

# Annual Gala

Sponsorship Opportunities



ASIAN  
PACIFIC  
FUND

A Community Foundation

# Asian Pacific Fund Annual Gala

The Asian Pacific Fund Annual Gala is a celebration of philanthropic leadership in the Bay Area. For almost two decades, the gala has been an exceptional gathering of distinguished individuals from the region's Asian American community.

Date: **Saturday, October 15, 2016**

Location: **Four Seasons Hotel, San Francisco**

## Contact

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# Value to Your Company

## Exposure to Prospective Customers

The Asian Pacific Fund's annual gala is one of our most visible celebrations. Our sponsoring partners receive recognition for their support through the Fund's owned digital media channels on Facebook, Twitter, and our quarterly e-newsletter. We will work with our broad media partnerships and ethnic media outlets to acknowledge our gala partners whenever possible.

## Enhancing Your Reputation as a Corporate Citizen

The San Francisco Bay Area's booming economy also produces significant impacts to the communities the Fund serves, including poverty, lack of affordable housing, health care, mental health, and workplace protections.

## Investing In Our Communities

The Asian Pacific Fund's affiliate network of over 70 nonprofit organizations throughout the Bay Area serve some of the most vulnerable and underserved Asian / Pacific Islander communities. Your sponsorship is a contribution to our efforts to deepen our impact among those who need our support the most.

# Event Attendees

Over 400 leaders and members from the San Francisco Bay Area's Asian / Pacific Islander community and their allies attend the Fund's annual gala. Gala attendees reflect the demographics in the 2015 Nielsen Asian American consumer report:

High average income and significant buying power

More technology, internet, and social media usage compared to other racial groups

Higher than average credit card usage

Live in multigenerational households, which means diverse spending habits

Loyal consumers

## 2016 Sponsors

*(as of August 2016)*

### Platinum Sponsors (\$20,000+)

The Wallace H. Coulter Foundation  
Destination Wealth Management  
PG&E  
The San Francisco Foundation

### Gold Sponsor (\$15,000+)

Blue Shield of California - Asian Council of Employees

### Silver Sponsor (\$10,000+)

The Coca-Cola Company

### Bronze Sponsor (\$5,000+)

Equilar  
J.P. Morgan  
Kaiser Permanente  
Sugar Bowl Bakery  
U.S. Bank

### Patron Sponsor (\$3,000+)

Care.com  
Charles Schwab  
CSAA Insurance Group  
Deloitte & Touche LLP / Anna Mok  
Prince of Peace  
Union Bank

# 2016 Leadership in Philanthropy Award Honoree

## Sheila Lirio Marcelo

CEO, Care.com



Sheila's inspiration to found Care.com stemmed from both her personal and professional experiences. A young mother with two small children who also became part of the "sandwich generation" caring for her parents at an early age, Sheila was challenged to find quality care solutions. She knew this problem was not unique to her family and that there had to be a better solution than the yellow pages. Her career firmly rooted in technology, she knew that was the answer and founded Care.com in 2006. Today, the company is the world's largest online destination for finding and managing family care, with more than 18.4 million members across 16 countries.

# Examples of Past Asian Pacific Fund Leadership in Philanthropy Award Honorees

**Arun Sarin**, Former Chief Executive, Vodafone Group

**Amy Tan**, Award-Winning Author

**Gideon Yu**, Former President, San Francisco 49ers

**John Chen**, CEO, Blackberry

**Steve Chen**, Co-Founder, YouTube

**Vinod Khosla**, Co-Founder, Sun Microsystems

# Sponsorship Program

The Asian Pacific Fund's gala sponsors are active partners in helping to make our biggest annual event a success. This includes:

## Providing Volunteers

Sponsors can use the gala as a unique opportunity for employee engagement.

## Inviting Attendees

Sponsors can fill their tables with company leaders and relevant partners.

## Media Partnerships

Sponsors can help us spread the word about our event through their media channels.

# Sponsorship Levels

## BENEFITS

## SPONSORSHIP LEVELS

	Platinum \$20,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000	Patron \$3,000
Display with logo in reception area	●				
Recognition in post-gala e-newsletter (535) and 2016 community e-update (2,180)	●	●			
Two invitations to VIP reception with Honoree and Asian Pacific Fund Board of Directors	●	●			
Recognition from the podium	●	●			
Logo projected during gala	●	●	●		
Logo on signage at event	●	●	●		
Pre and post-gala recognition on Asian Pacific Fund social media accounts (1,665)	●	●	●		
Logo printed in gala program (450)	●	●	●	●	
Logo on Asian Pacific Fund website for support of 2016 gala	●	●	●	●	●
Recognition in gala invitation (700)	●	●	●	●	●
Recognition in gala program (450)	●	●	●	●	●
Recognition in Annual Report (1,750)	●	●	●	●	●
Additional of 10	●				
Table of 10	●	●	●	●	●