



*Sponsorship
Prospectus 2022*

Sponsorship Prospectus

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- NAAAP Career Center
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Strategic Partners & Sustainability Team



Ashley Mack, Exec. Director

*NAAAP's strategic partners include **sponsors, donors, and non-profits** who support our mission to cultivate and empower Asian & Pacific Islander leaders through leadership development, professional networking, and community service.*

As a prospective sponsor, if you have another need or partnership in mind, please don't hesitate in contacting and conferring with our Strategic Partners and Sustainability Team.

NAAAP is able to modify sponsorship packages to suit your intended scope and geographic region.

Contact our team at 304-806-2227 or sponsor@naaap.org

Schedule a discovery call with us at <https://calendly.com/naaap-meeting>



Vin Pineda, Convention



Junann Lopez,
Account Mgr.



Penelope Strong
Account Mgr.



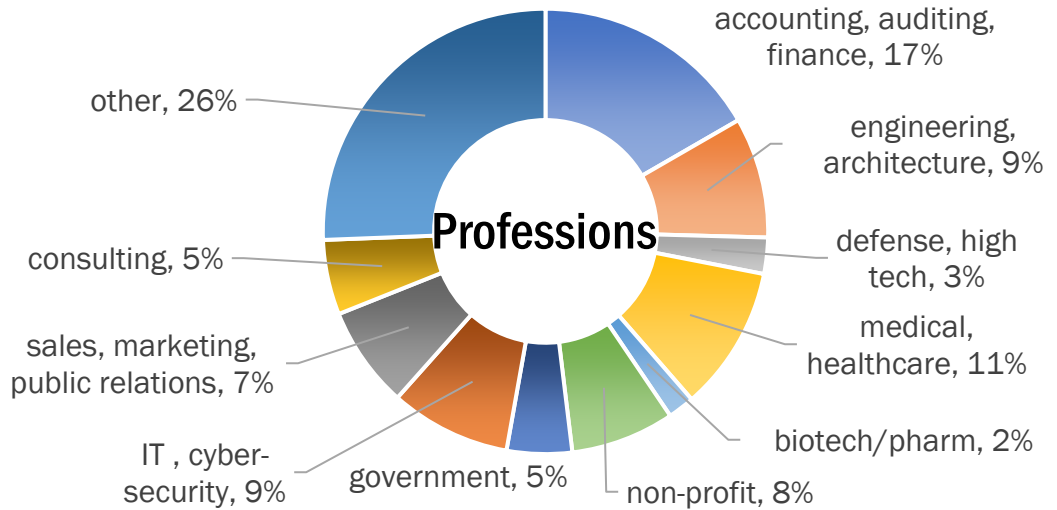
Cyndy Yu-Robinson
Partnerships

NAAAP Members are...

- **Diverse.** About 40% of NAAAP members are in their 30's, 25% in their 20's, 18% in their 40's and 17% in their 50's and up. Half are women, a growing number identify as LGBTQ+.
- **Highly Educated.** 50% of NAAAP members have four-year degrees and another 45% have master's degrees or higher.
- **Pan-professional.** with various roles, additional interests and skills.
- **Pan-Asian.** Members speak English as a primary language, many are multi-lingual and of various ethnic descents.

Age Ranges

- 19-29 | 25%
- 30-39 | 40%
- 40-49 | 18%
- 50-59 | 10%
- 60-99 | 7%



Multi-Lingual

- Fluent in 2 or more languages | 30%
- Read, write, & speak 2nd language | 28%

Why NAAAP?



Access and be visible to 25+ professional chapters



A network of 5,500+ members and 25,000+ professionals



Insight into pan-Asian and ethnic-specific experiences & preferences



In-person and virtual professional development programs



Online Career Center for diversity recruitment

Value Proposition

Recruit Talent

- Post jobs in Online Career Center
- Participate in the Diversity & Inclusion Career Fair and local chapter programs and career fairs
- Be seen as an employer-of-choice among Asian professionals

Develop Your Employees

- Offer your employees valuable, unique training and best practices at the Leadership Convention and regional chapter conferences
- Utilize the Convention as a national meeting opportunity for your ERGs

Market Your Organization

- Reinforce your reputation as a corporate diversity leader
- Increase brand awareness, engagement, and sales
- Enhance your understanding of Asian cultures and consumers.

NAAAP by the numbers

Participants nationwide in programs each year	25,000+
Facebook followers of NAAAP National	5,400+
Facebook followers for all chapters combined	34,000+
Twitter followers for all chapters combined	12,000+
Instagram followers for all chapters combined	12,000+
LinkedIn groups for all chapters combined	11,000+

NAAAP Sponsors 2017-2021



ERG LEADERSHIP SYMPOSIUM

Betting on You: Winning at Leading

March 4, 2022 | Las Vegas

NAAAP's one-day conference on ERG Leadership is suited for ERG/BRG members from various industries who want to be more impactful and inclusive leaders.

March 4, 2022, 8:30-4:30 Symposium | 5:00 Reception on-site
Bally's Las Vegas \$99- \$150 per person

- Why ERG leadership matters more than ever
- Session 1: Accountability with a vision and strategic plan
- Session 2: Self Awareness: How your upbringing, cultural heritage, and environment enable you to build an inclusive culture
- NETWORKING LUNCH AND BREAKS
- Session 3: Ideation Jam Session: Intersectional inclusion – working across BRGs to build a better culture of inclusion, featuring NAAAP Board members
- Session 4: Best practices panel - Success stories and lessons learned featuring ERG leaders from NAAAP sponsors (Bank of America, Caesars, Cisco, Tyson Foods)



Will Cheng, NAAAP MN
President, BRG Leader



Abraham Gin, DEI and
Leadership Coach, Consultant



Kim Cummings,
VP of HR & Talent,
NAAAP Board Member

ERG Symposium Sponsorship Tiers

One-day, multi-company conference of best practices

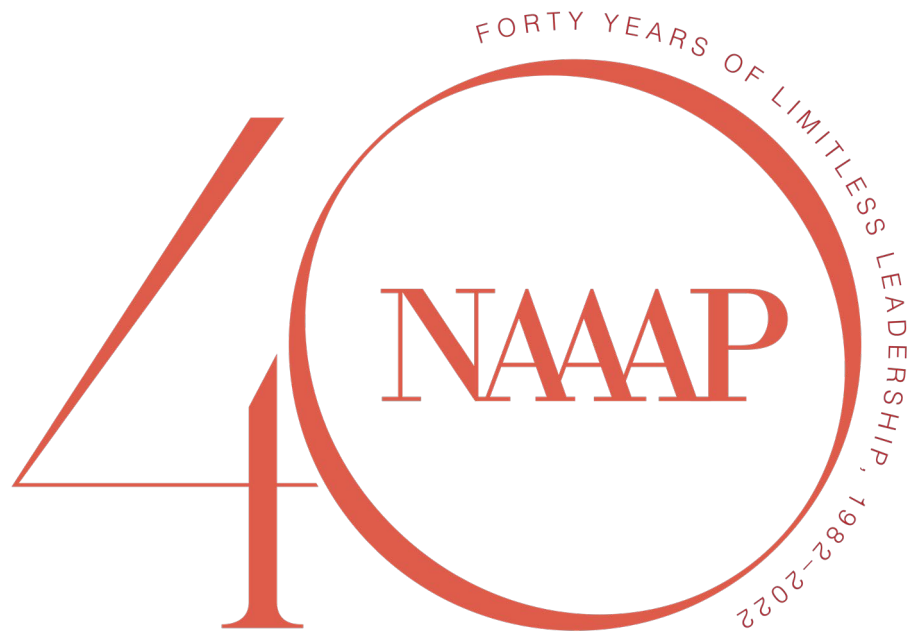
March 4, 2022 at Bally's Las Vegas, in person



C o - B r a n d i n g & T a l e n t	ERG Leaders Symposium March 4, 2022 Bally's Las Vegas	Leader Level \$8,000	Champion Level \$5,000	Reception Host \$2,000	Individual Pass \$150
	Complimentary passes (speakers received free additional passes)	10	5	3	1
	Keynote Introduction or Company Spotlight	1	0	0	0
	Workshop Session speaker	2	1	0	0
	Additional exposure during Symposium event	Lunch Keynote, Community Reception	Consulted in Agenda Planning	Community Reception	0
	Promotional Items	2	1	1	0
	Website Listing & Email Marketing Campaign	Hyperlinked logo, Premium placement	Hyperlinked logo	Hyperlinked logo	0
	Social Media Campaign	Yes	Yes	Yes	No

Curious about sponsorship? Contact SPONSORSHIP@NAAAP.ORG OR 304-806-2227
 NAAAP also organizes another ERG event (the ERG Summit) as the first day of our annual Convention, in Washington, D.C. on Aug. 11, 2022.

Leadership Convention (LC22)



In 2022, NAAAP is embracing the spirit of “**Limitless Leadership**” which is leaning into our principles and encouraging API professionals to use their time and talent to transcend the workplace, family, and community regardless of geography.

Limitless Leadership is about *breaking free* from all the mental, physical, and societal barriers so we can soar higher to uplift ourselves, our peers, and our community.

LIMITLESS

Sponsor the Leadership Convention

The Leadership Convention (www.leadershipconvention.org) is a 3-day conference that is open to professionals interested in leadership and professional development, regardless of discipline, industry, and cultural background.

The 2022 Leadership Convention is on August 11 - 13, 2022 at the Capital Hilton in Washington, D.C. The conference includes an ERG Summit, Convention keynotes and workshops, Diversity & Inclusion Career Fair, networking and cultural receptions, coordinated sightseeing and social outings, and a NAAAP Gala event.



**ERG Summit
Thu, Aug 11**

Over 200 leaders from corporate ERG groups, focusing on leveraging ERGs, sharing ERG best practices, and promoting diversity & inclusion initiatives.



**Keynotes & Workshops
Aug 12-13**

Over 500 registered attendees participating in 4 keynotes and over 20 workshops/ panels, along with receptions and other activities.



**Diversity & Inclusion Career Fair
Fri, Aug 12**

FREE to the public, regardless of race or ethnicity, with mock interviews, resume review, and professional headshots.



**NAAAP Gala
Sat, Aug 13**

Reception, banquet, and after-party, recognizing sponsors, volunteers, and special honorees, including NAAAP100, Inspire, and Pride awardees.

Leadership Convention Packages



Investment		Diamond \$50,000	Platinum \$35,000	Gala Sponsor \$25,000	Gold \$20,000	Silver \$10,000	Career Fair \$5000 ¹
Branding & Recruitment Opportunities	All-Access Convention Pass including Gala Dinner	25	15	2 Passes with 20 Gala Tickets	8	4	1
	Convention program book	2 pages	2 pages	2 pages	1 page	1 page	½ page
	NAAAP Chairman's Award for Asian Leadership. Winner is selected by the sponsor, received recognition at Convention ¹	2	1	0	0	0	0
	Keynote Intro ²	1	1	-	0	-	-
	Workshop Session ³	2	2	-	1	1	-
	Promotional Items	2 exclusive items	1 exclusive item	1 Item	1 Item	1 item	-
	Website Listing & Email Marketing	Hyperlink Logo, dedicated email	Hyperlink Logo, dedicated email	Hyperlink Logo, dedicated email	Hyperlink Logo, dedicated email	Hyperlink Logo	Hyperlink Logo
	Social Media Campaign ⁴	Yes	Yes	Yes	Yes	Yes	-
	Inclusion Career Fair Exhibitor Booth(s)	4 (premium location)	2 (premium location)	-	1	1	1
	Annual Career Center Job Postings ⁵	25	20	If desired	15	10	5
Resume Search in NAAAP's Career Center	90 days access	90 days access	90 days access	90 days access	90 days access	30 days access	

1= New feature at higher tiers, 2= NAAAP will have 4 keynotes and 5 NAAAP Awards winners, 3=Workshop Sessions are daytime individual or panel speakers on leadership, ERG, or DEI topics, 4=Social Media Campaigns are viewed by 33,000+ followers.

NAAAP's National Programs offer programs and resources to our chapters and sponsors



YOU RISE

SCHOLARSHIP PROGRAM



The NAAAP YOU RISE Scholarship was created to recognize and reward Asian American students who have demonstrated strong leadership potential as well as commitment to community service. Fully supported, our YOU RISE scholarship program will provide scholarships to a total of 18 Asian American or Pacific Islander individuals attending degree or certificate programs each year, with 8 of them eligible for renewed awards in future years.



Unique features of YOU RISE: (a) Selecting for leaders who demonstrate passion for academics, leadership, and community service. (b) Connection with one NAAAP chapter for events, mentorship, and a community project.



Sponsorship Levels

- ✓ Be one of five donors providing \$10,000 per year.
- ✓ Support one full year of scholarships for \$50,000 commitment.
- ✓ Secure naming rights for the scholarship program with a three-year commitment of \$20,000 per year or more,

Definitions and Benefits:

- Individual memberships purchased by the organization at the corporate level will grant individuals membership at the NAAAP chapter of their choice.
- Professional members will receive also national benefits like participation in national programs and events.
- Chapter membership benefits typically include participation/invitations to planned events at a member rate if there is a fee, voting rights of members, access to directories and job postings per chapter's practices.
- NAAAP has more than 25 active chapters in North America and 4 emerging chapters in infancy.

Group
10+ memberships @ \$50 each

Team
30+ memberships @ \$30 each

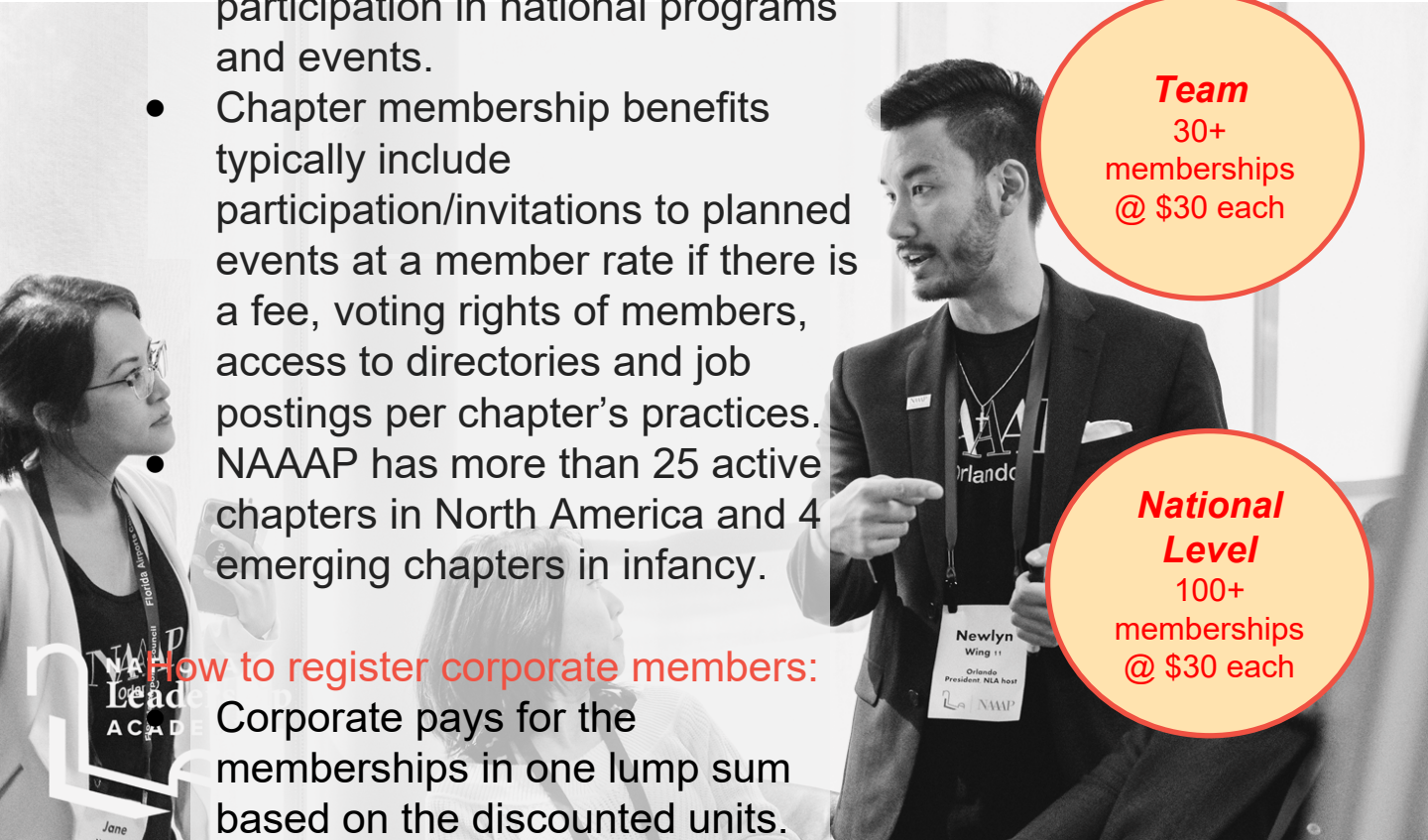
National Level
100+ memberships @ \$30 each

How to register corporate members:

Corporate pays for the memberships in one lump sum based on the discounted units.

- NAAAP provides a blank roster and requests name, email address, and closest chapter/
- The selected chapter will correspond with the individual member and receive a portion of the membership rate.

Comprehensive Level
250+ memberships @ \$20 each



Speakers, Trainers and Facilitators

Whether you are seeking an engaging speaker for Asian Pacific American Heritage Month, a facilitator for a crucial conversation, a trainer on unconscious bias, or an Asian panelist, NAAAP can provide choices from our new **NAAAP Speakers Bureau**.

Hot Topics

Diversity, Equity and Inclusion

Asian Americans and Mental Health

Mentorship v. Sponsorship

Breaking the Bamboo Ceiling

Asian Millennials

Asian American Heritage

Model Minority Myth

Unconscious Bias, Conscious Inclusion

Becoming an Inclusive Leader

Contact sponsor@naaap.org



Jane Hyun
Author, *Breaking the Bamboo Ceiling* and *Flex*



Fabian DeRozario
Global Talent Coach and
Trainer, Facilitator



N. Ryan Namata
Senior Human Resources
Leader



1. **NAAAP’s Virtual Career Fairs (2/10/22 and 4/28/22)**
2. **In-Person Diversity Career Fair at Leadership Convention, 8/12/22 in Washington, D.C.**
3. **Post jobs on NAAAP’s Career Center, 24/7 online job board**

November 2021 statistics on NAAAP’s Career Center

35,500	3200+	7100+	2600+	\$199
Job views per month on average	Employers registered	Job seekers registered	Total live resumes	Price per job posting

What’s the NAAAP Career Center? It’s a web-based job bank containing open positions posted by employers and a resume bank of job seekers. It is available on NAAAP’s national website at jobs.naaap.org. NAAAP uses a vendor which has more than 20 years experience in association job boards. NAAAP is the only Asian-serving non-profit with a career center of this magnitude. Online self service provides job seekers -- regardless of NAAAP membership – with the ability to search for jobs and find resume, job search, and interview tips..

Benefits to Recruiters

- ✓ NAAAP’s Career Center provides metrics on number of job views, applications, and more.
- ✓ The Career Center posts jobs nationwide 24/7 and job seekers can search for positions by zipcode.
- ✓ Regional sponsors of NAAAP chapters received the same nationwide exposure while providing a **referral fee** to their local chapter.
- ✓ Job applicants are redirected to the employer’s website to apply for the position(s).
- ✓ Employers may request access to the resume database .

Pricing
\$199 BASIC for basic 30-day listing.
\$349 JOB SEEKER PACKAGE Enhanced package plus email sent directly to thousands of Asian professionals

NAAAP Leadership Convention Sponsors receive deep discounts for multiple job postings.
First-time recruiters may try out the Career Center at a Trial Fee of \$25. To received the Trial Coupon code, contact sponsor@naaap.org

Feb. 10, 2022
2-5 p.m. EST

Apr 28, 2022
2-5 p.m. EST

National
companies



Why Virtual Recruitment?

With the advent of technology and the precautions of the pandemic, employers are turning to virtual career fairs to meet new talent. NAAAP will be using XOR's Virtual Career Fair platform to enable recruiters to:

- (1) Upload and display company information, open positions
- (2) Submit hiring criteria or desired skills to screen job seekers and use XOR's chatbot to help with screening candidates
- (3) Schedule interviews before and during the career fair
- (4) Host a video room for job candidates to speak with recruiters in real time
- (5) Receive a full list of all job candidates and resumes during and after the Fair.

Why NAAAP?

NAAAP is a national association with 25+ chapters whose mission is to build leaders and to promote Equity, Diversity and Inclusion in workplaces and the community.

NAAAP anticipates inviting and attracting 1000 professionals with 3-10 years of experience through our partnerships with:

- ✓ Asian Student Achievement (1500 members)
- ✓ APIA Scholars
- ✓ Society of Asian Scientists and Engineers
- ✓ NAAAP's 25+ chapters
- ✓ NAAAP's online Career Center (3500 active accounts)

Pricing Per Career Fair

BASIC LEVEL \$1200

- Dedicated virtual booth
- Marketing by NAAAP, NAAAP chapters, and its partners
- BEFORE FAIR: 30 days of marketing materials to send via text and email
- XOR technology to identify most qualified candidates per your needs
- DURING FAIR: Technology to chat or video conference with candidates
- AFTER: Downloadable list of job seekers and resumes submitted.

PREMIUM LEVEL \$1700 includes Basic Level plus:

- Five 30-day job listings in NAAAP's Career Center before, during or after the Fair
- Value is 5 x \$199 = \$1000
- Job listings are value for 6 months after date of purchase.
- Job postings are self-managed once your account is initiated.

NAAAP has hosted 4 Virtual Career Fairs and averaged 300 registrations and and 150 resumes each.