

CAUSE  ANNUAL GALA
2020
LET'S MAKE IT COUNT

Our theme this year is **“Let’s Make It Count.”** The year 2020 is critical for more than 22 million Asian Pacific Americans. CAUSE has been working to empower the APA community since its founding in 1993, with deep roots in voter and civic engagement. We’re here to lead and influence the civic process and share the message that there is power in being counted.

Thursday, April 9, 2020

7:00PM - 9:00PM

The Westin Bonaventure Hotel

404 S. Figueroa Street, Los Angeles, CA 90071

The CAUSE Annual Gala is our nonprofit organization’s largest fundraiser of the year and the premier APA event for those interested in politics and community. It boasts the largest attendance of APA elected officials and is a celebration of those striving to make an impact in our community. More than 100 APA federal, state, and local officials from all over California will be in attendance. Additionally, 350 guests are expected to attend this year— all of whom are dedicated to advancing the APA community’s participation in the civic and political process.



Enclosed is a list of sponsorship packages for your consideration. Please contact Evette Kim, CAUSE Director of Development, by phone at **(213) 269-4639 ext. 1010** or by email at evette@causeusa.org should you have any questions at all. Thank you for your support!

2020 ANNUAL GALA SPONSORSHIP OPPORTUNITIES

TITLE —\$100,000

- Recognized as the official underwriter of the 2020 Annual Gala
- "CAUSE 27th Annual Gala Presented by [Sponsor]" listed on all marketing collateral materials
- 2 VIP tables (20 seats total) in the premium seating area at the gala
- Sponsor representative remarks on stage during the dinner program
- Included in the annual "Portrait of Power" with elected officials
- Placement of company giveaway products on all tables
- Logo included in dinner program sponsorship "Thank You" projection
- 2 full-page, color ads in the digital program book
- Company brochure placement at dinner table
- Yearlong recognition as CAUSE Major Donor on our website with logo and link to sponsor's website
- "Thank You" table at the gala reception with photos showcasing sponsor's past involvements with CAUSE
- Premium champagne served at dinner table

PRESIDENTIAL—\$50,000

- 2 VIP tables (20 seats total) in premium seating area at the gala
- Sponsor representative remarks on stage during the dinner program
- Included in the annual "Portrait of Power" with elected officials
- Placement of company giveaway products on all tables
- Logo included in dinner program sponsorship "Thank You" projection
- 1 full-page, color ad & 1 black and white ad in the digital program book
- Company brochure placement at dinner table
- Yearlong recognition as CAUSE Major Donor on our website with logo and link to sponsor's website
- "Thank You" table at the gala reception with photos showcasing sponsor's past involvements with CAUSE
- Premium champagne served at dinner table

SENATORIAL—\$25,000

- 1 VIP table (10 seats total) in premium seating area at the gala
- Verbal recognition during the dinner program
- Included in the annual "Portrait of Power" with elected officials
- Logo included in dinner program sponsorship "Thank You" projection
- 2 full-page, black and white ads in the digital program book
- Yearlong recognition as CAUSE Major Donor on our website with logo and link to sponsor's website
- Sponsor Highlight social media post before the gala
- Premium champagne served at dinner table

CONGRESSIONAL—\$15,000

- 1 VIP table (10 seats total) in premium seating area at the gala
- Verbal recognition during the dinner program
- Included in the annual "Portrait of Power" with elected officials
- Logo included in dinner program sponsorship "Thank You" projection
- 1 full-page, black and white ad in the digital program book

GUBERNATORIAL— \$10,000

- 1 table (10 seats total) at the gala
- Verbal recognition during the dinner program
- Included in the annual "Portrait of Power" with elected officials
- Logo included in dinner program sponsorship "Thank You" projection
- 1 full-page, black and white ad in the digital program book

MAYORAL—\$5,000

- 1 table (10 seats total) at the gala
- Verbal recognition during the dinner program
- Logo included in dinner program sponsorship "Thank You" projection
- Half-page, black and white ad in the digital program book

COMMUNITY—\$2,500

- 1 table (10 seats total) at the gala
- Verbal recognition during the dinner program
- Logo included in dinner program sponsorship "Thank You" projection
- Quarter-page, black and white ad in the digital program book

*** Sponsors at the Title Sponsorship, Presidential, and Senatorial Sponsorship levels may be recognized across organizational activities through specialized sponsorship arrangements. Please inquire for an individualized sponsorship proposal.**

AD GUIDE FOR SPONSORS

TITLE—\$100,000

2 full-page, color ads in the program book

Dimensions: 8.5"W x 11"H for 2 one-page ads

OR

17"Wx 11"H for 1 two-page spread

PRESIDENTIAL—\$50,000

1 full-page, color ad & 1 full-page, black and white ad in the program book

Dimensions: 8.5"W x 11"H for 2 one-page ads

SENATORIAL—\$25,000

2 full-page, black and white ads in the program book

Dimensions: 8.5"W x 11"H for 2 one-page ads

OR

17"Wx 11"H for 1 two-page spread

CONGRESSIONAL—\$15,000

1 full-page, black and white ad in the program book

Dimensions: 8.5"W x 11"H

GUBERNATORIAL—\$10,000

1 full-page, black and white ad in the program book

Dimensions: 8.5"W x 11"H

MAYORAL—\$5,000

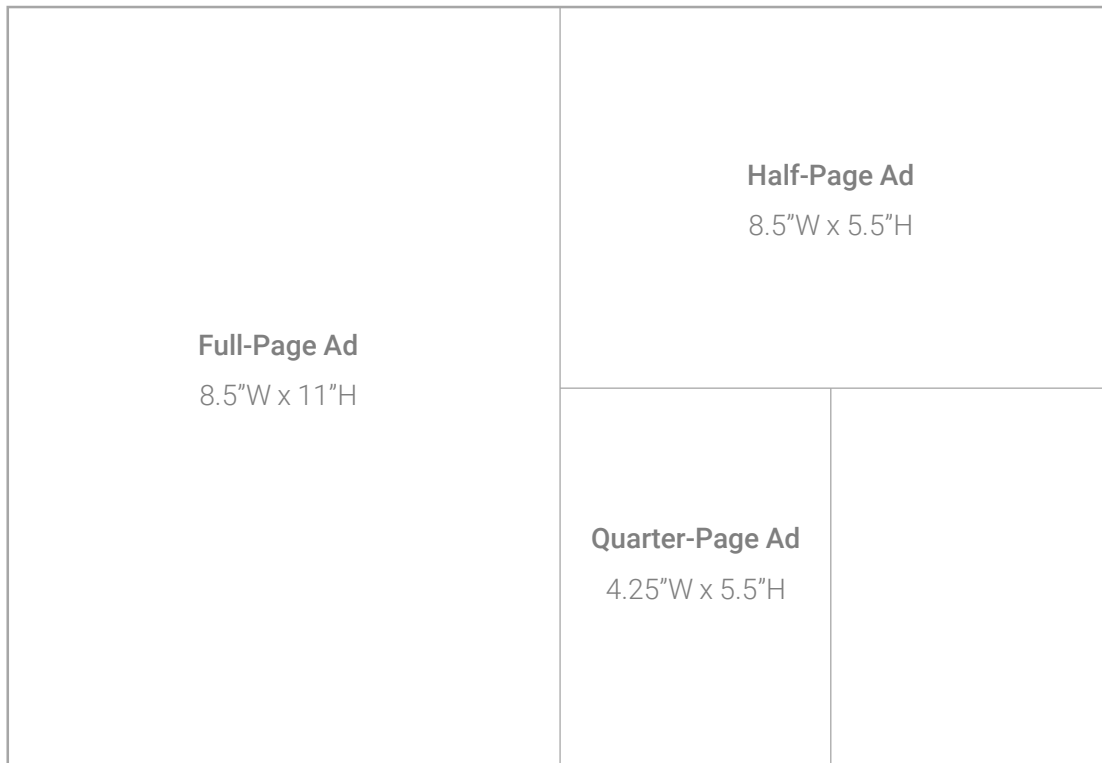
1 half-page, black and white ad in the program book

Dimensions: 8.5"W x 5.5"H

COMMUNITY—\$2,500

1 quarter-page, black and white ad in the program book

Dimensions: 4.25"W x 5.5"H



AD SPECIFICATIONS

Deadline to submit ads: Wednesday, March 11, 2020

All ad materials, which include artwork and text, **must** be sent via email. To ensure the best representation of your ad, we ask that you please follow these guidelines:

GENERAL SPECIFICATIONS

- Name files accordingly with your company or organization's name, the name of the program you are submitting the ad for, and the year that you are sending your file. Example:
 - **Company Name_AnnualGala_2020.jpg**
- If you would like a proof, you must submit your request in writing to haidee@causeusa.org.

FORMAT

- Ads **must** be full bleed (.125" on each side).
- We work with both PC and Macintosh operating systems and can access Microsoft Office files and Adobe files – Acrobat (.pdf), Photoshop (.psd), InDesign (.indd), and Illustrator (.ai).
- Text-only ads can be sent as an attached Word document. We have a standardized template design for you.
- When sending your logo via email, do not encode or encrypt the files; simply send them as an attachment.

FONTS

- All fonts used should be outlined or converted to paths.
- Font names/files should be emailed along with your artwork. Please note that in the event that font names are not included, CAUSE may need to determine the appropriate font to use in substitution.

IMAGES

- Image files created in MS Word, PowerPoint, or Excel will not be accepted
- Image files must be high-resolution (minimum 300 dpi)
- Image files (logos, photographs) should be in JPEG, PNG, or TIFF format.

Please email all ads to **Haidee Pan, CAUSE Director of Marketing & Communications**, at haidee@causeusa.org.

If you have any questions, please call the CAUSE office at **(213)269-4639!**

Thank you for supporting the 2020 CAUSE Annual Gala, "Let's Make It Count"!