



SPONSORSHIP PACKET
OCA NATIONAL CONVENTION
July 11- 14, 2024

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.oconational.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. 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.

We are honored and excited to announce that this year's convention will be held in partnership with the Japanese American Citizens' League (JACL) and Asian Pacific Islander American Vote (APIAVote). The full-weekend of workshops and plenaries will culminate in the 2024 AANHPI Presidential Town Hall, during which our own constituents will be able to address current U.S. Presidential candidates with their questions about policies and current events.

Linda Ng
OCA National President

Thu Nguyen
Executive Director



TENTATIVE SCHEDULE

THURSDAY, JULY 11, 2024

OCA Chapter Development
Preserving DEIB
Federal Support for Small Businesses
Montagnard Americans
Reclaiming Culture Through Farming
Women in Non-Traditional Careers Panel
Welcome Reception

FRIDAY, JULY 12, 2024

OCA/JACL Plenary
The Importance of Down-Ballot Races
Data Equity / Data Disaggregation
Asiatowns & Gentrification
Youth Recognition Luncheon
Community Outreach Fair

SATURDAY, JULY 13, 2024

OCA Membership Breakfast
AANHPI Presidential Town Hall
OCA National Convention Awards Gala

MANY THANKS TO OUR PAST OCA NATIONAL CONVENTION SPONSORS



MAJOR SPONSORSHIP OPPORTUNITIES

SPONSOR TITLE	# AVAILABLE	SPONSORSHIP AMOUNT	EVENT(S) SPONSORED	MAJOR OPPORTUNITIES
Presenting Sponsor	N/A	\$75,000	Overall Convention Sponsor	<ul style="list-style-type: none"> • 10 Full Registrations • F/P Color Ad Program Book Back Cover • 2 Gala Banquet Tables - Prem. Placement • 5 tickets to VIP Welcome Reception • 5 Early Entrance Passes to AANHPI Presidential Town Hall • Speaking Opps at Key Events • 1 Table at Community Outreach Fair • Convention website placement • Sponsor banner in Convention Mobile App • Special social media features • Custom visibility opps to be determined
Opening Plenary Sponsor	One Exclusive Opportunity	\$50,000	Opening Plenary in Collaboration with JACL/APIAVote	<ul style="list-style-type: none"> • 5 Full Registrations • F/P Color Ad • 2 Gala Banquet Tables - Priority Placement • 2 tickets to VIP Welcome Reception • 2 Early Entrance Passes to AANHPI Presidential Town Hall • Speaking Opp at Town Hall • 1 Table at Community Outreach Fair • Convention website placement • Sponsor banner in Convention Mobile App • Social media features
Champion Sponsor	N/A	\$50,000	General Convention Sponsor	<ul style="list-style-type: none"> • 5 Full Registrations • F/P Color Ad • 2 Gala Banquet Tables - Priority Placement • 2 tickets to VIP Welcome Reception • 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; Chapter of the Year Awards; Youth Recognition Luncheon	<ul style="list-style-type: none"> • 2 Full Registrations • F/P Color Ad • 1 Gala Banquet Table - Priority Placement • 2 tickets to VIP Welcome Reception • 2 Early Entrance Passes to AANHPI Presidential Town Hall • 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 <i>*All sessions will be recorded and released in on-demand format post-conference.</i>	<ul style="list-style-type: none"> • 2 Full Registrations • 1/2 Page Color Ad • 1 Gala Banquet Table • 2 tickets to VIP Welcome Reception • 2 Early Entrance Passes to AANHPI Presidential Town Hall • Speaking Opp at Event • 1 Table at Community Outreach Fair • Convention website placement • Sponsor banner in Convention Mobile App
Exhibit Sponsor	N/A	\$10,000 Each	OCA and AANHPI History Exhibit	<ul style="list-style-type: none"> • 2 Full Registrations • 1/2 Page Color Ad • 3 Seats at Gala Banquet • 2 tickets to VIP Welcome Reception • 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

SPONSOR TITLE	# AVAILABLE	SPONSORSHIP AMOUNT	EVENT(S) SPONSORED	MAJOR OPPORTUNITIES
Advocate Sponsors	N/A	\$3,500	General Convention Sponsor	<ul style="list-style-type: none"> • 1 Full Registration • 3 Seats at Gala Banquet • 1 Table at Community Outreach Fair • Community Sponsor Recognition on all OCA Platforms and Materials

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

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 outstanding leaders who have worked to uplift Asian Americans, Native Hawaiians, and Pacific Islanders. 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, \$3,500; After 5/1/2024, \$4,000

Non-profit & Government Tables - Earlybird, \$2,500; After 5/1/2024, \$2,500

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



SCHEDULE SAMPLE

Public Service & Local Office



Hear from rising AANHPI elected officials from the state and local level across the country. The discussion will shed light on the current issues impacting AANHPIs nationwide and how these younger leaders navigate the political landscape and bridge generational divides.

Community Farms & Cultural Preservation



We gather farmers and community healing leaders to share their stories on reclaiming Asian American farming heritage as well as building cross-racial and cross-generational solidarity. Farms, especially community farms, are both practices of spacemaking and cultural preservation, which have long-term impacts in the fight against discrimination, xenophobia, and loss of identity and culture.

Small Business & Entrepreneurs



The past few years since the COVID-19 pandemic have proven that it is crucial for the federal government to support and uplift small businesses. Although there are institutions like the SBA that exist to provide help specifically to small business, there is still a large gap in the types of resources and accessibility for AANHPI small business owners and entrepreneurs. We bring together government and community leaders to discuss how to improve the growth and development of this sector of AANHPIs.

SCHEDULE SAMPLE

Data Equity & Disaggregation



This conversation will highlight the significance of accurate data representation of AANHPIs for policy-making, resource allocation, and community empowerment. Through insightful conversations, we'll explore the challenges, opportunities, and necessary strategies to ensure fair and inclusive data practices that truly reflect the diversity and needs of the AANHPI population.

Montagnard Americans & Southeast Asian Diaspora



From tales of struggle to stories of triumph, our speakers will illuminate the challenges faced by refugees and immigrants, while celebrating the cultural resilience and contributions of the Montagnard diaspora in America today. Join us for an engaging discussion that honors the past, examines the present, and paves the way for a more inclusive future.

AANHPI Presidential Town Hall



The 2024 election cycle has started and we are excited to already see coverage on the power of the AAPI electorate. Since 2008, APIAVote has hosted the Presidential Town Hall every 4 years, and in 2020, 1.1 million viewers tuned in to the virtual Town Hall. This year's Town Hall will be featured as the main, in-person event, in collaboration with OCA, JACL, the Center for Asian American Media, and numerous national and local AANHPI organizations.

SCHEDULE OVERVIEW

Community Welcome Reception



OCA kicks off the 2024 National Convention with a reception featuring local performers and representatives from Philadelphia and across the country.

Youth Recognition Luncheon



We recognize that youth are the foundation of our future. The Youth Recognition Luncheon honors the development and success of the work and leadership of OCA National and OCA Chapter interns and youth board members.

Chapter of the Year 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.

TRAVEL & ACCOMMODATIONS



Official hotel of the OCA National Convention:

Sheraton Philadelphia Downtown
201 N 17th St.
Philadelphia, PA 19103

OCA Room Rate: \$209/night, plus
16.37% taxes and fees.
Room Reservations may be made at:
<https://bit.ly/2024ocaconhotel>

Reservation cutoff date: June 19, 2024

NEARBY AIRPORTS

Philadelphia International Airport (PHL)

NEARBY TRAIN STATIONS

William Grey 30th St. Penn Station (PHL)

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 (Full Page)

\$1,500 (Half Page)

Government/Nonprofit Advertiser:

\$200 (Full Page)

\$100 (Half Page)

Friday Community Outreach Fair Table



Join us on Friday, July 12, for a Community Outreach Fair. We hope to have your organization represented at this networking opportunity, which is being co-hosted with JAACL!

(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:

\$1,500

Government/Military:

\$500

Small Business:

\$200

Nonprofit:

\$100

Artists/Individuals:

Contact us for Free rate

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.

Information Deadline Dates to Note

May 10

Deadline to submit sponsorship commitment form

June 1

Deadline for program book ad

June 18

Last day to reserve hotel rooms at the convention rate

July 11-14

Convention

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: 2024 National Convention Ad
900 19th Street NW 6th Floor
Washington, DC 20006

or via email:

hojin.kim@ocanational.org

Subject: 2024 National Convention Ad

COMMITMENT FORM

1. CONTACT INFORMATION

Company Name _____

Primary Contact Name/Title _____

Address _____

City _____

State _____

Zip _____

2. SPONSORSHIP

_____ N/A
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.)

Sponsorship Amount _____

3. ADDITIONAL REGISTRATION(S)

For individual tickets, please go to
www.oconationalconvention.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

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

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 | \$1,50

Government/Military | \$500

Small Business | \$200

Non-profit | \$100

7. AMOUNT DUE (Fill in where applicable)

Sponsorship Amount: _____

Additional Registrations: _____

Gala Awards Table: _____

Table Exhibitor: _____

Total Amount Due: \$ _____