

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](http://WWW.APACC.NET)  
CALL (248) 430-5855

**MGM GRAND  
DETROIT**  
**5.4.19**



|  <p>Annual Sponsorship Benefits<br/>April 2019 Gala</p> | 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 1/2 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/<br>Full Page<br>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<br>(\$1,200 value)            | Elite<br>(\$1,200 value) | Elite<br>(\$1,200 value) | Elite<br>(\$1,200 value) | Gold<br>(\$600 value) | Gold<br>(\$600 value) | Silver<br>(\$300 value) |





## 18<sup>th</sup> 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
- ✓ Blue Cross Blue Shield Blue Care Network of Michigan item of choice (*first come first choice*)
- ✓ One (1) table of ten for dinner
- ✓ CHRYSAN AUTOMOTIVE LUBRICANTS & SPECIALTY CHEMICALS program book
- ✓ Logo on signage and 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
- ✓ NISSAN 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*)



## 18<sup>th</sup> Annual APACC Gala Sponsorship & Underwriting Opportunities

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

- ✓ Three (3) tickets to dinner
- ✓ ~~Two (2)~~ tickets to VIP reception
- ✓ ~~I~~  ~~and~~ on back cover of program
- ✓ ~~I~~  ~~and~~ event video screen
- ✓ ~~I~~  ~~tion 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 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

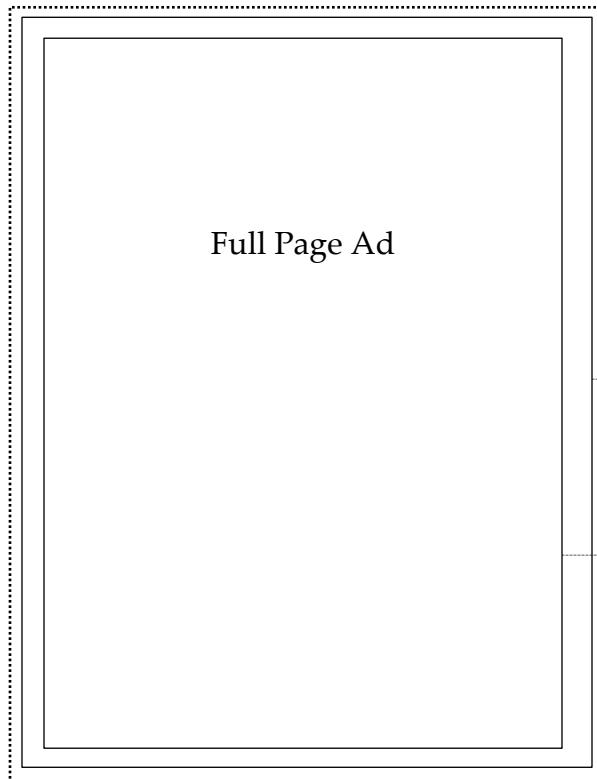
### **Program Book Ad Packages**

**\$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](mailto: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            |                   |
| <b>Subtotal</b>     |                    |                   |

| 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            |                   |
| <b>Subtotal</b>  |                    |                   |

| 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> |                    |                   |
| <b>Subtotal</b>  |                    |                   |

|   |  |
|---|--|
| <b>Total Sponsorship for 18th Annual APACC:</b> |  |
|---|--|



## **Payment and Contact Details of Sponsoring Company**

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

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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](mailto: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®

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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

## UPCOMING EVENTS

### APACC Orientation

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

### 16<sup>th</sup> 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

### 18<sup>th</sup> 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

### 6<sup>th</sup> 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*