



Dear Potential Sponsor:

The **National Association of Asian American Professionals – Chicago Chapter (NAAAP-Chicago)** is a 501(c)(3) not-for-profit Pan-Asian organization that cultivates and empowers Asian American leaders through leadership and professional development, community service, and cultural awareness.

Our mission is to promote the career advancement and leadership development of Asian American professionals in all industries and career fields. Founded in 1987, NAAAP-Chicago is the third oldest chapter in the national organization. NAAAP-Chicago offers sponsors strategic ways to:

- Support targeted diversity recruitment efforts through exposure to a qualified candidate resource
- Enhance employees' retention through professional, leadership, and management skills
- Strengthen company branding and public relations exposure to the Asian American professional community

We hope you choose to support our organization through one of our sponsorship opportunities.

For more information, please do not hesitate to contact me at rose_olea@naaapchicago.org, 773-236-2227.

Sincerely,



Rose Olea
Chicago Chapter President
National Association of Asian American Professionals

About NAAAP Members

NAAAP members have diverse demographics and are educated, pan-Asian professionals.

Diverse Demographics.

The Chicago Chapter boasts the widest age range – with members from 20 years old to retirement age. Almost half of our members are women, and most live within the Chicagoland area.

Education and Income. About 50% of NAAAP members have four-year degrees and another 45% have master's degrees or higher. Median income is above average.

Cross-Industry Professions. The membership reflects the wide spectrum of professions, whether in business, finance, technology, medicine, law, government, and nonprofit.

Pan-Asian. Most members speak English as a primary language and many are multi-lingual and of various ethnic descents, including Chinese, Korean, Japanese,

Vietnamese and other Southeast Asians, Indians and other South Asians, Filipinos and other Pacific Islanders, and non-APIs, including Caucasian, Black, and Latino.

Value Proposition

Recruit Talent

- Post jobs in chapter and national job boards
- Participate in chapter and national career fairs and recruitment programs
- Be seen as an employer-of-choice among Asian professionals

Develop Your Employees

- Offer your employees valuable, unique training and best practices at the Leadership Convention and chapter programs
- Utilize the Convention as a national meeting opportunity for your ERG and with other ERGs

Market Your Organization

- Reinforce your reputation as a corporate diversity leader
- Increase brand awareness, engagement, and sales
- Enhance your understanding of Asian cultures and consumers, which according to Nielsen are the fastest-growing, have the highest disposable income, and increasingly influential

Programs & Signature Events¹

Community Outreach/Service Events & Programs

Community Outreach Program

NAAAP partners with many Asian community organizations to hold short term volunteer projects during the year. Past projects include Martin Luther King Day of Service, tutoring at Asian Youth Services and teaching through Junior Achievement.

St. James Food Pantry Day of Service

NAAAP volunteers distributing food at St. James Food Pantry in the South Loop because 85% of their clients are Asian American families. We volunteer one Saturday a month.

Back to School Backpack Drive (Fall)

Launched in 2016, we fundraise and collect school supplies for low-income and underserved Asian American families with young children in the Chicago-land community and suburbs. We host a packing party in late-August then distribute them to community organizations with youth programs.

Annual Toy Drive (Winter)

Launched in 2003, this is NAAAP's longest running community service activity. The annual toy drive benefits Asian American youth in the Chicago-land community and suburbs. We fundraise and purchase toys for low-income and underserved Asian American families with young children in the Chicago-land community and suburbs. We celebrate the holiday by hosting a toy wrapping party in early December then distribute them to community organizations with youth programs.

Cultural Awareness Events & Programs

AAGL Asian American & Pacific Islander Heritage Month (May)

This event brings together sponsors and members for an evening of conversation around how Asian American leaders make a difference to the community, accompanied by cultural entertainment and networking.

Chinatown Chamber Dragon Boat Race for Literacy (Summer)

NAAAP-Chicago supports the dragon boat race for literacy by entering a NAAAP-Chicago team. The event date is determined by the Chinatown Chamber of Commerce and varies from year to year.

Leadership/Professional Development Events & Programs

Asian American Group Leaders (AAGL) Program

This is a network of Asian Employee/Business resource groups facilitated and managed by NAAAP. The focus is to share best practices and provide leadership development opportunities to those leading their company's E/BRGs.

AAGL Corporate Leadership Conference (Fall)

The Chicago Leadership Conference is a diversity-driven initiative committed to providing learning and networking opportunities for Chicago-based organizations and companies to address unique concerns and issues that Asian professionals face in the workplace.

¹ Programs and events may change without notice. Please speak with a NAAAP-Chicago representative for a current roster of programs and events.

Power Reads & Mindful Conversations Meetup

This is NAAAP-Chicago's book club. For every meetup, we select a book that may help with our personal or professional development; may showcase minority authors and award-winning books; or more. We meet virtually for good conversation, to learn and to be inspired by authors as well as each other.

NAAAP Pride Program

Launched in 2019, this program focuses on educating our members; promoting visibility and support to members, allies, and corporations; and identifying strategic partners, supporters, and advancements within the Asian American LGBTQ+ community.

Women in NAAAP (WiN) Program

Originally launched in 2004 and now recognized as a national program, this program focuses on the advancement of Asian American women in the workplace.

Wellness & Self Care Program

New for 2020, this program emphasizes the health and resilience of the individual, so that they are able to effectively lead in the community in which they serve professionally and personally.

Member Appreciation Events & Programs

Member Appreciation Receptions

NAAAP loves its members, and we show this by hosting two member appreciation receptions – one winter and one summer. We highlight recent accomplishments and recognize key contributors and sponsors of the organization.

National Programs

Leadership Academy & ERG Symposium (Spring)

The NAAAP National Leadership Academy and ERG Leadership Symposium is an advanced, skills-building boot camp for new and returning NAAAP leaders and emerging leaders in the ERG, diversity & inclusion, and corporate space. This is an excellent opportunity to share best practices in programs, team-building, volunteer and peer engagement, and building leaders.

Leadership Convention & ERG Summit (Summer)

The Leadership Convention, ERG Summit, and Diversity Career Fair is the largest meeting for career development, leadership training, professional networking and Diversity & Inclusion. NAAAP is a national voice for 20,000 professionals across 30 chapters. The Convention is a time to hear inspirational speakers, corporate practices in diversity and talent management, emerging topics, and best practices. The ERG Summit focuses on the establishment, growth, and impact of Employee Resource Groups and Business Resource Groups

CUMULATIVE LEVEL SPONSORSHIP RECOGNITION

Organizations that support NAAAP-Chicago during the calendar year will be recognized for their cumulative sponsorship during that year. An organization is eligible for cumulative level sponsorship if they have participated in two or more types of support in any combination (program sponsorship, event sponsorship, corporate memberships, marketing/advertising purchases, and in-kind donations).

Please note cumulative level sponsorship resets *at the start of each calendar year*. Benefits are implemented upon point of achievement. The following benefits are available to eligible sponsors:

CUMULATIVE RECOGNITION LEVELS

LEVEL	PLATINUM (\$15,000+)	GOLD (\$10,000+)	SILVER (5,000+)	BRONZE (1,000+)
LOGO	Pre-sized logo placed on sponsor web page AND front page banner	Pre-sized logo placed on sponsor web page AND front page banner	Pre-sized logo placed on sponsor web page	Pre-sized logo placed on sponsor web page
MEMBERSHIPS²	20 corporate memberships	15 corporate memberships	10 corporate memberships	5 corporate memberships
EVENT	Sponsor recognition at membership receptions	Sponsor recognition at membership receptions	Sponsor recognition at membership receptions	Sponsor recognition at membership receptions

PROGRAM SPONSORSHIP PRICING & BENEFITS ³

Organizations that choose to support an entire program will be recognized at every event within that program. Please speak with a NAAAP-Chicago representative for more information.

Programs:

- Asian American Group Leaders (AAGL)
- Community Outreach
- Leadership/Professional Development
- Pride
- Wellness & Self Care
- Women in NAAAP

	\$10,000+	\$5,000+	\$2,500+
LOGO	Sponsor logo placed on all event materials 300 pixel width	Sponsor logo placed on all event materials 200 pixel width	Sponsor logo placed on all event materials 100 pixel width
SPEAKING OPPORTUNITY	YES	YES	YES
TOTAL COMPLIMENTARY PASSES	20	10	5
SIGNAGE <small>Error! Bookmark not defined.</small>	YES	YES	YES
SPONSOR TABLE	YES	YES	YES

² One year, single-user membership only.

³ Certain events may be excluded or offer a separate sponsorship package depending on the nature of the event (for example virtual events). Please speak with a NAAAP-Chicago representative for more information.

EVENT SPONSORSHIP PRICING & BENEFITS³

Organizations that choose to support an event during the year will be recognized at that event. Please speak with a NAAAP-Chicago representative for more information.

	\$1,000+	\$500+	\$100+
LOGO	Sponsor logo placed on event materials 300 pixel width	Sponsor logo placed on event materials 200 pixel width	Sponsor logo placed on event materials 100 pixel width
SPEAKING OPPORTUNITY	YES	YES	NO
COMPLIMENTARY PASS(ES)	5	3	1

IN-KIND DONATIONS

Even in-kind donations help meet our organizational goals. This is why NAAAP-Chicago. Please note that in-kind donations cannot be recognized for tax purposes in accordance to 501(c)(3) guidelines. Please contact a NAAAP-Chicago representative for more information.

Venue / Meeting space

NAAAP-Chicago hosts events at various types of locations. We appreciate complementary space in restaurants, hotels, conference centers, office locations, universities, community centers, etc.

Publishing/Communication Services

NAAAP-Chicago appreciates services for photography/videography, publishing, web page development, and materials in conjunction with publishing/communication projects.

On-Site Audio/Visual Products & Services

NAAAP-Chicago appreciates any and all audio/visual aid such as use of microphones (lavalieres and wired), projectors, screens, polycoms, televisions, as well as teleconference services.

Food/Product Donations

NAAAP-Chicago appreciates any and all food and product donations.

CORPORATE MEMBERSHIPS⁴

Organizations can support NAAAP-Chicago by purchasing NAAAP memberships. Memberships expire one year from date of purchase. Organizations maintain ownership and may transfer memberships during its term⁵ and prior to its expiration.

1-24 Memberships	\$50 each
>25 Memberships	\$40 each

⁴ Annual membership only.

⁵ Certain limits apply to transfer memberships. Please speak with a NAAAP-Chicago representative for more information.

MARKETING/ADVERTISING OPPORTUNITIES

NAAAP-Chicago provides marketing & advertising opportunities at all its events as well as their regular communications when feasible. If the organization purchases more than one marketing opportunity during the course of the year they are also eligible for cumulative level sponsorship recognition. Please speak with a NAAAP-Chicago representative for more information.

Ad Size	Price
eBlast⁶	\$25
Business Card	\$50
Quarter page	\$100
Half page	\$200
Full page	\$400

Technical Specifications for Ads

- | | |
|-------------------------|--|
| • Black/White AND Color | • 8.5" W x 5.5" H |
| • Vertical | • PSD, JPG, GIF, PNG acceptable format |
| • No Bleed | |

Product Advertising⁷

Pens	\$500	Notepads	\$500	T-Shirts	\$1,000	Bags	\$1,000
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GENERAL TERMS AND CONDITIONS

1. Sponsorship packages are subject to change without notice. Please contact a NAAAP-Chicago representative to verify sponsorship opportunities available.
2. Cumulative Recognition occurs at the following year's membership appreciation event. For example, if you reach Bronze level sponsorship in 2018, you will be recognized at the 2019 appreciation event. This allows organizations the opportunity to raise their level of support throughout the year.
3. Sponsorship opportunities are first come first served and confirmed based on payment being received.
4. 50% deposit upon confirmation, balance due NET 30 days.
5. Acceptable payment methods: Check (made payable to NAAAP-Chicago), ACH, and Credit Card.
6. All corporate logos must be provided by sponsor in the following specifications and quantities: 400 pixel, 72dpi size, (1) color and (1) black and white.
7. NAAAP is not responsible for lost or stolen items at or around the entire area during events or activities.

⁶ eBlast is an electronic only advertisement included in NAAAP-Chicago's monthly communication. Please speak with a NAAAP-Chicago representative for more information as to size of distribution list, technical specifications, etc.

⁷Sponsor responsible for all costs to provide product(s) in addition to sponsorship fee. NAAAP-Chicago must approve product design prior to production.