



2017

NAAAP Detroit Chapter
Sponsorship Prospectus

EMPOWERMENT

Imagine Believe Achieve

NAAAP DETROIT National Association
of Asian American
Professionals

About NAAAP

The National Association of Asian American Professionals (NAAAP) is a 501(c)(3) non-profit organization that cultivates and empowers Asian leaders through professional development, community service, and networking. NAAAP in Canada is known as the North American Association of Asian Professionals. Founded in 1982, NAAAP operates in 26 cities in the United States and Canada. NAAAP boasts 3,000 members. We reach over 20,000 Asian professionals in North America. NAAAP is a pan-Asian organization that attracts individuals representing diverse educational and professional backgrounds.

Mission and Vision

NAAAP's Vision: To be the premier leadership development organization for Asian professionals

NAAAP's Mission:

- Cultivate and empower leaders for professional excellence
- Connect accomplished professionals for mutual success
- Engage and participate with the community-at-large
- Inspire leaders to make a meaningful difference in government, education, business, and society.

Your Return on Investment

The value propositions we offer at NAAAP include:

Talent	<ul style="list-style-type: none">• Recruit and attract educated Asian professionals to work for your company• Post jobs viewable by Asian professionals across North America• Develop Asian leaders within your organization• Achieve your organization's diversity goals• Brand yourself as an employer-of-choice among Asian professionals• Reinforce your reputation as a corporate diversity leader• Connect your employees with others to learn Employee Resource Group best practices
Marketing	<ul style="list-style-type: none">• Increase brand awareness, engagement, and sales among Asian professionals• Introduce your organization's products and services to Asian professionals• Develop business-to-business relationships with Asian-owned businesses
Community	<ul style="list-style-type: none">• Educate Asian professionals about your work in the community• Donate volunteer hours or charitable gifts to causes that align with your priorities

Detroit Chapter President's Welcome

We are pleased to announce that the National Association of Asia American Professionals, NAAAP, has opened its Detroit Chapter in 2016! We are motivated, organized, and moving forward with an exciting and aggressive schedule of events: Our informal kickoff event in July 2016 – Greater Detroit AsiaFest held in collaboration with the Council of Asian Pacific Americans, attracted more than 1,000 people. We have held our first NAAAP Detroit Open House in August 2016, and Inaugural Gala in December 2016, at the Edward Hotel & Convention Center. These events drew an at-capacity diverse crowd who represented a cross section of the community or organization joined.

We are now excited to announce that NAAAP Detroit will be hosting an Inaugural Annual Meeting on December 1st, 2017, 6pm to 9pm at the Vista Tech Center, Schoolcraft College, 18600 Haggerty Road, Livonia, MI 48152. We are going to alienate the very people we need to get onboard, and we are going to create the Annual Meeting with results that can be felt throughout the rest of the year.

NAAAP is a non-profit professional organization and we rely on the generous support of individual donors, business, and corporations that believe in our mission: sponsors like you. Sponsorship packages are an excellent opportunity to improve recognition and develop positive relationships while making impactful contributions to the community.

We are currently inviting potential sponsors to join us in cultivating and empowering the greater Asian American community through professional development, community service, and networking. Please join us for our Inaugural Annual Meeting as we bring you an evening of “Career and Business Opportunities for APA Professionals”, which will be held this year on December 1st at Vista Tech Center, Schoolcraft College. Please contact Sharon Dow at (248) 421-3468 to purchase tickets and sponsorship packages.

We look forward to seeing you in October; until then, we welcome you to read more about our organization on the website at www.naaapdetroit.org.



Ke Zhang-Miske (Coco)

NAAAP Detroit
President/Founder
425.628.0986
kzhang@naaapdetroit.org

Detroit Chapter Sponsorship Opportunity

About Us

The National Association of Asian American Professionals – Detroit Chapter, founded in 2016, aims to cultivate and empower Asian American leaders in the Greater Detroit area through professional development, community service, and networking.

To achieve our goals, we will engage our members in organized educational programs, professional mentoring, volunteering opportunities, and networking events to celebrate diversity and contribute to the community.

Why the NAAAP Detroit Corporate Sponsorship Program makes sense for you

NAAAP Detroit Corporate Sponsorship Program develops long term alliances with corporate America that provide mutual benefits - enabling us and you to succeed.

We collaborate with our corporate partners in following three key areas:

Recruitment:

Our educational and networking events, reaching to regional pool of Asian American professionals and students, provide recruitment opportunities to support your efforts to maintain a diverse and highly qualified workforce.

Retention:

Our mentoring and career development services grow the communication and leadership skills of your current and future minority professionals to enhance their value to your company.

Community Outreach:

We foster partnerships with our sponsors to build their recognition within the community through activities that help to close the ethnic divide, and increase community proficiency through diversity.

Sponsorship Program

Sponsorship levels are based on annual support, and are determined by the total financial and in-kind contributions.

Diamond Corporate Sponsor - \$10,000

- Two (2) Lifetime Memberships
- Fifteen (15) Annual Memberships
- Your Corporate Logo Displayed at All Educational and Networking Events for the Calendar Year
- Full Page Ad in the Annual Gala Program Book
- Fifteen (15) Tickets to the Annual Gala
- Your Corporate Logo in the Sponsorship Section on Our Website
- Web Link from www.detroitnaaap.org to Your Corporate Website
-

Platinum Corporate Sponsor - \$8,000

- Fifteen (15) Annual Memberships

- Your Corporate Logo Displayed at Two (2) of the Educational and Networking Events of Your Choice for the Calendar Year
- Full Page Ad in the Annual Gala Program Book
- Fifteen (15) Tickets to the Annual Gala
- Your Corporate Logo in the Sponsorship Section on Our Website
- Web Link from www.detroitnaap.org to Your Corporate Website

Gold Corporate Sponsor - \$5,000

- Ten (10) Annual Memberships
- Full Page Ad in the Annual Gala Program Book
- Ten (10) Tickets to the Annual Gala
- Your Corporate Logo in the Sponsorship Section on Our Website
- Web Link from www.detroitnaap.org to Your Corporate Website

Silver Corporate Sponsor - \$3,000

- Five (5) Annual Memberships
- Full Page Ad in the Annual Gala Program Book
- Five (5) Tickets to the Annual Gala
- Your Corporate Logo in the Sponsorship Section on Our Website
- Web Link from www.detroitnaap.org to Your Corporate Website

Bronze Corporate Sponsor - \$1,000

- Three (3) Annual Memberships
- Half Page Ad in the Annual Gala Program Book
- Three (3) Tickets to the Annual Gala
- Your Corporate Logo in the Sponsorship Section on Our Website
- Web Link from www.detroitnaap.org to Your Corporate Website

NAAAP Detroit Activities & Programs

Asian Pacific American Heritage Month Celebration

- May is Asian/Pacific American Heritage Month – a celebration of Asians and Pacific Islanders in the United States. The month of May was chosen to commemorate the immigration of the first Japanese to the United States on May 7, 1843, and to mark the anniversary of the completion of the transcontinental railroad on May 10, 1869.

Member Benefit & Event

- National Association of Asian American Professionals (NAAAP) Detroit Chapter membership is attached to talent and that matters. We welcome members with a common goal towards greatness for self and selfless contributions to others. Members are cordially invited to join NAAAP Detroit benefits and events.

Commitment & Relationships

- National Association of Asian American Professionals (NAAAP) Detroit Chapter builds a dedication to our cause and a willingness to get involved in our activities and how to sustain it. The relationships we have with the communities are the means for achieving our goals.

Community Support

- It is also the people who motivate us to reach our goals. As a community builder, National Association of Asian American Professionals (NAAAP) Detroit Chapter cares deeply about people and caring is part of our work. It is often the health and happiness of our team as we support the community activities.

NAAAP Detroit Chapter Inaugural Annual Meeting *(with holiday celebration)*

The NAAAP Detroit Chapter Inaugural Annual Meeting is the premier public event in the greater Detroit Metropolitan area. The Annual Meeting is looking to rally members, introduce organizational structure and changes, set organization mission and objective – the Annual Meeting serves as a cultural catalyst for NAAAP Detroit. It also serves as a formal welcoming to usher in the new members of the Detroit Chapter's officers and board of directors.

Join the Chapter as we recognize the leadership roles of the NAAAP Detroit Team; who will serve for the next years working to improve the relations of NAAAP and the community. The Annual Meeting also commemorates the dedication of outgoing team, and supports them for their continuing service to the NAAAP and the community.

2017 Annual Meeting coming in December 1st:

- Mark your calendars and save the date to attend NAAAP Detroit Inaugural Annual Meeting.
- Follow NAAAP Detroit on Website and Facebook to stay up-to-date on the latest event announcements!

In addition to an Annual Meeting, the Inaugural Annual Meeting is also a great holiday celebration and networking event. With hundreds of the professionals and top business executives in attendance, the Inaugural Annual Meeting is a wonderful opportunity to gain exposure for your business.

2017 Detroit Chapter Inaugural Gala	Diamond \$10K	Platinum \$8K	Gold \$5K	Silver \$3K	Bronze \$1K
Event Pass	15	15	10	5	3
Keynote Introduction or Company Spotlight ¹	√	√	√		
Company AD	√	√	√	√	
Recognition	√	√	√	√	√
Annual Membership Pass	15 ²	15	10	5	3
Email Marketing Campaign	Hyperlinked logo, Premium placement	Hyperlinked logo	Hyperlinked logo	Hyperlinked logo	Hyperlinked logo
Social Media Campaign	√	√	√	√	√

¹ Speaking opportunity at the event is limited to 3 minutes.

² 15 Annual Membership Pass plus 2 Lifetime Membership Pass

For more information, please contact Sharon Dow at sdow@naaapdetroit.org



INAUGURAL
ANNUAL MEETING
Holiday Celebration

COME JOIN THE NAAAP DETROIT TEAM

KEYNOTE



Peter Bhatia

Editor and Vice President
Detroit Free Press

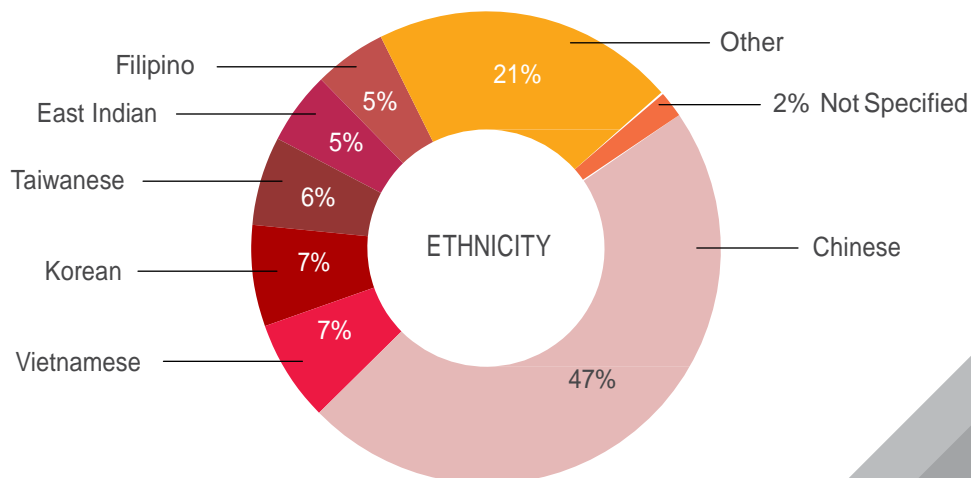
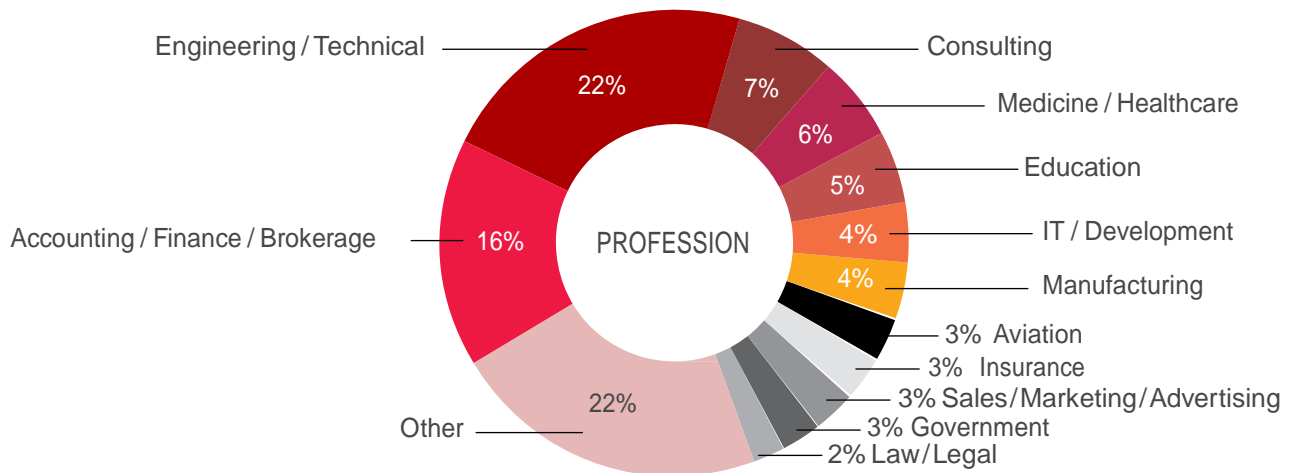
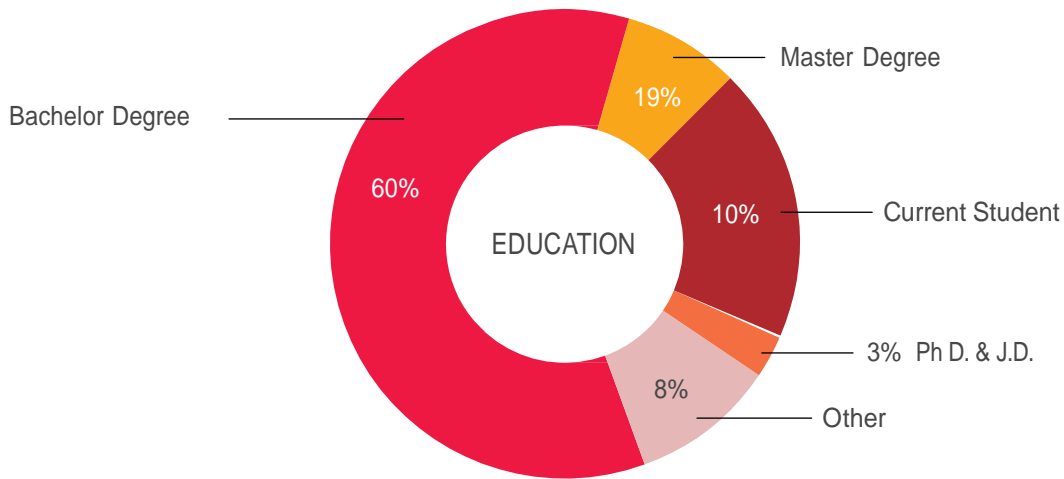


FRI/DEC 1

Vista Tech Center, Schoolcraft College
18600 Haggerty Rd, Livonia, MI 48152
6PM Registration; 6:30PM – 9PM Dinner & Program
Member: \$25; Student: \$25; General: \$35
RSVP by 11/28 at <https://naaapdet120117.eventbrite.sg>
Inquiry: 248.421.3468 or contact@naaapdetroit.org

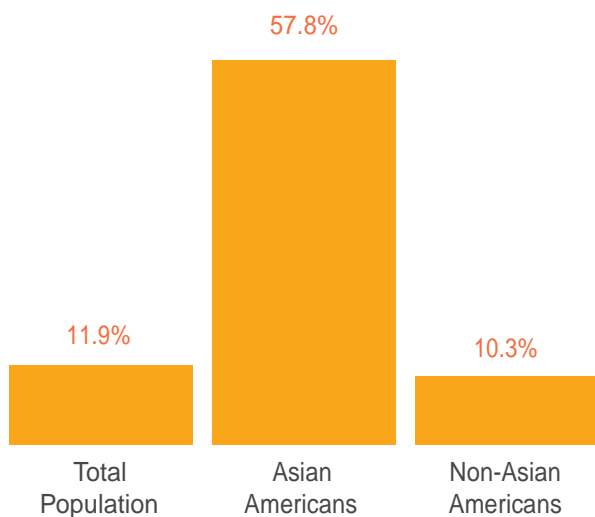
NATIONAL ASSOCIATION OF ASIAN AMERICAN PROFESSIONALS – DETROIT

NAAAP Member Demographics



About Asian Americans

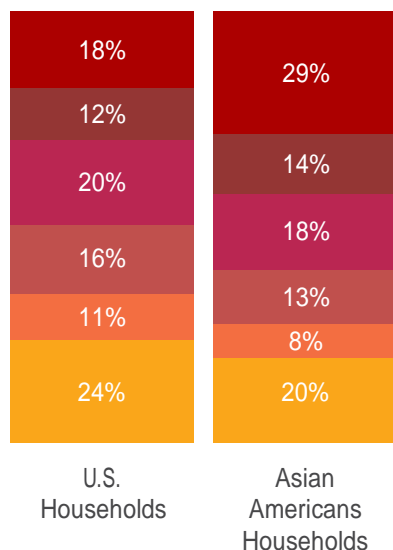
Currently at nearly 19 million, the Asian American population continues to experience the highest growth rate of any multicultural segment.



GROWTH RATE

2000 - 2013

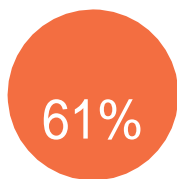
Currently at nearly 19 million the Asian American population continues to experience the highest growth rate of any multicultural segment.



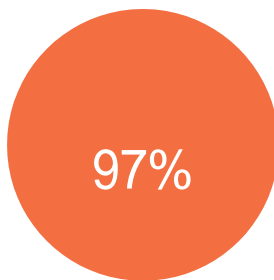
2013 U.S. HOUSEHOLD INCOME BY SINGLE RACE

- \$100,000+
- \$75,000 - \$99,999
- \$50,000 - \$74,999
- \$35,000 - \$49,999
- \$25,000 - \$34,999
- Less than \$25,000

Select insights of the Asian population in the USA, extracted from The Asian American Consumer 2013 Report by Nielsen. Nielsen is a sponsor/partner of NAAAP.



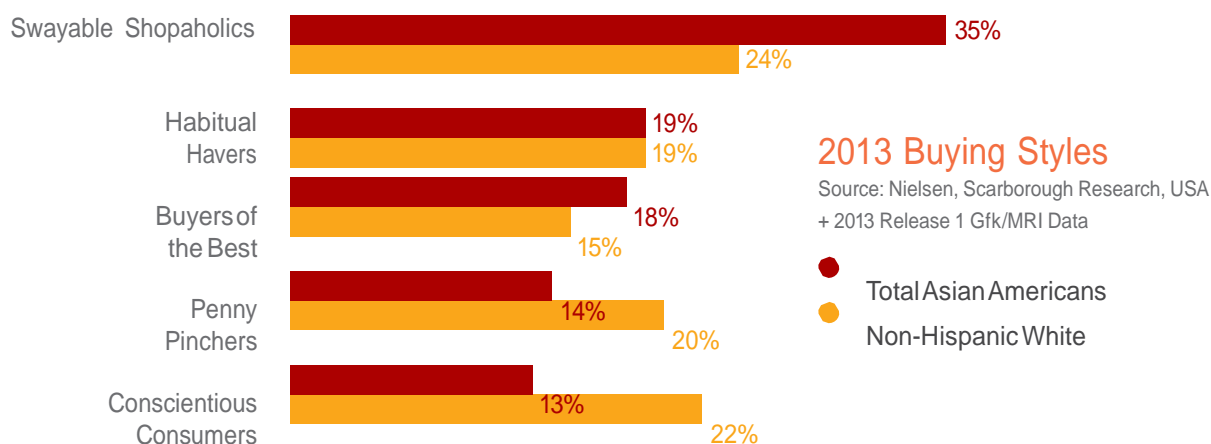
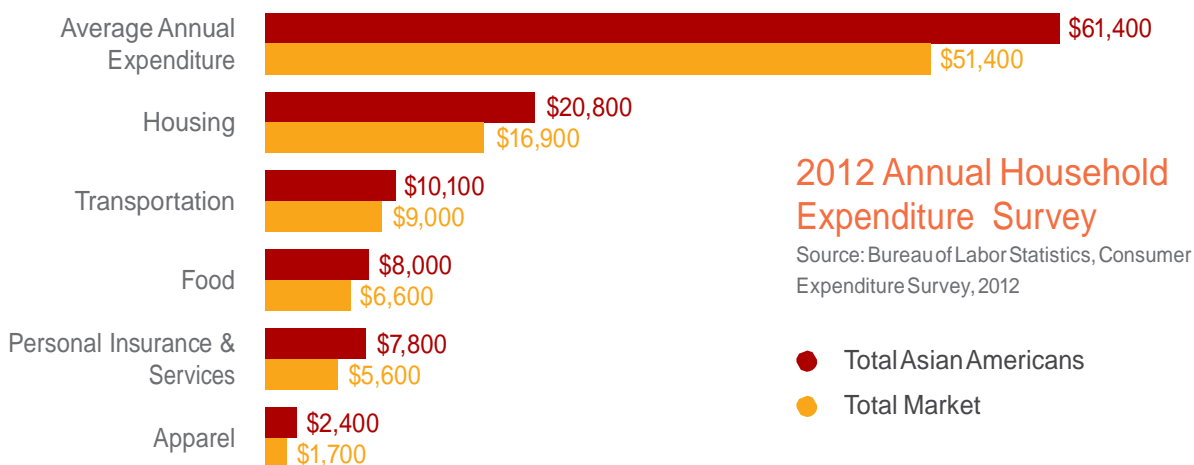
Asian Americans households grew by 61% between 2000 and 2013



Asian Americans households income grew 97% between 2000 and 2013



Asian Americans households are more likely to have incomes of \$100,000 or more vs. total U.S. households



Select insights of the Asian population in the USA, extracted from The Asian American Consumer 2013 Report by Nielsen. Nielsen is a sponsor/partner of NAAAP.

Detroit Chapter 2017 Events

2017 Events

11.11.2017
SAT / 9:30AM - 1PM

LEARN + GROW



MEMBER RENEWAL & EVENT
2017 SESSION II: UNDERSTANDING HUMAN NEEDS

Joe Cohen, PhD, Executive Director
Phyllis Acosta, Executive Director
April Rig, Executive Director
Dr. Sue Wilkerson, Executive Director

Member: Free | General: \$10 | Join Membership: \$30
Lunch and refreshments will be served.
Limited seating; advanced registration required.
RSVP by 11:00 AM at <https://naaapdet11117.eventbrite.org>
Phone: (248) 421-3448 or email: contact@naaapdet.org

NAAP DET National Association of Asian American Professionals - Detroit

PROCRASTINATE YOUR FUTURE!

1-22-2017 3-5PM

Free Buffet
32153 John R Rd, Madison Heights, MI 48071

Sufen Hill, Attorney At Law
Dr. Kun Zhong, MD, PhD

Immigration Seminar

Understand most recent immigration policies and processes

- CPT, OPT
- Green Card
- Working Visa
- Immigration Physical Exam

NAAP DET National Association of Asian American Professionals - Detroit

LEARN + GROW
A Member Benefit & Event

07.15.2017
SAT / 9:30AM - 1PM

Bloomfield Township Public Library
1099 Lorne Pine Road
Bloomfield Township, MI 48302

Member: Free
Nonmember: \$10
Late Membership: \$50

Registration will be served
Limited seating. Advanced registration required.
RSVP at <https://naaapdet071517.eventbrite.org>
contact: (248) 421-3448 or contact@naaapdet.org

Join to meet and interact with Asian professional members for an enhanced and engaging membership experience.

NAAP DET National Association of Asian American Professionals - Detroit

Inspirational Women

WEDNESDAY
09
AUGUST
6:30PM

WOMEN IN NAAAP DETROIT DINNER & DISCUSSION CORK WINE PUB

Join us for a special Inspirational Women Detroit session. Learn how to integrate life and work effectively, and achieve balance and success in career.

Betty Chu, M.D., M.B.A.
Henry Ford Health System,
Chief Medical Officer and
Vice President of Medical Affairs

Stephanie Chang
State Representative,
District 6 - Detroit,
Ecorse, River Rouge

Moderator
Denise Grim

Admission: \$30 (dinner & drinks included)
Cash Bar Available (pay by cash or credit)

Oakland Community College
Royal Oak Campus Room: B249-251
730 S. Washington Ave, Royal Oak, MI

OPEN TO THE PUBLIC

convicted acts of racism to justify mass incarceration, Korematsu's case was re-opened and his conviction was overturned in 1983, creating a pivotal moment in civil rights history. A panel discussion will follow the video on how the Korematsu case and Muslim registry could impact the civil rights of American citizens.

Panel Discussion Speakers:
Henry Tanaka (Moderator)
Academy: Dean, Division of Art, Design and Humanities, Oakland Community College
Rula Aoun
Director of the Arab American Civil Rights League
Dr. Krishna Sillanmaki
Psychologist
Geck Budd
Immigration Attorney

FRED KOREMATSU MUSLIM REGISTRY



Formosa Circus Art (FOCA)



PERFORMANCE & WORKSHOP

Acrobatics
Stunts
Modern-dance
Live-theater

2pm May 14th 2017
AT THE DETROIT
INSTITUTE OF ARTS

◀ — 2017 Events — ▶

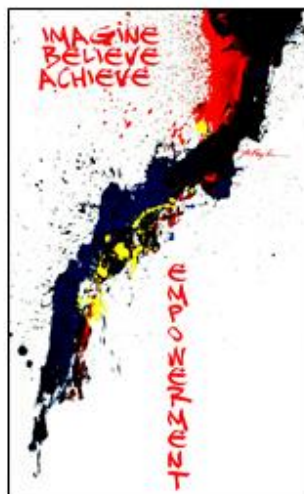
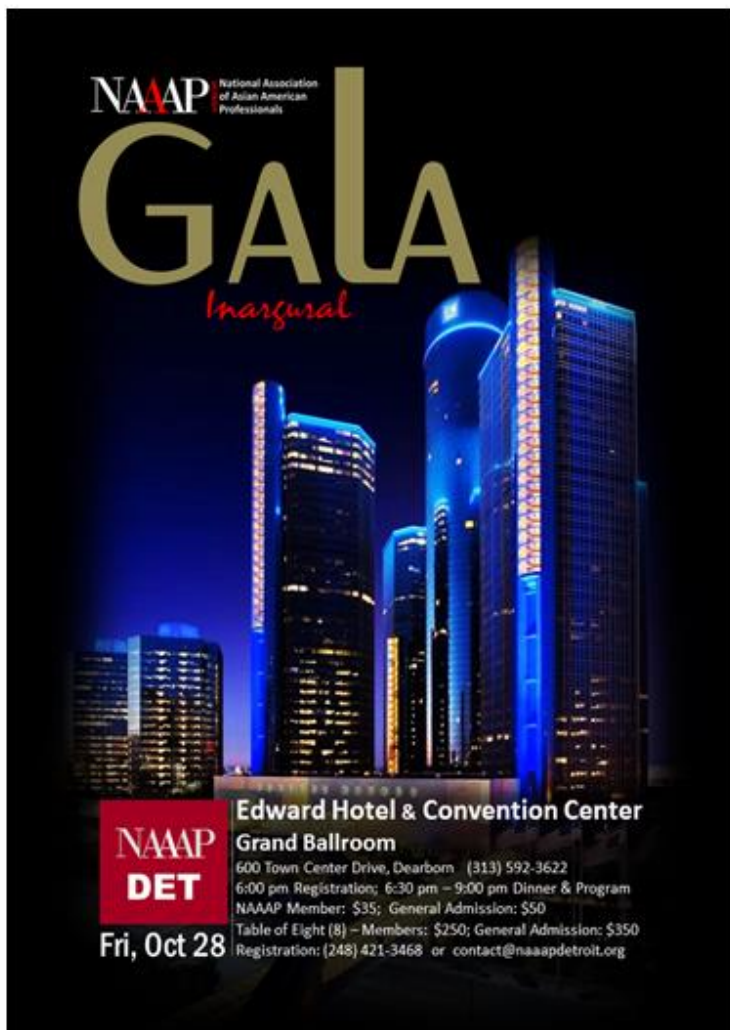


IN 1942, OVER 120,000 AMERICANS OF JAPANESE ANCESTRY WERE
INCARCERATED IN INTERNMENT CAMPS ACROSS THE U.S.
THIS IS HARU'S STORY...
A MUSLIM REGISTRY IS THE FIRST STEP IN REPEATING HISTORY
DON'T LET HISTORY REPEAT ITSELF...



Detroit Chapter 2016 Inaugural Gala

Inaugural Gala on October 28th



NAAAP DET

Expand Your Professional Network
Enhance Your Professional Development
Empower Yourself to Making a Difference in the Community

National Association of Asian American Professionals
Detroit Chapter

(248) 421-3468 or contact@naaapdetroit.org
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