



Coalition of Asian Pacific Americans

Re: 41st AAPI Heritage Street Festival and CelebrAsian on May 16, 2020 in NYC

Dear Friends:

We are writing to invite you to partner with us for the **Asian American Pacific Islander Heritage Festival** on May 16th, 2020. The Coalition of Asian Pacific Americans (CAPA) is the producer of the longest running and largest annual Pan-Asian street festival on the East Coast. This year, we are expanding our sponsorship and booth participation levels with a stronger focus on digital media, customer engagement, and festival visibility.

This year's festival will take place in a NEW location on
Saturday, May 16, 2020, from 11:00 am to 4:00 pm
West 27th St. between 6th and 7th Avenues, NYC

Last year's festival reached an audience of **over 25,000 people** with **over 100,000 social media impressions**. We anticipate an even larger audience due to our new location and growing CAPA membership numbers.

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

Here are the sponsorship levels:

- **Festival Title Sponsor \$20,000** - 1 Available
 - Name will be placed exclusively above the festival title "**Sponsor Name** presents the AAPI Heritage Festival"
- **Stage Title Sponsor \$10,000** - 1 Available
 - Exclusive naming rights on the all-day performance stage of the festival "**Sponsor Name** Stage"
 - Exclusive rights to live stream stage performances and to link and promote festival and performers on your website
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- **Presenting Partners \$5,000** - 5 available
 - VIP seating area at stage and festival swag for 10 employees
- **All festival sponsorships above include:**
 - Logo and name placed on all event signage, media coverage, promotional items, social media, and websites
 - Opportunity to participate in a press conference in advance of the festival
 - Festival booth with a 10'x10' tent, 6'x2' table and 2 chairs
 - Option to have the festival hand out promo items/obtain signups for you at the organizer's tent

- Access to over 120 Asian American groups, constituents and friends through festival leadership
- Diversity and inclusion visibility as a major festival sponsor
- Tax deduction from CAPA
- **Corporate Booth \$1000**
 - Festival booth with a 10'x10' tent, 6'x2' table and 2 chairs
 - Option to have the festival hand out promotional items / obtain signups for you at the festival organizer's tent
 - Inclusion on list of sponsors in all social media and festival websites
 - Digital banner / link on festival websites
 - Festival assets for social media and Diversity & Inclusion marketing for your company
 - Tax deduction from CAPA

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.

Please contact capasponsorships@gmail.com to discuss sponsorship opportunities.

To pay for booth/sponsorship packages go to this link: <https://www.eventbrite.com/e/41st-annual-asian-american-and-pacific-islander-celebration-tickets-95551197203>

Thank you for your interest and support!

Sincerely yours,

Virginia "Ginny" Myung and Lisa Ly
Co-Chairs, 41st AAPI Heritage Festival
Coalition of Asian Pacific Americans

Website: www.capaonline.org

Facebook: <https://www.facebook.com/AAPIFest/>

E-mail: capasponsorships@gmail.com

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41st Asian American Pacific Islander Heritage Street Festival NYC

Email this form to capasponsorships@gmail.com

The booths will be set-up on Saturday, May 16, 2020, from 11:00 am to 4:00 pm along 27th st between 6th and 7th Avenues.

Organization: _____

Name of Applicant: _____

Address: _____

Company Tax ID/EIN Number- if you need a tax deduction letter: _____

Contact Phone Number: _____ E-mail: _____

Check Box:

Booth Only:

- Nonprofit Booth \$100 (smaller table)
- Small Business/ Government/ Individual Booth \$200
- Food Vendor/ Food Truck \$300
- Corporate Booth \$1,000

Sponsorship and Media Package:

- Title Sponsor \$20,000
- Stage Title Sponsor \$10,000
- Presenting Partner \$5,000
- Small Business Media Package \$450

Number of Booths needed _____

Total Fee _____

Category/ Activity at Booth _____

Note to Participants:

- CAPA reserves the right to refuse applications
- Participants should arrive no earlier than 10:00am on the day of the festival to set up booths
- No serving of alcoholic beverages or use of a bullhorn or other form of sound amplification is permitted
- Each organization is responsible for cleaning their booth area

I have read all the regulations and am willing to follow them accordingly.

Sign Name _____

Date _____