SPONSORSHIP OPPORTUNITIES
ABOUT OCA

OCA - Asian Pacific American Advocates is a national membership-driven organization of community advocates dedicated to advancing the social, political, and economic well-being of Asian Americans, Native Hawaiians, and Pacific Islanders (AANHPIs) in the United States.

To fulfill its mission, OCA is committed to the following goals:

- Advocate for social justice, equal opportunity, and fair treatment;
- Promote civic participation, education and leadership;
- Advance coalitions and community building; and
- Foster cultural heritage

Founded in 1973, OCA engages in organizing over 50 chapters and affiliates across the nation to develop leadership opportunities and community development. OCA’s chapters and affiliates strive to establish strong local programs in all parts of the country.

OCA was the first national AANHPI organization to establish headquarters in Washington, DC, and in 2007, become the first group to establish a permanent National Center. This vantage point provides OCA leaders and staff with an effective base to monitor legislation and policy issues affecting AANHPIs. Moreover, it enabled OCA to build national support and work in coalition with other national social justice groups.

OCA National Center
900 19th St NW, Floor 6
Washington, DC 20006
T (202)223.5500

www.ocanational.org
THE OCA NATIONAL CONVENTION

Since 1973, the OCA National Convention has become an annual gathering of OCA members from across the country, which includes intensive advocacy training for Asian Americans and Pacific Islanders (AANHPIs). Our aim is to bring light to the social, political, and economic issues affecting AANHPIs and devise plans to strengthen the community. The many workshops and trainings held at the OCA Convention continue to be opportunities to plant seeds of collaboration and change-making as dedicated members donate their time to keep AANHPI advocacy alive. Join us as we dive deeper into what legacy, advocacy, and activism truly means.

OCA endeavors to provide the best workshops and trainings to facilitate engaging discussions about identity for our future young leaders as a means to helping them develop their leadership and advocacy skills.

Tens of thousands have participated and attended the OCA National Convention over the past 50 years. Thank you for your continuing support and commitment, and we look forward to seeing you at the 2023 Convention to celebrate OCA’s 50th Anniversary!

Linda Ng
OCA National President

Thu Nguyen
Executive Director
TENTATIVE SCHEDULE

WEDNESDAY, JULY 12, 2023
DC APA Film Festival
Smithsonian APA Book Talk

THURSDAY, JULY 13, 2023
OCA Advocacy Day on the Hill
Community Welcome Reception

FRIDAY, JULY 14, 2023
Town Hall #1
Youth & College Tracks
Introduction to Advocacy Track
Advocacy Braintrust Track
Youth Recognition Luncheon
Community Outreach Fair
Friday Community Concert

SATURDAY, JULY 15, 2023
OCA Membership Breakfast
Town Hall #2 and #3
Youth and College Track
Introduction to Advocacy Track
Advocacy Braintrust Track
Industry & Federal Track
Chapter of the Year Awards Luncheon
OCA National Convention Awards Gala
MANY THANKS TO OUR PAST OCA NATIONAL CONVENTION SPONSORS

AARP
Real Possibilities

CAESARS ENTERTAINMENT

The Coca-Cola Company

McDonald's
I'm lovin' it

Nielsen

State Farm

T-Mobile

Verizon

UPS

Wells Fargo

Walmart
# MAJOR SPONSORSHIP OPPORTUNITIES

<table>
<thead>
<tr>
<th>SPONSOR TITLE</th>
<th># AVAILABLE</th>
<th>SPONSORSHIP AMOUNT</th>
<th>EVENT(S) SPONSORED</th>
<th>MAJOR OPPORTUNITIES</th>
</tr>
</thead>
</table>
| Presenting Sponsor          | N/A         | $75,000             | Overall Convention Sponsor                               | • 10 Full Registrations  
• F/P Color Ad Program Book Back Cover  
• 2 Gala Banquet Tables - Prem. Placement  
• Speaking Opps at Key Events  
• 1 Table at Community Outreach Fair  
• Acknowledgements during year round Conversation Series  
• Convention website placement  
• Sponsor banner in Convention Mobile App  
• Special social media features  
• Custom visibility opps to be determined |
| National Town Hall Sponsor  | 3 Exclusive Opportunities | $50,000 Each        | National Town Halls                                      | • 5 Full Registrations  
• F/P Color Ad  
• 2 Gala Banquet Tables - Priority Placement  
• Speaking Opp at Town Hall  
• 1 Table at Community Outreach Fair  
• Acknowledgement during year round Conversation Series  
• Convention website placement  
• Sponsor banner in Convention Mobile App  
• Social media features |
| Champion Sponsor            | N/A         | $50,000             | General Convention Sponsor                               | • 5 Full Registrations  
• F/P Color Ad  
• 2 Gala Banquet Tables - Priority Placement  
• Speaking Opp at OCA Membership Breakfast  
• 1 Table at Community Outreach Fair  
• Convention website placement  
• Sponsor banner in Convention Mobile App  
• Social media features |
| Patron Sponsors             | N/A         | $35,000 Each        | Welcome Reception; Friday Community Concert; Chapter of the Year Awards Luncheon; Youth Track; College Track; Youth Recognition Luncheon | • 2 Full Registrations  
• F/P Color Ad  
• 1 Gala Banquet Table - Priority Placement  
• Speaking Opp at Event  
• 1 Table at Community Outreach Fair  
• Convention website placement  
• Sponsor banner in Convention Mobile App |
| Leader Sponsors             | N/A         | $25,000 Each        | Breakout Sessions *All sessions will be recorded and broadcasted online.* | • 2 Full Registrations  
• 1/2 Page Color Ad  
• 1 Gala Banquet Table  
• Speaking Opp at Event  
• 1 Table at Community Outreach Fair  
• Convention website placement  
• Sponsor banner in Convention Mobile App |
| Anniversary Exhibit Sponsor | N/A         | $10,000 Each        | OCA 50th Anniversary Commemorative Exhibit               | • 2 Full Registrations  
• 1/2 Page Color Ad  
• 3 Seats at Gala Banquet  
• Logo displayed in Exhibit  
• 1 Table at Community Outreach Fair  
• Convention website placement |

In addition to above described sponsorship opportunities, OCA welcomes your ideas to customize your participation.
## COMMUNITY SPONSORSHIP

<table>
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<tr>
<th>SPONSOR TITLE</th>
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<th>EVENT(S) SPONSORED</th>
<th>MAJOR OPPORTUNITIES</th>
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<tbody>
<tr>
<td>Advocate Sponsors</td>
<td>N/A</td>
<td>$3,500</td>
<td>General Convention Sponsor</td>
<td>• 1 Full Registration</td>
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<td></td>
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<td>• 3 Seats at Gala Banquet</td>
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<td>• 1 Table at Community Outreach Fair</td>
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<td>• Community Sponsor Recognition on all OCA Platforms and Materials</td>
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</tbody>
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### OCA National Gala Awards Banquet

On this historic final night of the convention, OCA will celebrate with the Gala Awards Banquet and take the opportunity to honor our past and look forward to the next 50 years. Two deserving scholars will be presented with the OCA/UPS Gold Mountain Scholarship and distinguished individuals are recognized for their exceptional contributions to the AANHPI community.

Additional tables may be purchased as follows:

- Corporate Tables - Earlybird, $3,000; After 5/1/2023, $3,500
- Non-profit Tables - Earlybird, $2,500; After 5/1/2023, $2,500

For table purchases, please see the form at the back of this booklet.
**Youth Track**

Since 1992, the two-day Youth Track has provided a free education program for AANHPI high school youth who are leaders in their high schools. Youth Day offers students a wide range of motivational workshops, topics and issues including: identity, empowerment, self-esteem, image, leadership, advocacy, and communications skills.

**College Track**

Over the last 16 years, OCA has provided thousands of college students with the opportunity to share awareness raising experiences, mobilize around AAPI issues and campaigns, work with the community, and discover the ever changing role of AAPI students in multi-ethnic settings. OCA's College Track is two full days of workshops, highlighting media, education, activism and politics, and career choices.

**Industry & Federal Track**

Young working and mid-level career professionals are invited to participate in a full day of workshops and interactive panel sessions to gain insight on how to navigate the career ladders, hybrid workplaces, civil service, or changing careers. These sessions will be also be valuable time to network with peers and industry leaders.
Town Halls

There will be three Town Halls throughout the weekend where attendees will engage with national and local leaders on both current and future issues that impact the AAPI community. Post discussion, attendees will have the opportunity to network with one another in roundtable discussions while guest speakers rotate between tables.

Introduction to Advocacy Track

The two-day track consists of workshops and panels that will engage new advocates in advocacy and grassroots organizing skill-building as well as issue education. Attendees of this track are those looking to become involved in advocacy work or learn about issue impacting the AAPI community.

Advocacy Braintrust Track (Intermediate-Advanced)

This two-day track is meant for experienced volunteers or professionals working in non-profit, public service, academia, or other social justice-minded institutions. Attendees in these sessions will engage in nuanced panels and high-level workshops on coalition building and change-making.
Community Welcome Reception

OCA kicks off the 2023 National Convention with a reception featuring local performers and representatives from the DC, Maryland, and Virginia area.

Chapter Awards Luncheon

Chapters work year long to be recognized at this luncheon. These awards celebrate our chapters’ excellence in community achievements in membership engagement, economic development, programs and projects, community building, communication, advocacy, and the presentation of the Chapter of the Year awards.

Friday Night Community Event

An event where our community gathers for a night of fun, music, and entertainment celebrating AAPI artists.
Official hotel of the OCA National Convention:

Capital Hilton Hotel
1001 16th Street NW
Washington, DC 20036

Room Reservations may be made at: https://book.passkey.com/go/2b2a1f1f

Reservation cutoff date: June 19, 2023

NEARBY AIRPORTS

Washington Reagan National Airport (DCA)
Dulles International Airport (IAD)
Baltimore/Washington International Thurgood Marshall Airport (BWI)

NEARBY TRAIN STATIONS

Washington Union Station (WAS)

Hotel only offers valet overnight parking; the surrounding downtown area offers street parking and public parking garages.
EXPOSURE

In-Kind Contributors

Contributions may include printing, commemorative souvenirs, communications equipment, office equipment, and ground transportation.

⭐ One full registration (includes access to all meals and events)
⭐ Recognition as an In-Kind Contributor in Convention Program Book
⭐ If contribution totals $10,000+, will be treated as Special Event Sponsor

Advertisement Opportunities

Corporate Advertiser:
- $2,000
- $1,500

Government/Nonprofit Advertiser:
- $200
- $100

Friday Community Outreach Fair Table

Join us on Friday, July 14, for a Community Outreach Fair. We hope to have your organization represented at this networking opportunity!

(Please note, if you are already a Special Event/General Sponsor, a table is already included as part of the sponsorship package. Table Top package includes: One 6-ft table, two chairs, wastepaper basket, and signage.)

Corporate Exhibitor: $2,000
Government/Nonprofit Exhibitor: $100
ADVERTISING SPECIFICATIONS

Placing an ad in the OCA - Asian Pacific American Advocates Annual National Convention Program Book offers your company maximum exposure and presence throughout the conference. The Program Book will be distributed to all fully registered convention participants and will be the attendees’ go-to guide for the entire four days of the convention - and beyond.

DISTRIBUTION: Over 1,000 copies distributed in Convention bags and virtual downloads.

Note: Ad submissions that DO NOT follow exact size specifications may not have the expected final results. Please confirm ads are submitted with the correct specifications to avoid changes to the artwork. It would be acceptable and appropriate to customize your sponsorship page to be of a congratulatory nature recognizing the event or OCA.

<table>
<thead>
<tr>
<th>Information Deadline</th>
<th>Dates to Note</th>
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<tbody>
<tr>
<td><strong>May 12</strong></td>
<td>Deadline to submit sponsorship commitment form</td>
</tr>
<tr>
<td><strong>June 1</strong></td>
<td>Deadline for program book ad</td>
</tr>
<tr>
<td><strong>June 19</strong></td>
<td>Last day to reserve hotel rooms at the convention rate</td>
</tr>
<tr>
<td><strong>July 12-15</strong></td>
<td>Convention</td>
</tr>
</tbody>
</table>

Please take note of the deadlines on this page when completing and returning the Commitment Form.

You will be contacted with further instructions for the registration process. Thank you for your continued support of OCA!

For more information, contact:
Hojin Kim at (202)223-5500 or hojin.kim@ocanational.org

Size Conditions: We reserve the right to modify the size of an ad if it differs from specifications.

Electronic Ad Submissions: Submission of ads in electronic format is the preferred method, including email, Google-Drive link or Dropbox link.

Ads will only be accepted in one of the following formats:
- Adobe Illustrator: Please include all images and fonts.
- Macromedia Freehand EPS: Text must be converted to paths. Please include all images and fonts.
- Acrobat PDF: Acrobat PDF with all fonts embedded and press optimized. Please include all images and fonts.

Full Page: 8.5”x11”; Bleed: 1p6
Half Page: 4.25”x11”; Bleed: 1p6

Send hard copy materials to:
OCA Attn: Hojin Kim
Re: 2023 National Convention Ad
900 19th Street NW 6th Floor
Washington, DC 20006

or via email:
hojin.kim@ocanational.org
Subject: 2023 National Convention Ad
1. CONTACT INFORMATION

Company Name

Primary Contact Name/Title

Address

City

State

Zip

2. SPONSORSHIP

Event (Refer to pages 6-9 for events/general opportunities and sponsorship levels. You may also choose N/A if you are not opting into the sponsorship packages.)

☐ N/A

Sponsorship Amount

3. ADDITIONAL REGISTRATION(S)

For individual tickets, please go to www.ocanationalconvention.org

4. PROGRAM BOOK ADVERTISER (Ad Deadline: April 30)

Advertisement is included with Sponsorship Packages

Check to confirm you will be including an advertisement:

☐ Yes   ☐ No

NONPROFIT:   ☐ Yes   ☐ No

5. GALA AWARDS BANQUET TABLES

Gala table(s) of 10 included with Sponsorship Packages

Confirmation of table seating will be done at a later date

☐ Additional Tables   ☐ Corporate / Non-Profit (circle one)

6. COMMUNITY OUTREACH FAIR TABLE

Exhibit table top is included with Sponsorship Packages. Please check if you would only like to be an exhibitor.

☐ Yes   ☐ No

Corporate | $2,000

Government/Non-Profit: $100

7. AMOUNT DUE (Fill in where applicable)

Sponsorship Amount:

Additional Registrations:

Gala Awards Table:

Table Exhibitor:

Total Amount Due: $ __________

METHOD OF PAYMENT

☐ Purchase order enclosed

☐ MasterCard   ☐ Visa   ☐ American Express

Cardholder Name:

Card Number: ______________________   Exp. Date: ______________________   Security Code:

Billing Address:

☐ Check Enclosed (Payable to OCA National Convention)

☐ Please send invoice to contact below for payment if DIFFERENT from Primary Contact:

Name:

Address:

Please mail commitment form and payment to:

Mail: OCA National Center Attn: OCA National Convention

900 19th St NW, Floor 6

Washington, DC 20006