



Coalition of Asian Pacific Americans

UNITED WE STAND

42nd Asian Pacific American Heritage Festival 2021 Sponsorship Levels

Dear Friends:

We are writing to invite you to sponsor us for the **42nd Annual Asian Pacific American Heritage Festival** during May 2021. The Coalition of Asian Pacific Americans (CAPA) produces the longest running and largest annual Pan-Asian festival on the East Coast. This year, we are looking to expand our sponsorship and community participation by showcasing the progress that APA organizations are making within:

Community | Health & Wellness | Heritage

We plan to showcase organizations that working towards serving our community, spotlighting the successes and efforts that organizations have been making within our community. During these unprecedented times, we wish to increase the exposure on these efforts to strengthen and encourage our community to work together effectively.

CAPA will host a series of virtual events
taking place during **May 2021**

Our last in-person festival reached an audience of **over 25,000 people** with **over 100,000 social media impressions**. In these dynamic times with a virtual showing, we plan to increase our reach through active outreach to participating organization members, families, businesses and the public.

There are 1.23 million Asian American Pacific Islanders in New York City, comprising 15% of the city's population and it is one of the fastest growing ethnic groups. In addition, Asian American Pacific Islanders have the highest buying power of any ethnic minority groups in the U.S. according to Nielsen.

- **Diamond Sponsor \$10,000**
 - Corporate name placed exclusively above the festival theme
"UNITED WE STAND"
- **Platinum Sponsor \$5,000**
 - Sponsor rights on sub-theme of choice
Community | Health & Wellness | Heritage
- **Gold Sponsor \$2,500**
- **Small Business Sponsor \$1,000**

All Festival Sponsorships include

- Logo placed on event, media coverage, promotional items, social media, and websites
- Opportunity to participate in press coverage in advance of the event
- Diversity and inclusion visibility as a major festival sponsor
- Tax deduction from CAPA
- Digital banner / link on festival websites
- Festival image assets for social media and Diversity & Inclusion marketing

CAPA is a 501(c)3 nonprofit organization and a New York City-based advocacy organization, 100% staffed by volunteers, that is dedicated to addressing the needs of the AAPI community through building partnerships with activists, service providers, and artists as we help community based organizations reach new audiences and amplify their voices, and encourage our broad-based, diverse community to maintain a strong sense of ethnic pride. CAPA organizes the annual Asian American Pacific Islander Heritage Festival in NYC every May.

For questions, e-mail us at Sponsorship@CAPAonline.org or call Chris at (917) 378-1711

We thank you for your support in pivoting and moving forward!

Sincerely yours,

Virginia “Ginny” Myung and Lisa Ly
Co-Chairs, 42nd Annual Asian Pacific American Heritage Festival
Coalition of Asian Pacific Americans

Website: www.capaonline.org
E-mail: Sponsorship@CAPAonline.org



Coalition of Asian Pacific Americans

UNITED WE STAND

COMMUNITY | HEALTH & WELLNESS | HERITAGE

42nd Annual Asian Pacific American Heritage Festival

Email this form to Sponsorship@CAPAOnline.org

Our online event series will be held during May 2021

Company/Individual: _____

Name of Applicant: _____

Address: _____

Contact E-mail: _____

Contact Phone Number: _____

Company Tax ID / EIN Number- If tax deduction letter needed: _____

We want to support CAPA at this level:

<input type="checkbox"/> Diamond Sponsor	\$10,000
<input type="checkbox"/> Platinum Sponsor	\$5,000
<input type="checkbox"/> Gold Sponsor	\$2,500
<input type="checkbox"/> Small Business	\$1,000

As a Platinum Sponsor, we would like to sponsor the sub-theme of:

- Community
- Health & Wellness
- Heritage

- Sponsorship Application will be reviewed and a letter of acceptance will be issued to confirm your Sponsorship.
- The Coalition of Asian Pacific Americans appreciates your interest.
- CAPA is a 501(c)3 nonprofit organization and a New York City based advocacy organization, 100% staffed by volunteers and dedicated to addressing the needs of the AAPI community by building partnerships with leaders, activists, service providers, artists and businesses as we assist community based organizations reach new audiences, amplify their voices, and assist our broad and diverse heritage based community reach new heights by working together. CAPA organizes the annual Asian Pacific American Heritage Festival in NYC every May.

Write check and mail to: Coalition of Asian Pacific Americans
c/o Sponsorship
331 East 29th Street, Suite 70
New York, NY 10016

Sign Name _____

Print Name _____

Date _____