



2010 SPONSORSHIP OPPORTUNITIES

Mid-Autumn Festival and 25th Anniversary Celebration



Visit AAU's new website at www.aauunited.org



In 2010, Asian Americans United (AAU) is organizing two highly visible public events. This guide provides information on how you can promote your business and demonstrate your support.

Take advantage of dual sponsorship with a 50% discount off the lower-priced package.

Sponsorship offers several benefits:

promotional opportunities reaching the growing and diverse Asian American communities living and working in the greater Delaware Valley area

recognition in pre-event and event publicity

advertising and/or acknowledgement in event program materials

partnership with a proven and trusted leader in the greater Delaware Valley uplifting the rights of vulnerable communities to build a better region for all.

About Asian Americans

Asian Americans are one of the fastest growing populations in the United States. Since 2000, this community has experienced a 20% growth rate in the Philadelphia 5-county area, compared to a 3.5% growth rate for the entire region. As one of the few civil rights, cultural promotion, and advocacy organizations addressing the unique needs of multiple Asian American ethnic groups, AAU is a vital intermediary and convener.

Contact information

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www.aaunit.org



ABOUT ASIAN AMERICANS UNITED

Founded in 1985, AAU has worked in Philadelphia’s Asian American communities and in broader multiracial coalitions around quality education, youth leadership, anti-Asian violence, immigrant rights, and folk arts and cultural maintenance.

AAU’s past accomplishments include:

- 1) initiating and monitoring the settlement of a lawsuit with the School District of Philadelphia to improve services to immigrant students (1986);
- 2) developing the leadership of hundreds of youth through the Summer Community Youth Leadership Project and Asian American Youth Workshop;
- 3) creating the annual Mid-Autumn Festival, the largest one-day event in Chinatown (1995);
- 4) founding the Folk Arts-Cultural Treasures Charter School - FACTS (2005); and
- 5) leading citywide efforts to promote community revitalization in Chinatown, including the successful no stadium and no casino campaigns. (2000-present).

Current activities and campaigns include:

- 1) working with Asian American students at South Philadelphia High School to improve school climate issues so that no student or parent has to worry about their safety; and
- 2) greening Chinatown. AAU youth have surveyed the area around FACTS, succeeded in getting a lot next to their school cleaned up and the fence fixed to convert this vacant lot into a garden.

Awards

Tenants’ Action Group of Philadelphia Community Catalyst (1991)
The Philadelphia Foundation’s Williams Award for Organizational Excellence (1995)
Harry H. Dow Memorial Legal Assistance Fund’s Justice In Action Award (2001)
Chinese Benevolent Association of Greater Philadelphia (2002)
Philadelphia Inquirer’s Citizen of the Year Award to AAU Board Member Helen Gym (2007)
Bread and Roses Community Fund’s 30 for 30 Tribute to Change to AAU Executive Director Ellen Somekawa (2008)

Media Coverage

Philadelphia Inquirer	KYW 1060	Al Dia
Philadelphia Daily News	NBC – Philadelphia	Associated Press
Philadelphia Magazine	Fox News	CNN
Philadelphia City Paper	ABC News – Philadelphia	National Public Radio
Philadelphia Weekly	CBS News – Philadelphia	Washington Post

Read more about AAU in this [February 1, 2010 Philadelphia Inquirer featured article](#).



15th Annual Chinatown Mid-Autumn Festival (MAF)

Date: Saturday, September 18, 2010, All Day

Location: 10th & Arch Streets

Expected attendance: 5,000+



In its 15th year, the MAF attracts thousands to Philadelphia's Chinatown to celebrate old traditions and establish new ones to mark the Harvest Moon. Youth give a day of service, restaurants donate food, artists offer their talents, businesses and organizations chip in money – hundreds of people work together to make the festival our own. Highlights of this unique family-friendly cultural event include lion dances, martial art demonstrations, Chinese opera and the [annual mooncake eating contest](#).

Previous sponsors have included HSBC Bank, Health Partners, Hepatitis B Foundation, Philadelphia Corporation for the Aging, Joy Tsin Lau Restaurant, and many others, including Chinatown's robust business community.

25th Anniversary Celebration

Date: Friday, November 12, 2010

6:00 – 9:30 p.m. (standing buffet reception, business casual)

Location: TBA, Philadelphia, PA

Expected attendance: 300+



This fundraiser culminates a yearlong series of public activities marking 25 years of developing new leadership (youth and immigrants), advancing more equitable and accountable public education measures, and re-framing community revitalization with the promotion of holistic solutions for Philadelphia's Asian American communities. AAU's 25th Anniversary Celebration will bring together the greater Delaware Valley's diverse networks of professionals, community organizers, advocates, educators, socially responsible agents, and many others for networking and fun while raising vital funds for this significant actor for social justice and empowering communities.

Event highlights include the Stand Up For Justice awards and live cultural performances.

Previous sponsors have included: Cathay Pacific Airways, Ltd., WCAU – 10 Philadelphia, WPVI – 6 Philadelphia, UNITE!, First Commercial Bank of Philadelphia, PNC Bank, PECO Energy, Comcast, Mercy Health Plan, and many others.



SPONSORSHIP PACKAGE - 25th Anniversary Celebration

	VISIONARY	FOUNDER	SUSTAINER	PARTNER	ALLY	FRIEND
	\$10,000	\$5,000	\$2,000	\$1,000	\$500	\$250
Opportunity to give scripted remarks at event	X					
Receive recognition as a Visionary Sponsor at event	X					
Promotional table to showcase sponsor's products	X	X				
Logo on printed invitation (confirmed by June 30, 2010)	X	X	X			
Logo in event materials over 12' x 3'	X	X	X	X		
Acknowledgement on AAU website	X	X	X	X	X	X
Program book ad	Full page, Back cover, color	Full page, inside back cover	Full page	1/2 page	1/4 page	1/8 page
# of tickets	10	10	8	6	4	2
Single-line name listing in all pre-event materials	X	X	X	X	X	X

* Pre-event materials include: bimonthly AAU email newsletters, web site: www.aaunited.org, mailed invitations, press releases, and signage at event.



SPONSORSHIP PACKAGE - 15th Chinatown Mid-Autumn Festival

	BENEFACTOR	PATRON	SPONSOR	SUPPORTER	ALLY	FRIEND
	\$5,000	\$2,500	\$1,000	\$500	\$250	\$100
Opportunity to give scripted remarks at event	X					
Single-line name listing in event banner	X	X				
Logo on printed program book and website	X	X				
Single-line name listing in promotional poster (19" x 12")	X	X	X			
Promotional table to showcase sponsor's products	X	X	X			
Single-line name listing in all pre-event materials*	X	X	X			
Acknowledgement on AAU website	X	X	X	X	X	X
Program book ad	Full page, Back cover, color	Full page, Inside back cover	Full page	1/2 page	_ page	1/8 page

* Pre-event materials include: bimonthly AAU email newsletters, web site: www.aaunited.org, and press releases.



2010 AAU SPONSORSHIP FORM

Contact Person: _____

Organization: _____
(Please note that this is how your organization will be listed on promotional materials.)

Billing Address: _____

Telephone Number: _____

Email Address: _____

Sponsorship Information

We are interested in sponsoring (if sponsoring both events, take 50% discount from lower-priced sponsorship package):

- 15th Annual Mid-Autumn Festival
- 25th Anniversary Celebration

Sponsorship level: _____

Sponsorship level: _____

Can we release tickets to the community? Y or N

If yes, how many tickets can we release? _____

For the Mid-Autumn Festival, please submit form by August 1 and ad by September 7.

For the 25th Anniversary Celebration, please submit form by October 1 and ad by October 15.

How would you like to pay?

_____ Check enclosed

_____ Send me an invoice to the billing address listed above.

Ad specs will be provided upon sponsorship confirmation.

Signature: _____

Date: _____

Please return this form to: AAU, 1023 Callowhill St., Phila., PA 19123 or fax at 215.925.1539.

Questions? Please contact Ellen Somekawa, aaunaited.org or 215.925.1538.