BUILDING OUR COMMUNITY’S
HEROES

LAS VEGAS • AUGUST 4-6, 2022

SPONSORSHIP OPPORTUNITIES

OCA-Asian Pacific American Advocates
ocanationalconvention.org
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 and Pacific Islanders (AAPIs) in the United States.

To fulfill its mission, OCA has adopted 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 is engaged in organizing over 50 chapters and affiliates across the nation to develop leadership opportunities and community development. OCA’s chapters and affiliates are establishing strong local programs in all parts of the country.

OCA is the first national AAPI organization to establish its headquarters in Washington, DC and become the first group of its kind to establish a permanent National Center in the nation’s capitol in 2007. This vantage point provides OCA leaders and staff with an effective base to monitor legislation and policy issues affecting AAPIs. Moreover, OCA is able 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
Since 1973, the OCA National Convention has become a yearly gathering of OCA members from across the country, which includes intensive advocacy training for Asian Americans and Pacific Islanders (AAPIs). Our aim is to bring light to the social, political, and economic issues that affect AAPIs and devise plans to strengthen the community. The many workshops and trainings held at OCA Convention continue to be a success, as dedicated members donate their time to keep AAPI advocacy alive. Join us as we dive deeper into what legacy, advocacy, and activism truly means. OCA welcomes you to its 49th National Convention in Las Vegas, NV.

OCA brings the best workshops and trainings to facilitate engaging discussions about identity and give trainings to young leaders to develop their leadership and advocacy skills.

Tens of thousands have participated and attended the OCA National Convention through the years. Thank you for your support and commitment, and we look forward to seeing you at the 2022 Convention in Las Vegas, NV!

Linda Ng  
OCA National President

Thu Nguyen  
Executive Director
TENTATIVE SCHEDULE

THURSDAY, AUGUST 4th, 2022

Youth Track Day 1
Chapter Advancement Track
Community Welcome Reception

FRIDAY, AUGUST 5th, 2022

Youth Track Day 2
College Track
B3: Professional Development Track
Convention Opening Plenary
Youth Recognition Luncheon
Community Night & Dinner

SATURDAY, AUGUST 6th, 2022

Youth and College Track
Advocacy Track
Womxn’s Initiative Track
OCA National Convention Awards Gala
TOP 2019 OCA NATIONAL CONVENTION SPONSORS

(Note: This is to showcase the most recent in-person OCA National Convention.)

- AARP®
- AT&T
- APFA
- CAESARS ENTERTAINMENT®
- Crossings TV
- The Coca-Cola Company
- COMCAST NBCUNIVERSAL
- MGM RESORTS INTERNATIONAL®
- McDonald’s
- Nielsen
- Sodexo
- Southwest
- State Farm®
- Shell
- T-Mobile
- UPS
- Wells Fargo
- Verizon
OCA would like to invite partners and sponsors to choose any event(s) that best appeals to their philanthropic goals and budgets. The OCA National Convention is comprised of three days of workshops, plenary sessions, receptions, and awards. The events during Convention are made to help attendees learn new skills and more about their identity, as well as highlight the achievements of community leaders and scholars.

The following pages contain descriptions for each event, as well as colored stars indicating which levels of sponsorship the event would receive funds from. Below are the benefits packages that sponsors will have access to in return for their generosity!

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Platinum Level $50,000+</th>
<th>Gold Level $25,000+</th>
<th>Silver Level $10,000+</th>
<th>Bronze Level $5,000+</th>
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</thead>
<tbody>
<tr>
<td>Listing in registration brochure and Convention Program Book as Special Event Sponsor</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Listing on OCA’s website as Special Event Sponsor</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Opportunity to make brief welcoming remarks at sponsored event</td>
<td>★</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>One full-page black and white advertisement in Convention Program Book</td>
<td>★</td>
<td>★</td>
<td></td>
<td></td>
</tr>
<tr>
<td>One half-page black and white advertisement in Convention Program Book</td>
<td></td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td># of Full Registrations (includes access to all meals and events)</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Reserved table for 10 at the Saturday Night Gala Awards (and at sponsored meal event if applicable)</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Corporate logo displayed at sponsored event</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Exhibit booth opportunity</td>
<td></td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
</tbody>
</table>
SPONSORSHIPS

Youth Track

Since 1992, Youth day has provided a free education program for AAPI 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 a full day of workshops, highlighting media, education, activism and politics, and career choices.

Chapter Advancement Track

Since 2005, OCA has offered an academy style capacity building program featuring hands on activities and discussions for its Chapter leaders. Some of the topics covered in this training session include advocacy, board recruitment and succession planning, chapter administration, fundraising, program development and media relations.

⭐⭐⭐⭐⭐ = $50,000 ⭐⭐⭐⭐⭐ = $25,000 ⭐⭐⭐⭐ = $10,000 ⭐⭐⭐ = $5,000
Community Welcome Reception

To welcome everyone to the nation's capital, OCA kicks off the 2020 National Convention with a reception located in Las Vegas. Join us among many of the city's dignitaries for a warm welcome.

Opening Plenary

The Convention's opening plenary session highlights current issues in the AAPI community that OCA is advocating for. Speakers include OCA's top leadership, community organizers, and national experts from within the AAPI community.

B3: Professional Leadership Summit

High impact professional development workshops will be conducted to challenge the next generation of AAPI leaders from across the country to address leadership skills needed to be more effective in the private and public sectors.
Youth Recognition Luncheon

To date, OCA has provided internship opportunities to over 600 AAPI college students to participate in full-time internships in federal agencies, corporate offices, congressional offices, and nonprofit organizations in Washington, DC. Join us in recognizing the 2020 Summer Intern Cohort! The Youth Recognition Luncheon highlights their accomplishments while introducing the cohort to the attendees.

Friday Night Community Event

An event where our community gathers for a night of fun, music, and entertainment. Take this opportunity to go out and see the city at night.

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SPONSORSHIPS

★ ★ ★ ★ ★

Youth Recognition Luncheon

★ ★ ★ ★ ★

Friday Night Community Event

★ ★ ★ ★ ★

= $50,000 ★ = $25,000 ★ = $10,000 ★ = $5,000
Chapter Awards Luncheon

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

Womxn’s Initiative Track

The AAPI Womxn’s Leadership Track are sessions seeking to address some of the most pressing issues faced by AAPI womxn including empowerment, leadership, and community building.

Led off by a plenary dedicated to inform about the struggle to build a gender-conscious civil rights movement, the track will then launch into panels and workshops led by inspirational AAPI womxn.
## SPONSORSHIPS

<table>
<thead>
<tr>
<th>Sponsor Type</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>OCA Media Sponsor</td>
<td>This is a general sponsorship for media. Through this donation, you will be recognized exclusively as the Convention’s official media sponsor and will allow your company’s name to get recognized!</td>
</tr>
<tr>
<td>OCA Convention General Sponsorship</td>
<td>The general sponsorship funds go towards any program, event, or other costs for our National Convention.</td>
</tr>
<tr>
<td>OCA Convention Bag Sponsor</td>
<td>Sponsor the production of our Convention tote bags and get your logo on our bag, along with the perks of being a Silver Level sponsor!</td>
</tr>
<tr>
<td>OCA Convention Lanyard Sponsor</td>
<td>Sponsor the making of our Convention lanyards and get your logo on them, along with the perks of being a Silver Level sponsor!</td>
</tr>
<tr>
<td>OCA Unsung Heroes Award</td>
<td>Sponsor the award given to a community member who has given back immensely to their local OCA chapter and community.</td>
</tr>
</tbody>
</table>

$☆ = $50,000  $★ = $25,000  $★☆ = $10,000  $★☆★ = $5,000
The highly anticipated OCA Gala Awards is the event that culminates at the end of the Convention. Four deserving scholars will be presented with the OCA/UPS Gold Mountain Scholarship, volunteers are recognized with the OCA Unsung Heroes Award, and distinguished individuals are recognized for their exceptional contributions to the AAPI community.

All Platinum, Gold, Silver, and Bronze level sponsors receive one complimentary table (8 seats). Additional tables may be purchased as follows:

- Corporate Tables - $3,000
- Non-profit Tables - $1,500

For table purchases and inquiries, please see the form at the back of this booklet.
In-Kind Contributor

Contributions can 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 (B&W Full Page)
- $1,200 (B&W Half Page)

Government/Nonprofit Advertiser:
- $1,500 (B&W Full Page)
- $1,000 (B&W Half Page)

Table Top Exhibitor

(Please note, if you are already a Special Event/General Sponsor, a table top exhibit space 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: $1,000
Government Exhibitor: $1,000
Nonprofit Exhibitor: $500
ADVERTISING SPECIFICATIONS

Advertising in the OCA - Asian Pacific American Advocates Annual National Convention Program Book will give your company maximum exposure and presence throughout the conference. The Program Book is distributed to all full registered convention participants and is the attendees’ go-to guide for all three days of the convention - and beyond.

DISTRIBUTION: 300 in registration bags received by each full registered conference attendee.

Note: Ad submissions that DO NOT follow exact size specifications may have the image cut off. Please be sure to submit ads with the correct specifications to avoid changes to your artwork. It would be acceptable and appropriate to customize your sponsorship page to be of a congratulatory nature recognizing the event or OCA. Another option would be to have in small print somewhere on the sponsorship page the following: ([Company Name] is a proud sponsor of the 2022 OCA National Convention.)

Information Deadline

Dates to Note

April 30
Deadline to submit sponsorship commitment form

May 27
Deadline for program book ad

May 21
Last day to reserve hotel rooms at the convention rate

August 4-6
Convention

Please take careful note of the deadlines on this page. Once you have decided to sponsor or advertise at OCA’s 2022 National Convention, please complete and return the Commitment Form.

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

For more information, contact:
Thu Nguyen at (202)223-5500 ext. 5 or tnguyen@ocanational.org

Size Conditions: We reserve the right to modify the size of an ad if it is different from our 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: Black and white; 8.5”x11”; Bleed: 1p6
Half Page: Black and white; 4.25”x11”; Bleed: 1p6

Corporate rate: $2,000; Government/Nonprofit rate: $1,500

Send hard copy materials to:
OCA Attn: Andrew Peng
Re: 2022 National Convention Ad
900 19th Street NW 6th Floor
Washington, DC 20006

or via email:
andrew.peng@ocanational.org
Subject: 2022 National Convention Ad
OCA is pleased to announce that the 2022 OCA Annual National Convention will be held at the Bally’s Las Vegas Hotel and Casino. You’ll be staying on the Strip with access to all of the fun, food, and shopping you’ve heard or already know about. We will be in the same hotel as the Japanese American Citizens League, so there will be lots of collaboration and networking with friends and sister chapters!

3645 S Las Vegas Blvd
Las Vegas, NV 89109
Phone: (702)967-4111

Special Group Room Rate: Wed-Thurs nights, $79/night; Fri-Sat nights: $159/night
Reference OCA National Convention to get your group rate!

LAS - MacCarren International Airport

If you will be flying, please consider using the OCA National Convention Official Airline, Southwest Airlines!
## COMMITMENT FORM

### 1. CONTACT INFORMATION

<table>
<thead>
<tr>
<th>Company Name</th>
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<table>
<thead>
<tr>
<th>Primary Contact Name/Title</th>
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<table>
<thead>
<tr>
<th>Address</th>
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<table>
<thead>
<tr>
<th>City</th>
<th>State</th>
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### 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.)

<table>
<thead>
<tr>
<th>Sponsorship Amount</th>
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<table>
<thead>
<tr>
<th>Additional Tables</th>
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</thead>
<tbody>
<tr>
<td>@ $3,000/corporate table OR $1,500/member&amp;community table</td>
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### 3. ADDITIONAL REGISTRATION(S)

<table>
<thead>
<tr>
<th>OCA/Business Advisory Council</th>
<th>@ $350.00 ea</th>
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</thead>
<tbody>
<tr>
<td>Non-OCA/Non-Business Advisory Council</td>
<td>@ $500.00 ea</td>
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</table>

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

### 5. GALA AWARDS TABLES

Gala table(s) for 10 included with Sponsorship Packages

Confirmation of table seating will be done as the event approaches.

### 6. EXHIBIT TABLE TOP

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

- Corporate | @ $1,000
- Government Agency | @ $1,000
- Nonprofit | @ $500, No Registration

### 7. AMOUNT DUE (Fill in where applicable)

<table>
<thead>
<tr>
<th>Sponsorship Amount</th>
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<table>
<thead>
<tr>
<th>Additional Registrations</th>
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<table>
<thead>
<tr>
<th>Gala Awards Table</th>
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<thead>
<tr>
<th>Table Exhibitor</th>
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Total Amount Due: $

### METHOD OF PAYMENT

- Purchase order enclosed
- MasterCard
- Visa
- American Express

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<table>
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<tr>
<th>Billing Address</th>
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<table>
<thead>
<tr>
<th>Check Enclosed (Payable to OCA National Convention)</th>
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<table>
<thead>
<tr>
<th>Please send invoice to contact below for payment if DIFFERENT from Primary Contact:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
</tr>
<tr>
<td>Address:</td>
</tr>
</tbody>
</table>

Please mail commitment form and payment to: Thu Nguyen

Mail: OCA National Center Attn: OCA National Convention

900 19th St NW, Floor 6
Washington, DC 20006