage and event video screen
- ✓ Half Page ad in program book
- ✓ Program recognition as the VIP Gift Sponsor
- ✓ Gold Membership from 2019-2020 (\$600 Value)

Celebration Gift Sponsor - \$4,000

- ✓ Four (4) tickets to dinner
- ✓ Four (4) tickets to VIP reception
- ✓ Logo on celebration box at each table
- ✓ Up to nine (9) company messages in fortune cookies in a box on each table
- ✓ Sponsor provides up to 75 gifts for winners
- ✓ Logo on signage and event video screen
- ✓ Program recognition as Celebration Gift Sponsor
- ✓ Gold Membership from 2019-2020 (\$600 Value)

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 with a min. value of \$3,000 to be used as Grand Prize
- ✓ Logo event video screen
- ✓ Program recognition as Grand Prize Sponsor
- ✓ Silver Membership from 2019-2020 (\$300 Value)



18th Annual APACC Gala Sponsorship & Underwriting Opportunities

Program Book Sponsor - \$3,000 (SOLD OUT)

- ✓ Three (3) tickets to dinner
- ✓ Ticket to VIP reception
- ✓ Logo on back cover of program
- ✓ Logo on event video screen
- ✓ Listing as the exclusive Program Book Sponsor
- ✓ Silver Membership from 2019-2020 (\$300 Value)

Cocktail Sponsor - \$2,500

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

Floral Sponsor- \$2,000

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

Viennese Coffee & Tea Sponsor - \$2,000

- ✓ Two (2) tickets to dinner
- ✓ 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 in lieu of cash donation (\$500 value)
- ✓ 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

Tickets

APACC Member	\$200/person or \$350/couple
Future Member	\$250/person or \$400/couple

**Upgrade Ticket to VIP for an additional \$150/person*



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*)

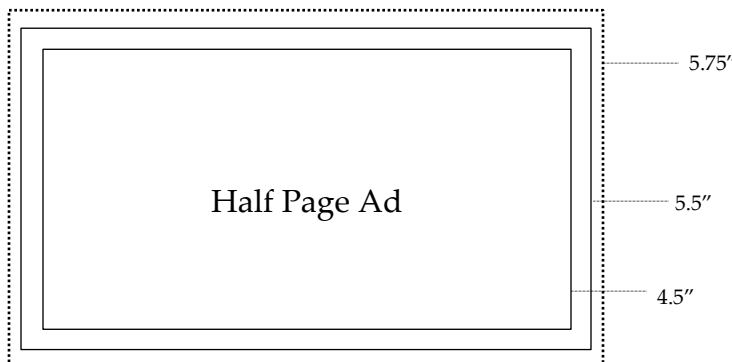
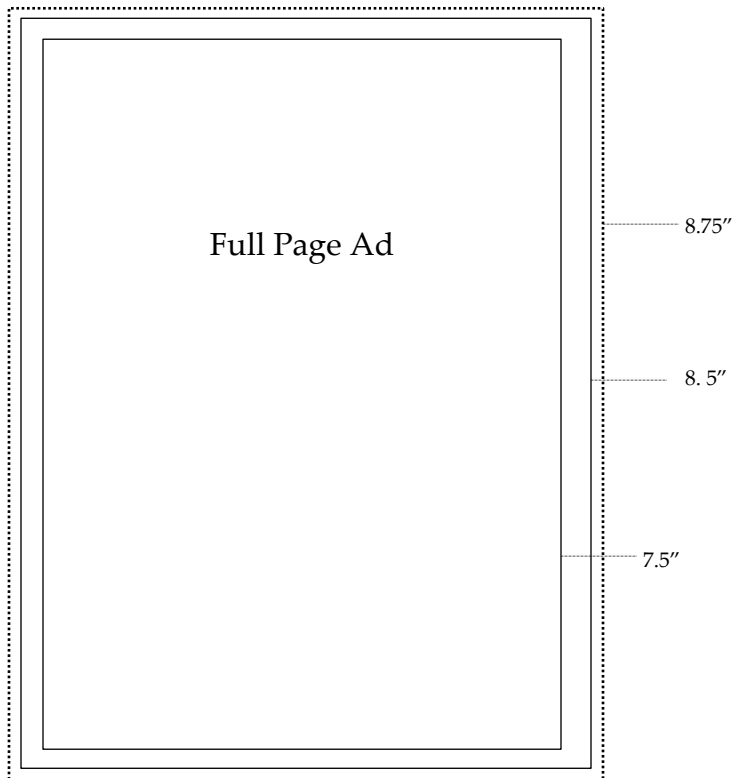
Individual Program Book Ad Purchase

\$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

Deadline to reserve Ads 3.29.19

Artwork must be received by 4.5.19

Please send Ads to events@apacc.net

18th 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	
Entertainment Sponsor	\$5,000	
VIP Gift Sponsor	\$4,000	
Celebration Gift Sponsor	\$4,000	
Grand Prize Sponsor <i>(subject to approval, first come first serve)</i>	In-Kind	
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 & Tickets	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	
APACC Member Ticket(s) \$200/person or \$350/couple		
Future Member Ticket(s) \$250/person or \$400/couple		
<i>*Upgrade Ticket to VIP for an additional \$150/person</i>		
	Subtotal	

Total Sponsorship for 18th 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



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2018 Corporate Sponsors

- General Motors
- DTE Energy
- Fiat Chrysler Automobiles (FCA)
- MGM Grand Detroit
- Ford Motor Company
- Comerica Bank
- Acro Service Corporation
- Aptiv
- DENSO International America, Inc.
- Ebinger MFG Co. / Cocokind
- EVA Airways Corporation
- Faurecia North America
- Law Offices of Rona M. Lum
- Logic Solutions, Inc.
- Magna International, Inc.
- Quicken Loans
- TOYOTA Motor North America

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

Asian Pacific American Chamber of Commerce®

UPCOMING EVENTS

APACC Orientation

Tuesday, February 12, 2019
APACC Office, Farmington Hills, MI

16th Annual East West Business Connection

Wednesday, March 6, 2019; 9:30 a.m. – 3:30 p.m.
Laurel Manor, Livonia, MI

APACC Symposium

Thursday, March 28, 2019
Member, Topic & Location TBD

18th Annual APACC Gala “Out of Many, One”

Saturday, May 4, 2019; 5:30 p.m. – 10:00 p.m.
MGM Grand Detroit, Detroit, MI

APACC Orientation

Tuesday, May 21, 2019
APACC Office, Farmington Hills, MI

APACC Symposium

Thursday, July 11, 2019
Member, Topic & Location TBD

West Michigan Networking Event

Wednesday, July 24, 2019

APACC Orientation

Friday, August 9, 2019
APACC Office, Farmington Hills, MI

OCN Regional Mixer

Wednesday, August 21, 2019 *(tentative)*
Southfield, MI

APACC Blood of the Dragon Wine & Sake Networking Event

Thursday, September 26, 2019 *(tentative)*
Location TBD

APACC Orientation

Thursday November 21, 2019
APACC Office, Farmington Hills, MI

6th Annual APACC Buyer/Supplier Nexus

Hosted by: DENSO International America, Inc.
Thursday, December 5, 2019; 5:30 p.m. – 8:00 p.m. *(tentative)*
Meriwether's, Southfield, MI

**APACC will also hold quarterly APACC Orientation events throughout the year*