

aaui
asian americans united



2010 SPONSORSHIP OPPORTUNITIES

Asian Americans United's 25th Anniversary Celebration



Visit AAU's website at www.aauunited.org



25th Anniversary Celebration

Date: Friday, November 12, 2010

5:30 – 8:30 p.m. (standing buffet reception, business casual)

Location: Philadelphia Ethical Society

Expected attendance: 300+



This fundraiser culminates a yearlong series of public activities marking 25 years of developing new leadership, 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.

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, and have begun converting this vacant lot into a garden.



SPONSORSHIP PACKAGE - 25th Anniversary Celebration

	VISIONARY	FOUNDER	SUSTAINER	PARTNER	ALLY
	\$10,000	\$5,000	\$2,000	\$1,000	\$500
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 Oct. 10, 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
Program book ad	Full page, Back cover, color	Full page, inside back cover	Full page	1/2 page	1/4 page
# of tickets	10	10	8	4	2
Single-line name listing in all pre-event materials	X	X	X	X	X

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



PROGRAM BOOK ADS ONLY

For supporters who want to purchase ads only, please read the information below. To reserve ad space, please fill out the form on the next page and return it to AAU.

25th Anniversary Celebration Program

Please reserve your ad space by October 20th. 500 copies of the program will be printed.

Ad Sizes & Rates

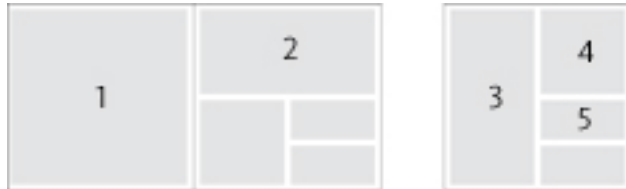
- Full-page \$1,000
- Half-page \$500
- Quarter-page \$300
- Eighth-page \$175

Ad Specifications

The program book (7.5" x 7.5") will be printed using offset lithography with a full color cover (including the front and back inside cover) and black & white inside pages.

- **Dimensions** – these are the exact sizes of the ads (gutters and margins have been accounted for).

1. Full-page – 7" x 7"
2. Half-page horizontal – 7" x 3.375"
3. Half-page vertical – 3.375" x 7"
4. Quarter-page – 3.375" x 3.375"
5. Eighth-page – 3.375" x 1.5625"



- **all ads must be at least 300 dpi** – either the entire ad itself or any placed images within the ad must be provided at 300 dpi (or more) at 100% scale.
- If possible, please provide your ad as a **PDF** (grayscale for inner pages, CMYK for cover) with **all fonts converted to outlines** and **placed images at 300 dpi**. Otherwise, please convert it to a **300 dpi TIFF** (grayscale for inner pages, CMYK for cover).

If you have any questions about the ad specs or program production, please contact Kathy Shimizu at kathy@shinnova.com or 215.474.2825.



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 level: _____

Can we release tickets to the community? Y or N
If yes, how many tickets can we release? _____

Program ad only. AD SIZE: _____

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 submit form by October 20th.

Please reply to: esomekawa@mac.com.

Or mail to AAU, 1023 Callowhill St., Phila., PA 19123 or fax at 215.569.3985.

Questions? Please contact Ellen Somekawa, aa@aaunited.org or 215.925.1538.