



2024 EVENT

SPONSORSHIP

Chinese Mutual Aid Association
1016 W. Argyle Street, Chicago, IL 60640
ATTN: Rhea Yap
rheay@chinesemutualaid.org

www.chinesemutualaid.org

TIMELINE



FEB 17

LUNAR NEW YEAR

APR 11

ANNUAL GALA- VOICE & VISION

AUG 3

DIM SUM & THEN SOME: THE UPTOWN
5K/10K & KIDS DASH

FEB 17 LUNAR NEW YEAR

Lunar New Year is a traditional holiday celebrated by millions of people around the world. We would love for you to join us in our festivities, including live cultural performances by CMAA youth, raffle prizes and complimentary food. Around 400 CMAA clients and staff will be in attendance, joined by leaders of the community including 20 local/state/federal elected officials and foreign diplomats who support CMAA's mission of helping low income immigrants and refugees throughout the Chicagoland area. Celebrate with CMAA as we celebrate the Year of the Dragon!

APR 11 ANNUAL GALA- VOICE & VISION

The Annual Gala is an evening of dinner and programming that includes 400 supporters, stakeholders, community leaders and allies from the metro Chicagoland area. CMAA looks forward to sharing its community impact and client stories.

AUG 3 DIM SUM & THEN SOME: THE UPTOWN 5K/10K & KIDS DASH

Led by organizers with AAPI, immigrant, and refugee backgrounds, participants will run or walk along Chicago's beautiful lakefront, through the historic Uptown neighborhood, and finish on Chicago's "Asia on Argyle" corridor. What started with 200 runners in 2017 has grown to over 2,000 participants.

CMAA's Dim Sum & Then Some race offers participants a unique cultural experience with all proceeds supporting the work of CMAA's community programming. Our youth lion dancers will usher in good fortune, alongside a Lao Blessing to kick-off the race. CMAA endeavors for participants, friends, families, and neighbors from all over Chicago to experience the rich heritage and diversity that the Uptown neighborhood has to offer.



SUPPORT US REACH BENEFITS⁺

+ Make your presence known and build brand awareness! As a sponsor, you'll receive extensive exposure to over 3,000 participants including leaders of the community, supporters, and stakeholders. The events raise over \$200,000 which help us to serve more than 5,000 immigrants, refugees and community members in need by providing a wide range of programs to meet its community's diverse needs, including in-home care services, English as a Second Language courses, citizenship, employment support, Small Business Development Center, and youth programs.

MEDIA REACH

- Total impression: 10K+
- CMAA website and Newsletter (9000+ followers and 35k+ combined reach)

MEDIA PLACEMENTS

Chicago Chinese News, VOC Media, Chicago VietBao, World Journal Newspaper, China Journal, Epoch Times Chicago, Hi India, VIA Times News Magazine, ABC 7, WGN 9, Fox 32, NBC5, WBEZ

SOCIAL MEDIA REACH

- Total Reach: 35K+
- Facebook, Instagram, Twitter, LinkedIn



+ BENEFIT YOUR BUSINESS AND GET A TAX DEDUCTION



2024 Annual Gala

SPONSORSHIP LEVELS

Venue: Galleria Marchetti | Date: April 11, 2024

	Innovation \$20,000	Inspiration \$10,000	Impact \$5,000	Courage \$3,500	Sustainability \$2,000
Exclusive speaking opportunity	✓				
Company banner displayed at registration table/stage	✓	✓			
Sponsorship logo on marketing materials	✓	✓	✓	✓	
Recognition in press release	✓	✓	✓	✓	✓
Ads in program booklet	2 full page color ads	1 full page color ad	Half page color ad	Quarter page color ad	Quarter page B&W ad
Logo on CMAA's website	18 months	12 months	6 months	3 months	1 month
Guest Tickets	20 guest tickets with central seating + 5 tickets for CMAA Dim Sum 5k event	20 guests tickets with central seating	10 guests tickets	10 guests tickets	10 guest tickets



Please submit your logo as a PNG or JPEG to
 Nguyen Truong at nguyent@chinesemutualaid.org

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 1016 W. Argyle Street, Chicago, IL 60640
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rhey@chinesemutualaid.org



2024 Annual Gala

MEDIA SPONSORSHIP LEVELS

Venue: Galleria Marchetti | Date: April 11, 2024

	Gold \$1,000	Silver \$500	Bronze \$250
Sponsorship logo on marketing materials	All 3 CMAA main events for one year		
Company banner displayed at registration table/stag	✓		
Recognition in press release and marketing materials	✓	✓	✓
Ads in program booklet	1 full page color ads	Half page color ad	Half Page B&W ad
Logo on CMAA's website	12 months	6 months	3 months
Guest Tickets	3 guest tickets with central seating + 3 tickets for CMAA Dim sum 5k event	3 guest tickets with central seating	2 guests tickets



Please submit your ad and logo as a PNG or JPEG to
 Nguyen Truong at nguyen@chinesemutualaid.org.

Chinese Mutual Aid Association
 1016 W. Argyle Street, Chicago, IL 60640



2024 Annual Gala SPONSORSHIP REPLY FORM

COMPANY/INDIVIDUAL:

CONTACT NAME:

ADDRESS:

CITY:

STATE:

ZIP CODE:

PHONE NUMBER:

EMAIL ADDRESS:

PLEASE LIST PERSONAL OR COMPANY NAME AS YOU WOULD LIKE TO BE RECOGNIZED

- \$20,000 INNOVATION
- \$10,000 INSPIRATION
- \$5,000 IMPACT
- \$3,500 COURAGE
- \$2,000 SUSTAINABILITY

PAYMENT INFORMATION

CHECK ENCLOSED (Please make checks payable to: Chinese Mutual Aid Association)

PLEASE CHARGE MY CREDIT CARD

VISA

MASTERCARD

AMEX

DISCOVER

NAME ON CREDIT CARD:

CREDIT CARD NUMBER:

EXPIRATION DATE:

CVV:

BILLING ZIP CODE:

Please mail this form to:
Chinese Mutual Aid Association
1016 W. Argyle Street
Chicago, IL 60640

Or email to: nguyent@chinesemutualaid.org



2024 Annual Gala

PROGRAM BOOK AD SPECS

To participate in the CMAA 2024 Annual Program Book, please submit your artwork to events@chinesemutualaid.org by **April 4th.**

Please follow the specs below: Full Page Ad Size 5" w x 8" h
Half Page Ad Size 5" w x 4" h
Quarter Page Ad Size 5" w x 2" h

No bleeds

4-color process (CMYK); No spot colors

FULL PAGE - 5"W X 8"H

HALF PAGE - 5"W X 4"H

QUARTER PAGE - 5"W X 2"H

We cannot be responsible for jpeg or other pixelbased files which may have resolution or other technical problems.

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