



ASIAN AMERICAN COALITION OF CHICAGO

The 33rd Annual Lunar New Year Celebration

envision: enlighten: empower

Saturday, February 6, 2016 – Hyatt Regency Chicago

Hosted by the Chinese American Community

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Greetings!

On behalf of the 2016 Asian American Coalition of Chicago Planning Committee, it is my pleasure to invite you and your organization to participate in the **33rd Annual Lunar New Year Celebration**. This premier, black tie optional gala will be held **Saturday, February 6, 2016** at the Hyatt Regency Chicago Hotel, 151 East Wacker Drive, Chicago IL 60601. Our mission is to organize and promote equal opportunities in government, education, economic development, and international affairs in order to empower all Asian Americans.

The AACC, founded in 1983, is represented by over 16 Asian Americans communities. An event held on this grand of a scale only once a year, the Asian Lunar New Year Celebration is the largest annual celebration of its type here in the Midwest, which helps celebrate these rich heritages and diverse histories. The communities take turns hosting the event on a rotating basis and this year; the Chinese American community is thrilled to take the lead. To celebrate the accomplishments of an amazing year as well as highlight the hope of a united future, this year's theme is titled **envision: enlighten: empower**. This event will showcase a gala dinner, entertainment, and award ceremonies.

Asian Americans are the fastest growing multicultural segment of the US population with \$718 billion in buying power. The Asian American median household income is 28% higher than the total U.S. median income. Over the past three decades, this event has established itself as Chicagoland's premier Pan-Asian event of its kind drawing over a thousand participants annually. We hope you can join with all Asian Pacific Americans and friends of the Asian American community for this important and popular, star-studded event, and take a lead in addressing issues important to Asian Americans before a large, seasoned audience of politicians, corporations, and community and business leaders. Ticket sales for this event will begin September 1, 2015, and it is expected to be sold out.

Sponsorship can provide a great opportunity for your organization to reach the Chicagoland area, Asian art and cultural communities with your brand and targeted message. We are open to meeting with your organization to design a plan that works for you. Please fill out the enclosed sponsorship form to join us on board.

Thank you for your consideration and we look forward to teaming up with you for this momentous celebration!

With respect,

Dr. Karen Eng

Chair - 2016 Chinese American Community
Asian American Coalition of Chicago