



2024 EVENT

# SPONSORSHIP

Chinese Mutual Aid Association  
1016 W. Argyle Street, Chicago, IL 60640  
ATTN: Rhea Yap  
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[www.chinesemutualaid.org](http://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

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## **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<sup>+</sup>

**+** Every year, our events reach more than 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 (7000+ followers and 30k+ 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: 25K+
- Facebook, Instagram, Twitter, LinkedIn





# Lunar New Year Luncheon

## SPONSORSHIP LEVELS

Venue: Truman College | February 17, 2024 | 10AM-1PM

	New Moon \$5,000	Firecracker \$2,500	Lantern \$1,000	Family \$500
Exclusive speaking opportunity	2 minutes speaking			
Reserved Seating	10 guests			
Sponsor Booth	✓	✓		
Sponsor logo on CMAA's website	✓	✓	✓	
Custom social media shout-out	✓	✓	✓	
Sponsorship logo on marketing materials	For 2 CMAA events for one year	✓	✓	✓
Verbal recognition as a sponsor at the event	✓	✓	✓	✓
Recognition as sponsor in press release & marketing materials	✓	✓	✓	✓



Over 20 Elected Officials & VIPS in attendance



Lion Head dancers opening the program to 400 guests

Please submit your logo as a PNG or JPEG to  
 Nguyen Truong at [nguyent@chinesemutualaid.org](mailto:nguyent@chinesemutualaid.org)

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 1016 W. Argyle Street, Chicago, IL 60640



# Lunar New Year Luncheon 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

- \$5,000 NEW MOON
- \$2,500 FIRECRACKER
- \$1,000 LANTERN
- \$500 FAMILY

## 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  
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Or email to: [nguyent@chinesemutualaid.org](mailto:nguyent@chinesemutualaid.org)