



ROOTED IN LEGACY: REIMAGINING A NEW WORLD BEYOND BORDERS & ACROSS OCEANS

**APALA 16TH BIENNIAL CONVENTION
AUGUST 5 - 8, 2021**

2021 SPONSORSHIP INFORMATION

OUR MISSION

APALA is dedicated to promoting political education and voter registration programs among Asian American and Pacific Islanders (AAPIs), and to the training, empowerment, and leadership of AAPIs within the labor movement and AAPI community.

OUR PHILOSOPHY

Many folks in our communities show care by offering food and asking if you have eaten yet. At APALA we believe that it is up to ALL OF US to make sure WE ALL EAT. It is our collective responsibility to care for one another.

SOCIAL MEDIA

- 3,010 Instagram followers
- 6,531 Facebook followers
- 9,873 Twitter followers

EVENT DESCRIPTION

The APALA convention brings workers and allies together for powerful plenaries, APALA business, and an opportunity for attendees to take collective action. This convening links generations of organizers who are working to advance worker justice and continues the groundwork laid by decades of training programs, our political and civic engagement programs, and our series of successful immigration campaigns. APALA members in good standing, community allies, student activists and any other interested organizations can attend convention. Additionally, APALA welcomes members of all International and National Unions, State, and Local bodies.

Sponsorship Levels + Benefits

SPONSORSHIP BENEFIT	PRESENTING \$35,000	PARTNER \$20,000	ADVOCATE \$10,000	ACTIVIST \$5,000	SUPPORTER \$2,500
Name in event title	X	X			
Pre-recorded 60 second video shared during gala	X				
Pre-recorded 30 second video shared during gala		X			
Verbal recognition at gala	X	X			
Ad in digital program book	Full page	Full page	Full page	Half page	Quarter page
Complimentary registrations	525	300	150	75	37
Sponsor logo placed in event signage	Featured	Prominent			
Sponsor logo placed in event website	Featured	Prominent	Prominent	Displayed	Displayed
Recognition on social media	5	3	2	1	1

INDIVIDUAL ADS – ALL ADS DUE JULY 30, 2021

\$2,500 Full page ad 7 1/2" w x 9 5/16" h
 \$1,250 Half page ad 7 1/2" w x 4 1/2" h
 \$625 Quarter page ad 4 7/8" w x 2 5/16" h

Acceptable file formats for ads include high resolution PDF, TIFF, PNG, or EPS files.

Individual registration to the convention is \$60 and can be purchased at www.apalaconvention.org.

CONTACT

Alvina Yeh, Executive Director sponsorships@apalanet.org

2021 SPONSOR COMMITMENT FORM

SPONSOR INFORMATION		
Contact Name	Date	
Sponsor Name	Phone	
Address 1	City	
Address 2	State	Zip
E-mail	Twitter handle	
Facebook link	Instagram handle	
SPONSORSHIP COMMITMENT		
<input type="checkbox"/> Yes! We would like to sponsor APALA's 16 th Biennial Convention at the following level:		
<input type="checkbox"/> PRESENTING \$35,000	<input type="checkbox"/> PARTNER \$20,000	<input type="checkbox"/> ADVOCATE \$10,000
<input type="checkbox"/> ACTIVIST \$5,000	<input type="checkbox"/> SUPPORTER \$2,500	
<input type="checkbox"/> Ad Purchase Amount: \$		
BILLING INFORMATION		
Billing Name		
Billing Phone		
Billing E-mail		
Payment Method		
<input type="checkbox"/> Please send me an invoice		
<input type="checkbox"/> I will contact you to pay by credit card or via ACH/wire transfer.		
<input type="checkbox"/> I will mail a check. Please make checks payable and send to IAPALA, 815 16th St. NW, 2nd Floor, Washington, DC 20006.		
SIGNATURE		
Name of Authorized Representative. <i>Please print.</i>		
Signature	Date	