AAPI HERITAGE FESTIVAL

Sponsorship Guide
May 16, 2020, NYC
Welcome to the nation’s longest running festival & celebration of Asian American and Pacific Islanders!
The Coalition of Asian Pacific Americans (CAPA) unites over 120 community organizations with 25,000 attendees at New York City’s Asian American & Pacific Islander Heritage Festival - America’s longest running celebration of AAPI diversity and culture.

Inspired by the multicultural civil rights movements of the 1970s, President Jimmy Carter signed a 1979 proclamation declaring the first week in May “Asian American Heritage Week.” The proclamation was later extended to “Asian Pacific American Heritage Month” by President George H. Bush.

CAPA was the organizer of the nation’s first Asian American Heritage festival right here in New York City!
NYC LOVES THE AAPI HERITAGE FESTIVAL

CAPA’s yearly Festival has over **100 booths** featuring Asian foods, exhibits and information from:

- Corporations invested in diversity
- Government organizations and representatives
- Not-for-profit organizations
- Social clubs
- Media outlet
- Food vendors
- Small businesses
- Arts and Crafts Vendors and more

There is also a **Main Stage** with performances throughout the day.

The festival is attended by 25,000 **visitors** looking to connect to Asian / Pacific Islander Heritage and get a delicious taste of Asia in America today!
JOIN US!  previous sponsors and participants:

REASONS TO BE A SPONSOR

➤ Gain valuable visibility within your organization and in the media as supporters of Diversity and Inclusion with the nation’s fastest growing minority group.

➤ Appeal to customers from the minority group with the most buying and spending power in the USA.

➤ Expand your mailing list, give away samples, sell products and expose your brand at the longest running AAPI Heritage Festival in the USA.

➤ Show your support for the 1.23 million Asian Americans + Pacific Islanders in New York City

➤ All sponsor donations are tax deductible under CAPA’s not for profit status

➤ Be part of a fun, colorful unique CelebrAsian
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 and to link and promote festival and performers on your website

➢ **Presenting Partners $5,000**
  - 5 available
  - VIP seating area at stage and festival swag for 10 employees

➢ **All Festival Sponsorships include:**
  - Logo and name placed on all event signage, media coverage, promotional items, social media, and website.
  - 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 foundation
SPONSORSHIP LEVELS

➢ 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 digital / social media and festival website
  • Digital banner / link on festival website
  • Festival assets for social media and Diversity & Inclusion marketing for your company
  • Tax deduction from CAPA

➢ Small Business Media Package $450
  • 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 website
  • Reciprocal digital banner / link on festival website
  • Festival assets for social media and Diversity & Inclusion marketing for your company
  • Tax deduction from CAPA
REASONS TO GET A BOOTH

➢ Last year there were **25,000** visitors and **100,000** social media views

➢ Show support for the 1.23 million Asian American Pacific Islanders living and working in New York City

➢ Reach out to 15% of the City’s population and its fastest growing ethnic group

➢ Develop relationships with Asian American Pacific Islanders, the group with the highest buying power of any ethnic minority group in the U.S. according to Nielsen in 2019

➢ Grow your customer base, sell products, expand mailing lists, advertise at the nation’s longest running AAPI Heritage festival
BOOTH RATES

Each booth comes with one 10’x10’ tent, one 6’x2’ table and 2 chairs.

➢ Corporations*: $1000
➢ Food Vendor/Food Truck: $300
➢ Small Business*: $200
➢ Government:/Individual: $200
➢ Not-For-Profit: $100
with a smaller 4’x2’ table

Download and print the registration form. Contact capasponsorships@gmail.com for more details.

*see sponsorship section for opportunities including print/social/PR/title options
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

Website www.capaonline.org
Facebook www.facebook.com/AAPIFest/
E-mail: capasponsorships@gmail.com