

Asian Pacific American Heritage Celebration of San Mateo

Organizers

Asian American Curriculum Project, Inc
San Mateo Organization of Chinese Americans
San Mateo Japanese American Citizens League
Downtown San Mateo Association
Self Help for the Elderly of San Mateo

P.O. Box 1587, San Mateo, CA 94401 • 650-375-8286/fax 650-375-8797 • aacp@asianamericanbooks.com

ASIAN-PACIFIC AMERICAN HERITAGE CELEBRATION OF SAN MATEO May 9, 2009

Dear Member of Our Community:

In partnership with the City of San Mateo, the 9th Annual Asian Pacific American Heritage Celebration will be held in Downtown San Mateo's beautiful Central Park. Residents and people from communities all around the Bay Area will experience and learn about the rich cultural traditions of our Asian Pacific American Heritage. Arts and crafts, music, dance, and foods are just some of the experiences that attendees will discover.

The Asian Pacific American Heritage Celebration of San Mateo is organized by an association of non-profit organizations, which have come together for the purpose of creating a more harmonious and cohesive San Mateo community. This is accomplished through the education and sharing of our diverse cultural backgrounds and heritage, and by creating cross-cultural events that present and honor the Asian Pacific American experience.

We invite you to become a partner in our annual celebration so that we can broaden this event further. Your commitment and investment will go a long way in helping us achieve our goals and will promote your business within the community. As a sponsor of the celebration, you will receive recognition in all of our marketing efforts which include advertising in print and electronic media, direct mail campaigns, posters and fliers distributed throughout the San Mateo area, as well as an advertisement in the celebration's program guide. We estimate that our event message reaches over 50,000 households in the central peninsula area.

The details of the program and activities are still in the planning stages but we wanted to give you an early opportunity to come on board and become an important part of the effort. Included in this mailing are samples of the program guide from last year as well as information on the sponsorship levels.

The goodwill generated by your support within the Asian Pacific American community is difficult to measure, but you will surely be acknowledged as an organization which recognizes and values the rich tapestry of the diverse community in which we live. If you have any questions, please call Florence Hongo at 650-375-8286 or email fmh@asianamericanbooks.com. Representatives from the celebration committee will contact you soon to discuss your potential participation.

Sincerely,

Florence M. Hongo, President of the Board, Asian American Curriculum Project
Leonard D. Chan, Event Coordinator, AACP
Martin Jung, Program, Organization of Chinese Americans
Kelly Mitter, Executive Director, Downtown San Mateo Association, Advisory
Mary Jo Kubota-Arcarese, Past-President, San Mateo Japanese American Citizens League,
Self Help for the Elderly of San Mateo, Advisory

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SPONSORSHIP LEVELS AND BENEFITS

PLATINUM LEVEL SPONSOR – MAIN EVENT SPONSOR – \$5,000

1. Use of your logo in all print advertising, mailing, postcards, flyers, T-shirts, reusable shopping bags, and posters
2. Inclusion of your organization in all press releases as our *major* sponsor.
3. Full page colored advertising on the back page of the program
4. Strategically located outdoor table to promote and advertise your services
5. Acknowledged during the program, introduce representative

GOLD LEVEL SPONSOR – \$3,000

1. Use of logo in all print advertising, mailing, postcards, flyers, T-shirts, reusable shopping bags, and posters
2. Inclusion of your organization in all press releases as a sponsor
3. Full page black and white advertising in the program
4. Strategically located outdoor table to promote and advertise your services
5. Acknowledged during the program, introduce representative.

SILVER SPONSOR – \$1,000

1. Half page black and white ad in program
2. Use of logo on the back of T-shirts to be worn by all the volunteers
3. Use of an outdoor table at event to promote and advertise your organization
4. Acknowledgement during the program

BRONZE SPONSOR – \$500

1. Half page black and white ad in program
2. Reusable shopping bag with the attractive APAHC art and your logo to be sold at the event as part of our fund raising efforts
3. Acknowledgement during the program

FRIEND – \$250.00

1. Half page ad black and white ad in program
2. Outdoor table to promote and advertise your product or services
3. Acknowledgement during the program

In-kind contributions are also welcomed. Please contact us.

Deadline for acknowledgement in program: April 11, 2009

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Sponsorship Form

**We want to be Sponsors of the 9th Annual Asian Pacific American Heritage Celebration on
May 9, 2009 at the San Mateo Central Park Recreation Center.**

Business _____
Name _____ Position _____
Address _____ City _____ Zip _____
Phone _____ Email _____

We would like to be sponsors at the following level:

- Platinum (\$5,000)
 Gold (\$3,000)
 Silver (\$1,000)
 Bronze (\$500)
 Friend (\$250)

Total Enclosed \$ _____

Payment by

Credit card – Visa/Mastercard/American Express (circle one)

Number _____ Exp. Date _____

Name on card _____

Signature _____

Check (made out to *AACP, Inc.*)

Send form to:

AACP, Inc.
PO Box 1587
San Mateo, CA 94401

Send ad to:

529 E 3rd Ave.
San Mateo, 94401
Or email to aacp@asianamericanbooks.com
Ad should be in either TIF, JPG, or PDF file format

For all inquiries, call 650-375-8286

DEADLINE April 11, 2009.

1/8 Page
3.75 x 2.5 inches

**Whole
Page**
7.5 x 10 inches

1/4 Page
7.5 x 2.5 inches or 3.75 x 5 inches

1/2 Page
7.5 x 5 inches