



2019 - 2020

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 30 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

NAAAP Detroit 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 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 the following three key areas:

Recruitment:

Our educational and networking events, reaching a 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 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 any NAAAP events conducted throughout the year
- 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 any NAAAP events conducted throughout the year
- 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 any NAAAP events conducted throughout the year
- 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
- Quarter-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 Activities & Programs

National Association of Asian American Professionals (NAAAP) builds leaders. NAAAP Detroit activities and programs focus on building our members' professional skills and success. The members have access to the following opportunities.

National Association of Asian American Professionals (NAAAP) Resource Access

- Membership to the national NAAAP is available through NAAAP Detroit Chapter.
- NAAAP provides the tools and resources to further career advancements and to empower Asians Americans to become great leaders and valuable employees. To achieve these goals, NAAAP offers a diverse range of professional development programs on the local and national level, engages its membership in community service, and organizes professional networking events. These may range from a series of panels, workshops and seminars to web-based sessions and networking.

Asian Pacific American Heritage Month Celebration

- May is Asian Pacific American Heritage Month – a celebration of Asian Pacific Americans (APA) in the United States. NAAAP Detroit is a partner with the State of Michigan and many other community organizations in celebrating the month.

Membership Benefits

- Participate in the national NAAAP annual leadership conference
- Access the NAAAP Career Center
- Lead and attend NAAAP Detroit's Learn & Grow series free or at a reduced rate; lead and attend NAAAP Detroit's Member Mixer events free or at a reduced rate; lead and attend NAAAP Detroit's annual signature events at a special member rate
- Network with NAAAP Detroit members and the community leaders
- Become a servant leader in the community

Community Support

- NAAAP Detroit is a community builder. We are always ready to support our community to make it stronger.

Learn & Grow (L&G) Series

- NAAAP Detroit's signature L&G Series is designed to expand the members' skills that are essential for professional growth through moderated panel discussions with professionals in various fields. The L&G Series is held on a quarterly basis.

Professional Convention/Conference Event

- NAAAP Detroit's professional convention/conference event hones and improves your leadership and professional skills with fresh perspectives from influential industry leaders and professionals.

Member Mixer Event

- NAAAP Detroit hosts member mixer events to connect with other and potential members for an evening of fun and relaxation. NAAAP Detroit is where we learn, grow, celebrate and find a sense of belonging by sharing our stories.

Annual Signature Event

- NAAAP Detroit put on signature annual event to showcase the best of the organization to members, sponsors and community. It is typically NAAAP Detroit's best and most-recognized activity during the year including: 2016 Inaugural Annual Gala, 2017 Inaugural Annual Meeting, and 2018 Community Conversations (a Professional Conference event).



NAAAP Detroit Sponsorship AGREEMENT FORM

CORPORATE / PERSONAL INFORMATION

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

SPONSORSHIP PROGRAM SELECTION

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

PAYMENT INFORMATION

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

Signature: _____

Please make checks payable to: NAAAP Detroit (Memo: Sponsorship)

Please mail Agreement Form and Check to:

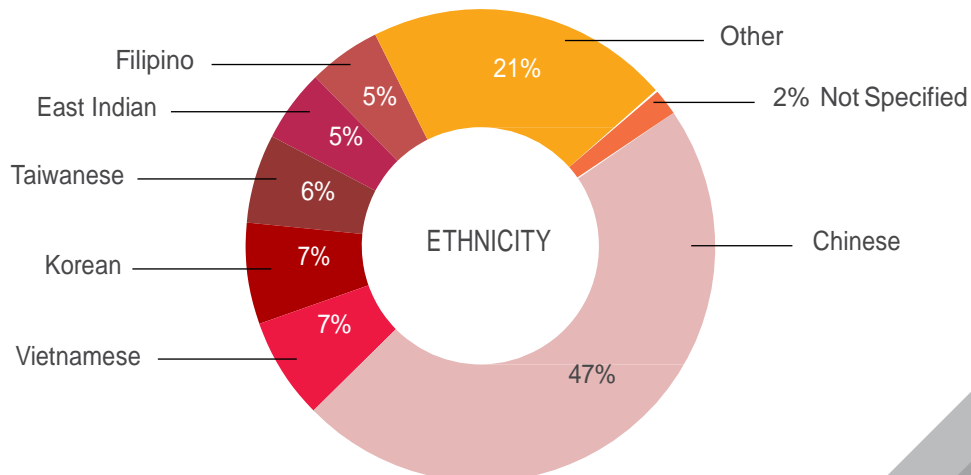
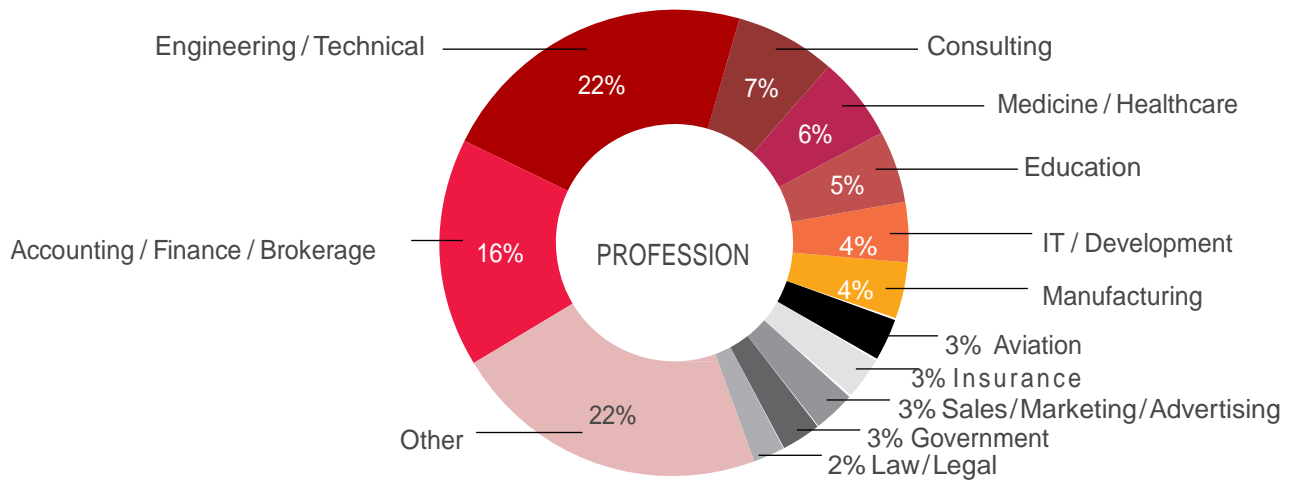
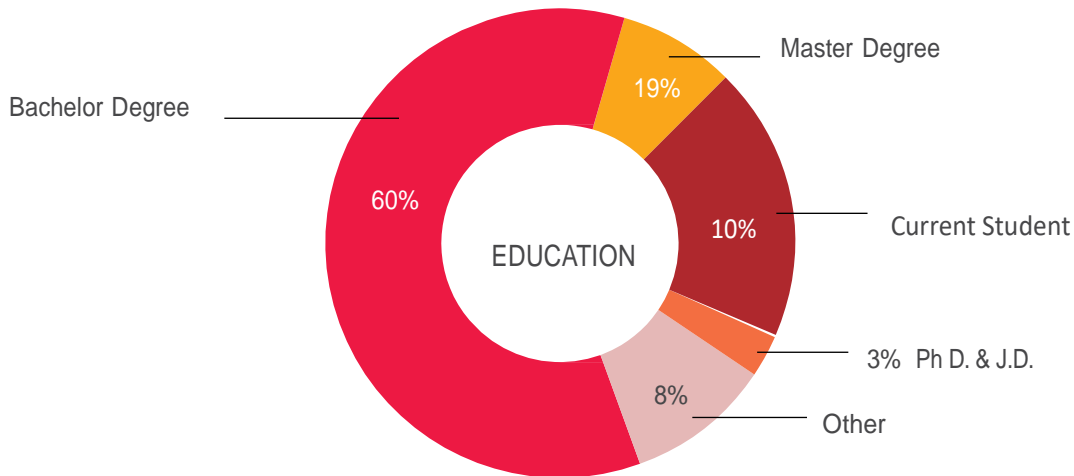
NAAAP Detroit

6725 Daly Rd. #251872

West Bloomfield, MI 48325

Contact: vmercader@naaapdetroit.org

NAAAP Member Demographics



Learn & Grow Series

2018 Signature Event (November 10, 2018)

- Theme: Community Conversation – Emerging Careers
- Featured speakers: Linglong, He, Chris Groscurth Ph.D., Chris Olsen (Moderator), Sanjay Dhall
- Interactive panel discussion focused on the why, how, and why of the most in-demand careers and skills required to be successful.

Learn & Grow Series (October 13, 2018)

- Theme: Emerging Careers: First Steps – A Framework for Finding Your Career Path
- Feature Speaker: Kelly Perez-Vergara
- Focuses on the steps you will need to take to stay relevant as careers emerge and disappear, whether that means transforming your current position, obtaining a new position in your current company, or helping to create a position new to the entire industry

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 about the design process utilized by dPOP! to create some of the most exciting workspaces across various industries. The presentations on the creative process utilized by in automotive designers and ceramic artists taught the audience the essence of the creative process. They, then, applied their learning to solve real world problems, ranging from real estate to social and educational issues.

Member Mixer (May 10, 2018)

- The current and potential members exercised a “Circle of Friends” activity in a relaxed and yet energized environment. Through this organized activity, the participants enjoyed learning about their aspirations and what they can contribute to NAAAP Detroit.

Learn & Grow Series (March 24, 2018)

- Theme: Building Our Personal Brand
- Featured Speaker: Dr. Jamie Hsu
- Learn to build a “personal brand” and understand the role it plays in one’s professional and personal life. A guided exercise facilitated the participants to build their personal brand.

Learn & Grow Series (March 1, 2018)

- Theme: Empower Our Ethnicity and Gender
- Featured Speaker: Beth Cafaro
- Learn practical tools to overcome barriers and advance careers, such as the necessity of generating institutional credit, effective self-promotion, and taking calculated risks in your career.

Inaugural Annual Meeting (December 7, 2017)

- Theme: Career and Business Opportunities for APA Professionals
- Featured speaker: Peter Bhatia
- Mr. Bhatia presented with his perspective of the media today and its challenges, and an inspirational talk about leadership and of the unparalleled passion he has witnessed for rebuilding Detroit.
- NAAAP Detroit Chapter also announced changes in its organizational structure and group leadership team to accelerate the execution of organization strategy.

NAAAP Detroit 2018 Events

Annual Meeting December 15, 2018

12/15
SAT
1PM

MEMBERSHIP MEETING

Altair Engineering, Inc.
Headquarters
100 E Big Beaver Rd, Troy, MI 38083

All members and friends
are invited to join!

Admission Free
Refreshments will be served

<https://naaapdet121518.eventbrite.sg>

MEMBER MIXER
5.10
6PM

LEARN & GROW SERIES
Join us for a series of workshops and seminars designed to help you grow your business and your skills.

NAAAP National Association of Asian American Professionals
www.naaapdetroit.org
www.facebook.com/naaapdetroit

**MEMBER MIXER
@ NAAAP DETROIT** 12/15 2018

Thank you for joining us!

NAAAP Detroit 2018 Events

Inaugural Signature Event November 10, 2018



NAAAP Detroit 2018 Events

← 2018 Events →



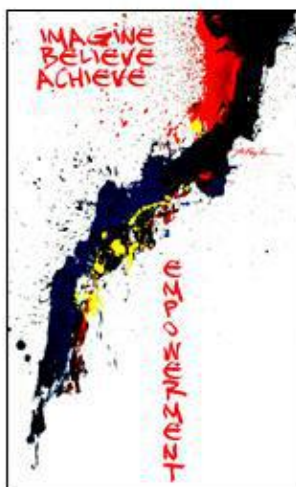
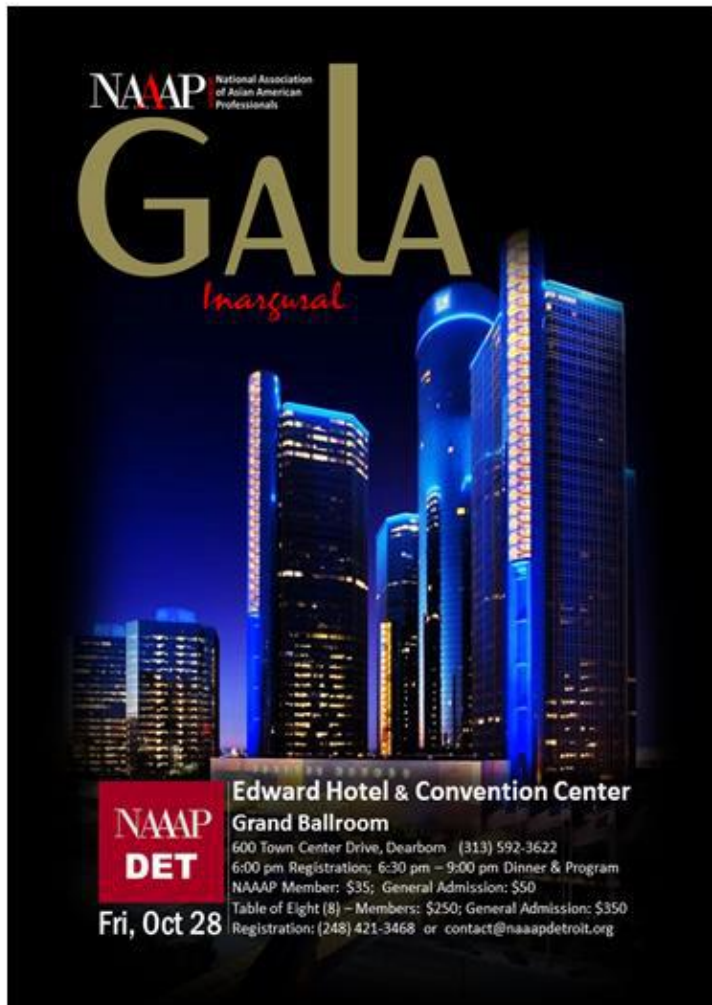
NAAAP Detroit 2017 Events

Inaugural Annual Meeting on December 1, 2017



NAAAP Detroit 2016 Events

Inaugural Gala on October 28, 2016



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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