

25TH ANNIVERSARY GALA

SPONSORSHIP

BENEFITS



SATURDAY, MAY 13, 2023
6:00 PM

**Ronald Reagan Building &
International Trade Center**

**1300 Pennsylvania Avenue, NW
Washington, DC 20004**

Black Tie or Cultural Attire



To purchase tickets or for more
information visit: www.AALEAD.org

Learn more about Asian American LEAD!

AALEAD's mission is to empower AAPI youth in underserved communities through culturally responsive programming and advocacy.

OUR PROGRAMS

(FREE and Available in DC, MD, & VA)



AFTER SCHOOL



SUMMER



MENTORING

AFTER SCHOOL PROGRAMS

provide academic development and enrichment activities in leadership, identity, mental health, and equity in DC, MD, and VA at middle and high schools.

SUMMER PROGRAMS

provide youth leadership development, community service, and college/career prep opportunities in the DC, MD, and VA regions.

MENTORING PROGRAM

gives youth the opportunity to be matched in a one-on-one mentorship with a caring and pre-screened adult in the DC, MD, and VA regions.

OUR HISTORY: AALEAD was founded in 1998 by Ms. Sandy Dang to serve the large Vietnamese refugee population in Washington DC. Ms. Dang witnessed the same needs and types of challenges she faced as a recent refugee to the U.S. Her vision was to create and grow an organization that belongs to the community. Today, AALEAD serves all underserved AAPI youth.

VOLUNTEER

YOUTH MENTOR - supports AAPI youth one-on-one in their efforts to develop academic, social, and life skills necessary to succeed.

PROGRAM AIDE - provide support to Program Coordinators in AALEAD After School and Summer programs.

"From being a shy middle school kid to an open-minded leader in high school ... I now see myself being successful in the future through what I learned at AALEAD."

- DC MS/HS Program, 17 yr old

"He's more confident, he has a better grasp of himself, he's no longer afraid to go up to someone and say hi ... I feel very glad he's in a great space from when I first met him."

- Mentor to 10 yr old DC MS youth

"AALEAD helped with my depression, [programs] brightened up my day, I remember I felt so lonely, I don't have that many friends, I don't understand my culture, stuff was not right at home... it was really bad to a point I felt like I can't do this - I went to AALEAD and everyone asked if I was all right, I felt AALEAD was in my heart, I belong and it was ok to ask for help..."

- MD HS Program, 18 yr old



CONTACT US

Visit www.aalead.org
or email us at info@aalead.org!



AsiaAmericanLead



@AALEAD



Yes! We will support AALEAD and its 25th Year Celebration Gala as a:

_____ Presenting Sponsor \$50,000

_____ Platinum Sponsor \$35,000

_____ Silver Sponsor \$10,000

_____ Gold Sponsor \$25,000

_____ Bronze Sponsor \$5,000

Gala Program Advertisement:

Full-Page Message \$750.00 (Deadline April 18, 2023)

Half-Page Message \$500.00 (Deadline April 18, 2023)

_____ **Additional Gala Dinner Guest Tickets \$300.00** — I would like to purchase _____ Gala Ticket(s) for a total of \$ _____ *Late registration, after April 18, \$350.00*

_____ **Supporter** — I am unable to attend AALEAD 20th Celebration Gala but please accept my enclosed donation of \$ _____ to support the on-going vital programs and work of AALEAD.

PAYMENT INFORMATION

_____ Check Enclosed
Checks Payable to "AALEAD"

_____ Invoice Requested

_____ Credit Card via www.AALEAD.org

CONTACT INFORMATION

Name (as it will be listed in the Gala Program) _____

Contact _____

Address _____

Phone _____ **Email** _____

Deadline to ensure listing in gala program is **Tuesday, April 18, 2023**

Deadline for early registration is **Tuesday, April 18, 2023**

Please email this form to events@aalead.org by **Tuesday, April 18, 2023** to ensure inclusion in the program.



5518 Connecticut Ave, Second Floor, NW, Washington DC 20015
For additional information and/or questions please contact Co-Chair:
Siu Cheung Rossmark (p) 301-806-8893 | (e) events@aalead.org



Sponsor Benefits

Saturday, May 13, 2023
Washington, DC

SPONSORSHIP BENEFITS		PRESENTING \$50,000	PLATINUM \$35,000	GOLD \$25,000	SILVER \$10,000	BRONZE \$5,000
PREMIER RECOGNITION	Gala Dinner Seats	30	25	20	15	10
	Speaking role at the Gala as the official underwriter of the event	✓	–	–	–	–
	Name/Logo in Gala Video	✓	✓			
	Name/Logo on ALL Event Signage	✓ (promotional material)	✓ (promotional material)	✓	✓	✓
	Option to have VIP Guests at your Table	✓	✓	–	–	–
EVENT RECOGNITION	Announcement as Presenting Sponsor in special dedicated press release	✓	✓	–	–	–
	Company mention in general press release	✓	✓	–	–	–
	Acknowledgement as the Presenting/Platinum Sponsor during welcome remarks	✓	✓	–	–	–
	Commemorative Award presentation during the Gala	✓	✓	–	–	–
	Recognition announced throughout the Gala	✓	✓	✓	✓	✓
PRINT RECOGNITION	Acknowledgement in the Gala program	✓ (Full page, back cover)	✓ (Full page)	✓ (Full page)	✓ (Half page)	✓ (Half page)
	Recognition in the AALEAD Annual Report	✓	✓	✓	✓	✓
	Acknowledgement in the AALEAD newsletter emailed to entire network	✓ (Banner ad)	✓	✓	✓	✓
	Acknowledgement on the AALEAD website www.aalead.org for one (1) year	✓	✓	✓	✓	✓