



**2024 EVENT**

# **SPONSORSHIP**

**Chinese Mutual Aid Association**  
1016 W. Argyle Street, Chicago, IL 60640  
ATTN: Rhea Yap  
rheay@chinesemutualaid.org

[www.chinesemutualaid.org](http://www.chinesemutualaid.org)



# TIMELINE



**FEB 17**

LUNAR NEW YEAR

**APR 11**

ANNUAL GALA- VOICE & VISION

**AUG 3**

DIM SUM & THEN SOME: THE UPTOWN  
5K/10K & KIDS DASH

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## **FEB 17** LUNAR NEW YEAR

Lunar New Year is a traditional holiday celebrated by millions of people around the world. We would love for you to join us in our festivities, including live cultural performances by CMAA youth, raffle prizes and complimentary food. Around 400 CMAA clients and staff will be in attendance, joined by leaders of the community including 20 local/state/federal elected officials and foreign diplomats who support CMAA's mission of helping low income immigrants and refugees throughout the Chicagoland area. Celebrate with CMAA as we celebrate the Year of the Dragon!

## **APR 11** ANNUAL GALA- VOICE & VISION

The Annual Gala is an evening of dinner and programming that includes 400 supporters, stakeholders, community leaders and allies from the metro Chicagoland area. CMAA looks forward to sharing its community impact and client stories.

## **AUG 3** DIM SUM & THEN SOME: THE UPTOWN 5K/10K & KIDS DASH

Led by organizers with AAPI, immigrant, and refugee backgrounds, participants will run or walk along Chicago's beautiful lakefront, through the historic Uptown neighborhood, and finish on Chicago's "Asia on Argyle" corridor. What started with 200 runners in 2017 has grown to over 2,000 participants.

CMAA's Dim Sum & Then Some race offers participants a unique cultural experience with all proceeds supporting the work of CMAA's community programming. Our youth lion dancers will usher in good fortune, alongside a Lao Blessing to kick-off the race. CMAA endeavors for participants, friends, families, and neighbors from all over Chicago to experience the rich heritage and diversity that the Uptown neighborhood has to offer.





# SUPPORT US REACH BENEFITS<sup>+</sup>

**+** Make your presence known and build brand awareness! As a sponsor, you'll receive extensive exposure to over 3,000 participants including leaders of the community, supporters, and stakeholders. The events raise over \$200,000 which help us to serve more than 5,000 immigrants, refugees and community members in need by providing a wide range of programs to meet its community's diverse needs, including in-home care services, English as a Second Language courses, citizenship, employment support, Small Business Development Center, and youth programs.

## MEDIA REACH

- Total impression: 10K+
- CMAA website and Newsletter (9000+ followers and 35k+ combined reach)

## MEDIA PLACEMENTS

Chicago Chinese News, VOC Media, Chicago VietBao, World Journal Newspaper, China Journal, Epoch Times Chicago, Hi India, VIA Times News Magazine, ABC 7, WGN 9, Fox 32, NBC5, WBEZ

## SOCIAL MEDIA REACH

- Total Reach: 35K+
- Facebook, Instagram, Twitter, LinkedIn



**+** BENEFIT YOUR BUSINESS AND GET A TAX DEDUCTION





# Dim Sum & Then Some 5K/10k

## SPONSORSHIP LEVELS

Chinese Mutual Aid Association | 1016 W. Argyle St., Chicago, IL 60640 | August 3, 2024

	Presenting \$20,000	Champion \$10,000	Sprinter \$5,000	Runner \$2,500	Jogger \$1,000	Neighbor \$500
Sponsor logo inclusion on finisher medal	✓					
Sponsor logo inclusion on finisher medal ribbon	✓	✓				
Product Exclusivity	✓	✓				
"Official" sponsorship dedication	Dim Sum Tent & Dim Sum Boxes	Bubble Tea Tent				
Finish line banner display	✓	✓	✓			
Sponsor booth on site at race day	✓	✓	✓	✓		
Name on CMAA's 5K website	Linked to company website	Linked to company website	Linked to company website	Linked to company website	✓	
Custom social media shout out	✓	✓	✓	✓	✓	
Sponsor logo on back of race T-shirt	✓	✓	✓	✓	✓	
Promotional materials included at packet pickup	✓	✓	✓	✓	✓	✓
Verbal recognition on race day	✓	✓	✓	✓	✓	✓
Guests Ticket	30 comp race entries + 5 tickets for other paid CMAA events	20 comp race entries	10 comp race entries	6 comp race entries	4 comp race entries	2 comp race entries



Please submit your logo as a PNG or JPEG to  
 Nguyen Truong at [nguyent@chinesemutualaid.org](mailto:nguyent@chinesemutualaid.org)

Chinese Mutual Aid Association  
 1016 W. Argyle Street, Chicago, IL 60640



# Dim Sum & Then Some 5K/10K IN-KIND DONATION

Chinese Mutual Aid Association | 1016 W. Argyle St., Chicago, IL 60640 | August 3, 2024

Every year, our Dim Sum & Then Some: The Uptown 5k/10k would not be possible without the generous support of companies who provide the valuable products or services for participants. Please consider donating an in-kind contribution for our event by choosing the following categories below.

- |   |                                      |   |
|---|--------------------------------------|---|
| <input type="checkbox"/> Food/ Snacks       | <input type="checkbox"/> Beverage    | <input type="checkbox"/> Printing       |
| <input type="checkbox"/> Photography        | <input type="checkbox"/> Videography | <input type="checkbox"/> Media Partners |
| <input type="checkbox"/> Participant Awards | <input type="checkbox"/> Others      |   |

## In-kind Donation Benefits

- Brand featured on all press releases
- Custom Social Media shoutout
- Brand mentions on CMAA and Dim Sum 5k/10k Social Media Channels (35k+ combined reach)
- Brand Feature on CMAA and Dim Sum 5k/10k website for a year (35k+ combined reach) & Newsletter (9,000+ followers)
- Brand logo placed on all event marketing materials
- Brand logo on CMAA website linked to company's website
- Inclusion of a promotional single item in goody bags



Please submit your logo as a PNG or JPEG to  
Nguyen Truong at [nguyent@chinesemutualaid.org](mailto:nguyent@chinesemutualaid.org)

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# *Dim Sum & Then Some 5K/10k* **SPONSORSHIP REPLY FORM**

**COMPANY/INDIVIDUAL:** \_\_\_\_\_

**CONTACT NAME:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**CITY:** \_\_\_\_\_

**STATE:** \_\_\_\_\_

**ZIP CODE:** \_\_\_\_\_

**PHONE NUMBER:** \_\_\_\_\_

**EMAIL ADDRESS:** \_\_\_\_\_

PLEASE LIST PERSONAL OR COMPANY NAME AS YOU WOULD LIKE TO BE RECOGNIZED

\$20,000 PRESENTING

\$10,000 CHAMPION

\$5,000 SPRINTER

\$2,500 RUNNER

\$1,000 JOGGER

\$500 NEIGHBOR

## **PAYMENT INFORMATION**

CHECK ENCLOSED (Please make checks payable to: Chinese Mutual Aid Association)

PLEASE CHARGE MY CREDIT CARD

VISA

MASTERCARD

AMEX

DISCOVER

**NAME ON CREDIT CARD:** \_\_\_\_\_

**CREDIT CARD NUMBER:** \_\_\_\_\_

**EXPIRATION DATE:** \_\_\_\_\_

**CVV:** \_\_\_\_\_

**BILLING ZIP CODE:** \_\_\_\_\_

Please mail this form to:  
Chinese Mutual Aid Association  
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Chicago, IL 60640

Or email to: [nguyent@chinesemutualaid.org](mailto:nguyent@chinesemutualaid.org)