

*Asian Pacific Fund
2017 Annual Gala*

Saturday, October 14, 2017

Sponsorship Proposal

About Our Annual Gala

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

Date

Saturday, October 14, 2017

Location

Four Seasons Hotel, San Francisco

Contact

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Vice President

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2016 Leadership in Philanthropy award recipient, Care.com Founder & CEO, Sheila Lirio Marcelo (center) with Fund President, Audrey Yamamoto (left), and Sheila's son, Ryan.



2015 gala emcee, NBC Bay Area's Raj Mathai, with 2015 Leadership in Philanthropy Award recipient, former San Francisco 49ers President, Gideon Yu

Value to Your Company

Brand Exposure to Prospective Customers

The Asian Pacific Fund's annual gala is one of our most visible celebrations. Each year, successful Asian and Pacific Islander executives from across the Bay Area take part in a celebration of philanthropic leadership. Our sponsors receive recognition for their partnership through the Fund's digital media channels on Facebook, Twitter, and quarterly e-newsletter, collectively reaching **over 4,000 supporters online**. Ongoing media partnerships with NBC Bay Area and ethnic media promote our gala partners whenever possible.

Showing Support for the API Community

The Asian Pacific Fund's **affiliate network of over 70 nonprofit organizations** throughout the Bay Area serve our most vulnerable and underserved in our community. Your sponsorship supports efforts to build a thriving, resilient and inclusive community better able to take advantage of economic opportunities. Now more than ever, your sponsorship dollars are important to supporting the ongoing efforts of our grantees and affiliate partners to provide critical services, including new citizenship workshops, access to legal services, and basic needs provision.

Build Valuable Business Connections

Sponsors are able to leverage their tables to build relationships with key clients and stakeholders. The gala is also a great opportunity for employers to engage their employees, who can volunteer to support the Fund in gala logistics.



Event Attendees

Over 400 business leaders and community members from the San Francisco Bay Area's Asian & Pacific Islander community attend the Fund's annual gala. Gala attendees reflect the demographics reported in our most recent donor survey:

- Average annual income exceeding **\$250,000 per year**
- Average age of 55+ with many of our donors at the height of their professional endeavors
- Well educated, with most donors bearing at least one college degree

2017 Sponsors

(as of June 13, 2017)

Platinum (\$20,000+)

Destination Wealth Management
The San Francisco Foundation
Wallace H. Coulter Foundation

Gold (\$15,000+)

Coming soon!

Silver (\$10,000+)

Blue Shield of California
U.S. Bank

Bronze (\$5,000+)

Equilar
Kaiser Permanente
Sugar Bowl Bakery
Union Bank
United Airlines
U.S. Trading Company
Veritas Investments, Inc.

Patron (\$3,000+)

Deloitte
First Republic Bank
Minami Tamaki LLP
Robert Half
SilRay, Inc.

Leadership in Philanthropy Award

Each year, the Fund's Board of Directors selects an individual for our Leadership in Philanthropy Award who has achieved significant success in their field while also making a difference by giving back. The recipient receives the award at our Annual Gala and serves as one of our gala honorees.



2009 Leadership in Philanthropy Award recipient and bestselling author, Amy Tan



2014 Leadership in Philanthropy Award recipient and YouTube Co-Founder, Steve Chen

Former honorees include

- Gideon Yu, Former President, SF 49ers
- Norman Mineta, former U.S. Transportation Secretary
- Maxine Hong Kingston, award-winning author
- Dado & Maria Banatao, Tech Entrepreneurs
- Dominic Ng, Chairman & CEO, East West Bank
- Arun Sarin, Former CEO Vodafone Group

2017 Leadership in Philanthropy Award Honoree



Minami Tamaki LLP

For more than 40 years, Minami Tamaki LLP has been a trailblazer in advancing the legal and civil rights of Asian Americans. The firm made history by reopening the landmark U.S. Supreme Court case, *Korematsu v. the United States*, which then led to reparations for interned Japanese Americans. The firm's partners also helped found the Asian Law Caucus and the Asian Law Alliance. In private practice, Minami Tamaki LLP defends some of the most vulnerable by fighting against wage theft, sexual harassment, and discrimination. The firm is consistently recognized as "Super Lawyers" by Law & Politics magazine. Recently, the partners pooled together \$1 million to launch a foundation with \$200,000 going toward immigrant rights and advocacy.

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 and 2016 community e-update (2,700+ subscribers)	●	●			
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 (1,900+ supporters)	●	●	●		
Logo printed in gala program (400+ attendees)	●	●	●	●	
Logo on Asian Pacific Fund website	●	●	●	●	●
Recognition in gala invitation (700 invitations)	●	●	●	●	●
Recognition in gala program	●	●	●	●	●
Recognition in annual report (2,000+ copies)	●	●	●	●	●
Table of 10	●	●	●	●	●

Other Sponsorship Opportunities

In addition to our standard sponsorship packages, we also have opportunities for those companies for whom visibility is important yet who are not able to attend:

Reception (\$5,000)

The gala opens with an informal reception during which attendees can grab their favorite drink and peruse on which silent auction items they would like to bid. Signs posted at each bar area will acknowledge your generosity.

Gala Video (\$5,000)

The gala video is one of the most memorable highlights of the program, spotlighting an affiliate partner's inspiring story of work with the most vulnerable Asian and Pacific Islanders. This is an unique opportunity to share your brand with our captive audience.

Sponsoring Our Gala Gift Bags (\$5,000)

Every one of our 400+ gala attendees receives a one-of-a-kind gift bag as a reminder of their experience. These bags are a great opportunity to introduce gala attendees to your brand. Your logo will appear on the bag. You also have the option of donating product to include in the bag.

Note: Each of the above opportunities comes with two seats.



About the Asian Pacific Fund

Our mission is to strengthen the Asian and Pacific Islander community in the Bay Area by increasing philanthropy and supporting the organizations that serve our most vulnerable community members.

In 2015-16, the Fund distributed **more than \$1.3 million** in grants, scholarships and donor-advised funds.

More than **100,000 vulnerable Bay Area Asian and Pacific Islanders** have been reached through our support.

