



2018 - 2019

NAAAP Detroit Chapter
Sponsorship Proposal

EMPOWERMENT

Imagine Believe Achieve

October 2018

NAAAP DETROIT National Association
of Asian American
Professionals



NAAAP Detroit Welcome Message

Sponsorship Letter

September 1, 2018

Dear Friends of NAAAP Detroit,

On behalf of National Association of Asian American Professionals Detroit chapter, we would like to share with you the unique and exciting opportunity to become our corporate partner.

The importance of the Asian American community (representing over approx. 50 countries) has grown and continues to grow in corporate America. The presence and influence of Asian American professionals are valuable in all aspects of business. Our organization is uniquely positioned to collaborate with you in enhancing your workforce to ensure your success in the global market.

Within the attached sponsorship package, you will find information regarding NAAAP Detroit:

- Mission
- Corporate Sponsorship Value Proposition
- Corporate Sponsorship Program

You may find additional information regarding NAAAP National and NAAAP Detroit at www.naaap.org and www.naaapdetroit.org.

Please feel free to contact us if you are interested in becoming a Corporate Sponsor of NAAAP Detroit, or if you require additional information.

On behalf of NAAAP Detroit, your time and consideration are greatly appreciated.

Regards,

Taoqu Chen

President
NAAAP Detroit
tchen@naaapdetroit.org

Vince Mercader

Sponsorship Committee Chair
NAAAP Detroit
vmercader@naaapdetroit.org



NAAAP Detroit Sponsorship Opportunity 2018 - 2019

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.



Annual Sponsorship Program:

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

Diamond Corporate Sponsor - \$5,000

- Eight Lifetime Memberships
- Ten tickets to the annual event
- Your corporate logo displayed at all educational and networking events for the year
- Full-page ad in the annual event program book
- Name recognition at our annual event
- Your corporate logo in the sponsorship section on our website
- Link from www.naaapdetroit.org to your corporate website

Platinum Corporate Sponsor - \$2,500

- Four lifetime memberships
- Six tickets to the annual event
- Your corporate logo displayed at all educational and networking events for the year
- Full-page ad in the annual event program book
- Your corporate logo in the sponsorship section on our website
- Link from www.naaapdetroit.org to your corporate website

Gold Corporate Sponsor - \$1,000

- Two Lifetime Memberships
- Four tickets to the annual event
- Your corporate logo displayed at all educational and networking events for the year
- Half-page ad in the annual event program book
- Your corporate logo in the sponsorship section on our website
- Link from www.naaapdetroit.org to your corporate website

Event Sponsorship Program

Event Sponsorship level is based on individual event support and is determined by the total financial and in-kind contributions.

Evergreen Corporate Sponsor - \$500

- One lifetime membership
- Two tickets to the event
- Half-page ad in the event program book (if applicable)
- Your corporate logo in the sponsorship section on our website
- Link from www.naaapdetroit.org to your corporate website



NAAAP Detroit Community Conversations *(2018 Signature Event)*

The NAAAP Detroit Community Conversations is the premier public event in the greater Detroit Metropolitan area. Join us for an interactive panel discussion focusing on the why, how and what of the most in-demand careers and the skills required to be successful. We will have leaders from various sectors leading the discussion. The audience's participation will offer a more in-depth conversation, providing you with valuable information to assist in your own career journeys. With hundreds of the professionals and top business executives in attendance, the Community Conversations is a wonderful opportunity to gain exposure for your business.

Community Conversations: Emerging Careers | Saturday | November 10, 2018 | 11AM – 3PM

Annual Sponsorship Program: Diamond - \$5,000; Platinum - \$2,500; Gold - \$1,000

Event Sponsorship Program: *(for Community Conversations Only)*

Evergreen Corporate Sponsor - \$500

- One lifetime membership
- Two tickets to the Community Conversations
- Half-page ad in the Community Conversations Program Book
- Your Corporate Logo in the Sponsorship Section on Our Website
- Web Link from www.naaapdetroit.org to Your Corporate Website

Event Table Sponsor - \$150 (*member*) \$100 (*student*) \$230 (*general*)

- Table of 8 (8 Tickets) to the Community Conversations
- Table signage of your name or company's name
- Online registration also available at <https://naaapdet111018.eventbrite.sg>

Individual Ticket - \$20 (*member*) \$15 (*student*) \$30 (*general*)

- Online registration also available at <https://naaapdet111018.eventbrite.sg>

Event Program Book Advertisements: *(for Community Conversations only)*

Advertisement for Program Book

- Program Book trim size 5 1/2"W x 8 1/2"H (Full Color)

| | | |
|--------------------|-------------------|-------|
| Full Page | 5"W x 8"H | \$500 |
| Half (1/2) Page | 5"W x 3 7/8"H | \$300 |
| Quarter (1/4) Page | 2 3/8"W x 3 7/8"H | \$150 |
- All completed, press-ready ads must be submitted in digital form via email.
- If you have branding guidelines that need to be followed, please include the specific guidelines with your materials.
- High resolution PDF or JPEG. Please ensure all fonts are embedded.
- Advertising Deadlines:

Contact: sdow@naaapdetroit.org | 248-421-3468

Advertising reservations: October 25, 2018 | Materials submission: November 1, 2018



COMMUNITY CONVERSATIONS: EMERGING CAREERS

KEYNOTE



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Chief Information Officer, Quicken Loans



Chris Groscurth, Ph.D.

Practice Area Lead, Slalom

PANEL



Christopher Olsen (Moderator)

Co-Founder and Partner, Drive Capital



Sanjay Dhall

Founder, Detroit Flying Cars & Emergent Systems Corp.



**SAT / NOV 10
11 AM - 3 PM**

Beacon Room, Quicken Loans
1 Woodward Avenue, Detroit, MI

Member: \$20 Student: \$15 General: \$30 Join Membership: \$50
Table of 8 | Member: \$150 Student: \$100 General: \$230
RSVP by 10/31 at <https://naapdet111018.eventbrite.sg>
Inquiry: 248.421.3468 or contact@naapdetroit.org





Community Conversations (2018 Signature Event) AGREEMENT FORM

CORPORATE / PERSONAL INFORMATION

Name: _____
 Company: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____
 E-mail: _____

SPONSORSHIP / ADVERTISING PROGRAM SELECTION

- Diamond Corporate Sponsor - \$5,000 Platinum Corporate Sponsor - \$2,500
 Gold Corporate Sponsor - \$1,000
 Evergreen Corporate Sponsor - \$500 (Event Name: _____)

Event Table Sponsor (Table of 8)

- Member \$150 (Quantity ____)
 General \$230 (Quantity ____)

Student - \$100 (Quantity ____)

Individual Ticket

- Member \$20 (Quantity ____)
 General \$30 (Quantity ____)

Student - \$15 (Quantity ____)

Event Program Book Advertising Program 5 1/2"W x 8 1/2"H (Full Color)

- | | | |
|---|---------------------|-------|
| <input type="checkbox"/> Full Page | 7 1/2" W x 10" H | \$500 |
| <input type="checkbox"/> Half (1/2) Page | 7 1/2" W x 4 3/4" H | \$300 |
| <input type="checkbox"/> Quarter (1/4) Page | 3 1/2" W x 4 3/4" H | \$150 |

PAYMENT INFORMATION

Enclosed is my check for \$ _____ Check No. _____

Signature: _____

Please make checks payable to: NAAAP Detroit (Memo: Community Conversations)

Please mail Agreement Form and Check to:

NAAAP Detroit
 6725 Daly Rd. #251872
 West Bloomfield, MI 48325

Contact: vmercader@naaapdetroit.org



NAAAP Detroit Accomplishments

2017 – 2018

Learn & Grow Series

Learn & Grow Series (October 13, 2018)

- Theme: Emerging Careers: First Steps – A Framework for Finding Your Career Path
- Featured Speaker: Kelly Perez-Vergara

Learn & Grow Series (July 14, 2018)

- Theme: The Creative Process and its Application in Problem Solving
- Featured Speakers: dPOP! Team, Henry Tanaka, and Jocelyn Chen

Learn & Grow Series (March 24, 2018)

- Theme: Building Our Personal Brand
- Featured Speaker: Dr. Jamie Hsu

Learn & Grow Series (March 1, 2018)

- Theme: Empower Our Ethnicity and Gender
- Featured Speaker: Beth Cafaro

Member Mixer Events

Member Mixer (May 10, 2018)

Annual Signature Event

Inaugural Annual Meeting (December 7, 2017)

- Theme: Career and Business Opportunities for APA Professionals
- Featured speaker: Peter Bhatia

2016 - 2017

Learn & Grow Series: 2017 Session II (November 11, 2017)

Women in NAAAP Detroit Inaugural (August 9, 2017)

Learn & Grow Series: Inaugural Session (July 15, 2017)

Asian Pacific American Heritage Month Celebration at DIA (May 14, 2017)

Immigration Seminar (April 22, 2017)

Korematsu and Muslim Registry Panel Discussion (April 20, 2017)

Inaugural Gala (October 28, 2016)

← 2018 Events →

MEMBER MIXER

5.10.2018
6PM-8PM

EMERGING CAREERS: FIRST STEPS
A FRAMEWORK for FINDING YOUR CAREER PATH

Kelly Perez-Vergara
Assistant Vice President of Institutional Research at Walsh College

LEARN & GROW SERIES

10.13.2018
SAT / 10AM - 1PM

Auburn Hills Public Safety Building
1899 North Squirrel Road
Auburn Hills, MI 48326

Member: Free | General: \$10 | Join Membership: \$50
Lunch and refreshments will be served
Limited seating; advanced registration required
RSVP by 10.09 at <https://naaapdet101318.eventbrite.org>
Inquiry: (248)421-3468 or email contact@naaapdetroit.org

LEARN & GROW SERIES

Jamie Hsu

Building Our Personal Brand

03.24.2018
10AM-12:30PM

participated by the **POP team**

presented by **NAAAP Detroit**

a workshop to explore the creative process and its applications in problem solving for members & for non-members
lunch included

learn & grow

July 14th 10:00am - 12:30p

The Office of the Mayor
1025 St. Antoine
Detroit, MI

AMERICAN ETIQUETTE: CULTURAL & SOCIAL DIFFERENCES WORKSHOP

A Harvard - Stanford study concluded that over 90 percent of participants in the workshop reported an 85 percent social skills and an 80 percent technical skills. This course helps enhance or reinvigorate professional communication.

Join us to learn the proper American etiquette to fuel your confidence to navigate social and business situations with ease.

Tuesday
August 28 6 PM - 8:30 PM

Novi Public Library
45255 W 10 Mile Rd, Novi, MI 48375

Free admission | Open to public
Limited seating | Register by Aug 23
<https://bit.ly/2U855C>

MAPAC
CO-SPONSORS

LEARN & GROW

EMPOWER OUR ETHNICITY AND GENDER

Beth H. Cafaro, JD (featured speaker)
Former Regional Vice President of Saint Joseph Mercy Health System and Vice President of Henry Ford Health System

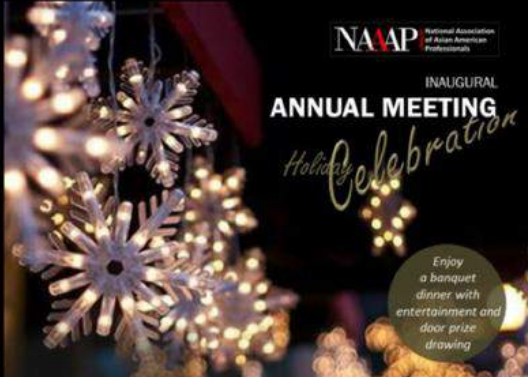
THUR 05/01 | 6:30 PM | Robert Kidd Gallery | 107 Swanland St, Birmingham

Admission: \$25 | Limited seats available | Advance registration is required
Register by February 26 at <https://naaapdet030118.eventbrite.com>
Inquiry: 248.421.3468 or contact@naaapdetroit.org

← 2018 Events →



← 2017 Annual Meeting →



KEYNOTE



Peter Bhatia
Editor and Vice President
Detroit Free Press

**NAAAP
DET**
FRI/DEC 1

Vista Tech Center, Schoolcraft College
18600 Haggerty Rd, Livonia, MI 48152
6PM Registration; 6:30PM – 9PM Banquet Dinner & Program
Member: \$25; Student: \$25; General: \$35
RSVP by 11/28 at <https://naapdet120117.eventbrite.org>
Inquiry: 248.421.3468 or contact@naapdetroit.org

Thanks to our 2017 Corporate Sponsors:



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
6725 Daly Rd., #251872, West Bloomfield, MI 48083
www.naaapdetroit.org