



BUILDING CAPACD
REUNITING TO RE-IMAGINE OUR FUTURE

Please join National CAPACD as a Sponsor of the
2022 Building CAPACD Convention
July 11 - 13, 2022 in Seattle, WA

About National CAPACD

National CAPACD is a progressive coalition of local organizations with a 20+ year track record of advocating for and organizing in low-income Asian American, Native Hawaiian, and Pacific Islander (AANHPI) communities and neighborhoods. We strengthen and mobilize our members to build power nationally and further our vision of economic and social justice for all.

We were founded in Seattle, WA in 1999 by a group of 16 visionary organizations. Today, our coalition is nearly 100 member organizations strong - spanning 21 states and the Pacific Islands. Collectively, the coalition improves the lives of over two million AANHPIs who live in poverty in the US by providing voice, tools, and shared knowledge to drive change. Coalition members collectively speak over 40 languages and are trusted resources for information within immigrant/refugee communities. They employ a diverse set of strategies tailored to local community needs, including housing and financial empowerment services, youth development, community organizing, and the creation of affordable housing and community institutions.

For more information, visit: www.nationalcapacd.org



Reuniting to Re-Imagine our Future



The Building CAPACD Convention is the nation's premiere conference for community development practitioners who serve low-income Asian American, Native Hawaiian, and Pacific Islander (AANHPI) communities. This conference convenes hundreds of the nation's AANHPI leaders and their allies to learn, network, and catalyze change locally and nationally.

The 2022 Building CAPACD Convention represents the first time that our coalition will convene in person since the onset of the COVID-19 pandemic. Thus, we will come together in Seattle, WA in 2022 with a renewed sense of purpose, imagination, and commitment. Collectively, we will tackle the many struggles AANHPIs have faced during this pandemic: unprecedented long-term unemployment (greater than the national average), slower recovery for small businesses, lack of access to emergency rental and mortgage relief because of language barriers, and the troubling rise in xenophobia and racism.

Reuniting in the Puget Sound region is a homecoming - an opportunity to ground ourselves in the history of our work together. Our coalition came together for the first time in Seattle in 1999, and there is no better place for us to reconnect and rebuild relationships after several years of physical distancing. Being in the Puget Sound area also offers the unique chance to witness and learn from the resilience and strength of AANHPI communities in the face of economic and social turbulence. National CAPACD's Pacific Northwest members were amongst the first in the country to flag rising xenophobia and racism in AANHPI communities as the pandemic escalated, and were also shining examples of how to mobilize, organize, and build community to lift up those most vulnerable. The conversations and learnings will transcend the region, as our other members, partners, and allies from across the country will join us to share, learn, and re-imagine a better future. Stories and lessons of hope and innovation will inspire us all, fueling our vision for a more equitable and inclusive society.

Sponsor Benefits Overview

The 2022 Building CAPACD Convention will take place from July 11 - 13, 2022 in Seattle, WA at the Westin Hotel. Support AANHPI communities across the country by sponsoring the Convention at any of the following levels. Sponsorship level benefits are detailed starting on Page 10. Additional sponsorship opportunities are highlighted on Page 14.

Sponsorship Benefit	Lead (\$100K+) p. 10	Champion (\$50K+) p. 11	Ally (\$25K+) p. 12	Mobilizers (\$10K+) p. 13	Partner (\$5K+)	Networker (\$2,500)
Registrations to Convention	10	8	5	5	2	2
Speaking Opportunity (pre-recorded or live)	Keynote Speaker (Photo & Bio in mobile app)	Plenary Opening Remarks	Reception	Moderate or open panel	none	none
Advertisement in event mobile app	x	x	x	x	x	none
Advertisement in digital Lookbook (see p. 15)	Full-page color	Full-page color	Full-page b/w	Half-page b/w	Half-page b/w	Quarter page b/w
Verbal recognition at start of session	x	x	x	x	none	none
Branding on event website landing page	x	x	x	x	x	x
Digital visibility to 5,000 followers on social media (Twitter, Facebook, LinkedIn) and email	x	x	x	x	none	none
Post-event analytics on participant engagement	x	x	x	x	x	x

Program Overview

LEARN

- Hundreds of Convention participants will learn, be inspired, and mobilized through daily **PLENARY** sessions. A virtual audience from across the country will also join through live-stream.
- **WORKSHOPS** uplift best practices, innovations, research, and sharings of strategies between local leaders.
- **MOBILE TOURS** highlight the work of local organizations and their efforts to ensure an equitable and inclusive economic recovery in the Puget Sound region.

NETWORK

- **COHORT MEETINGS** offer an opportunity for National CAPACD's programmatic networks to come together to "talk shop." Program networks include: HUD housing counseling, small business, tenant organizing, financial empowerment, creative placemaking, and participants of our leadership programs for new executive directors and policy advocacy.
- The **RECEPTION** will be an evening of fun and celebration.
- **LUNCH-AND-LEARNS** cultivate spaces to exchange resources, share information, and make new contacts.

ACT

- **MEMBER ACTION** on strategic plan and policy priorities.
- **JOIN LOCAL CONSTITUENTS** by engaging in volunteer opportunities and actions to move forward local initiatives.

Who Attends?

The Building CAPACD Convention draws from a diversity of leaders and allies of the 22 million AANHPIs across the country. Below are some demographic information of participants at our most recent in-person Convention.



Attendees came from 24 states as listed below, primarily American cities with the highest concentrations of AANHPI populations. The states with the highest participant counts are highlighted in bold.

Arizona, **California**, **District of Columbia**, Florida, **Georgia**, Hawaii, Illinois, Louisiana, Maryland, Massachusetts, Minnesota, Mississippi, Missouri, Nevada, **New York**, North Carolina, Ohio, Oregon, Pennsylvania, Rhode Island, Texas, Utah, **Washington**, Wisconsin



68 member organizations attended, representing almost 70% of all attendees. Other attendees included allies and partners from research institutions, corporate and private funders, elected officials, and other national organizations.



30% were executive leaders (CEOs, executive directors, etc.)
16% were senior leaders (eg - Division directors)
11% were supervisors/managers
28% were direct line staff
15% identified as other



50% of attendees had never attended a prior Convention

Our Members

Our 100 members operate in 22 states and the Pacific Islands, serving the broad diversity of AANHPI communities including: East Asian, South Asian, South East Asian, Native Hawaiian, Pacific Islander, Diaspora (Indo-Caribbean, etc.).

Collectively, our membership speaks over 40 languages, and supports community development in low-income communities through activities such as:

- Tenant counseling;
- Tenant and community organizing;
- Homeownership counseling;
- Affordable housing and commercial development;
- Small business counseling, lending and business district stabilization;
- Youth development; and
- Entitlement and immigration services.

Where Our Members Work



Past Summit Topics

Housing

- *Housing & AAPIs: Strategies for an Equitable Recovery for Low-Income Homeowners and Renters*
- *AAPI Renter Nation: Organizing Strategies to Resist Displacement*

Financial Empowerment

- *AAPIs and Wealth Inequalities: Why is it so Complicated?*
- *Bringing Empowerment Economics to our Communities*
- *Suburban Poverty: Truth, Trials, and Triumphs in Vulnerable Communities*

Small Business and Entrepreneurship

- *Small Business Success Stories: Strategies for Promoting AAPI Micro-Entrepreneurship*
- *What's Next for AAPI Business Districts?*

Creative Placemaking

- *The Art of Resilience: AAPI Creative Placemaking in 2020*

General Community Development

- *Joint Ventures for Community Development*
- *Resilience and Recovery from Natural and Manmade Disasters*
- *The Resilience of AAPI Communities and Neighborhoods: A Multi-generational Perspective*

Leadership Development

- *Passing the Baton: How to Survive an Executive Transition*

Racial Justice

- *The Civil Rights Movement & AAPIs: What We Have Learned, Where We Can Lead*
- *Beyond Slogans and Hashtags: Solidarity In Practice*
- *Forward Stance: A Practice for Movement Together While We Are Physically Apart*



Past Attendees Said:

“What I appreciated most about the Building CAPACD Convention is learning about the challenges and work being done in all of our spaces and how we can better support one another and collaborate.”

“This was the most inclusive conference that I have ever experienced. Other national groups could take lessons from this team of thoughtful and effective conference planners!”

“What I appreciated most about the Building CAPACD Convention was seeing all the new faces. Seeing the continued presence of Native Hawaiians, Pacific Islanders, South East Asians and organizers. Really beautiful to see the many generations learning and expanding their hearts and minds...”

“I appreciated most the sharp focus on understanding community development among AAPI diverse populations in the US and the critical need to disaggregate the data for policy and program response purposes.”

“My biggest eye opening moments were when people talked about strategies to build; outreach; successfully deliver educational materials, methods of delivering these materials/classes and relationship building with clients and youth. Simple/thinking outside the box strategic ideas are what I take away the most.”

Lead Sponsor - \$100,000

Lead Sponsor Benefits:

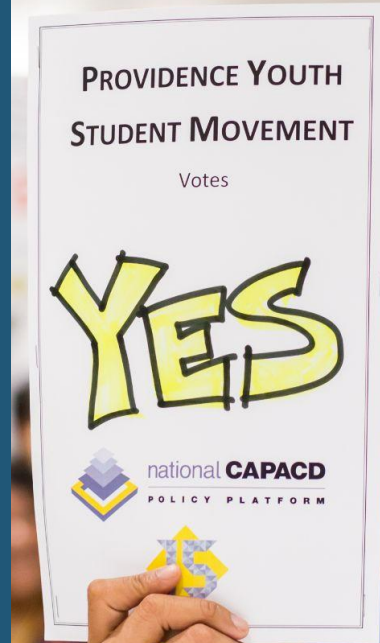
- Opportunity to address event participants as a keynote speaker (including bio and photo in event app)
- Strategically placed advertisement on event app main menu to increase sponsor brand awareness
- Full-page color ad in digital Lookbook
- Opportunity to message with attendees in real time and create 'community chats' via forums on event app
- Hyperlinked logo on the event website landing page
- Pre-event recognition online, in email communications to our list of over 5,000 individuals and on social media (Twitter, Facebook and LinkedIn)
- Company listing in event app, including company name, website link, and 150-word description
- Post-event analytics on participant attendance and engagement
- 10 full conference registrations for speakers and staff



Champion Sponsor - \$50,000

Champion Sponsor Benefits:

- Opportunity to provide opening remarks for a plenary
- Strategically placed advertisement on event app main menu to increase sponsor brand awareness
- Full-page color ad in digital Lookbook
- Opportunity to message with attendees in real time and create 'community chats' via forums on event app
- Hyperlinked logo on the event website landing page
- Pre-event recognition online, in email communications to our list of over 5,000 individuals and on social media (Twitter, Facebook and LinkedIn)
- Company listing in event app, including company name, website link, and 150-word description
- Post-event analytics on participant attendance and engagement
- 8 full conference registrations for speakers and staff



Ally Sponsor - \$25,000

Ally Sponsor Benefits:

- Opportunity to address event participants at evening reception
- Strategically placed advertisement on event app main menu to increase sponsor brand awareness
- Full-page black-and-white ad in digital Lookbook
- Opportunity to message with attendees in real time and create 'community chats' via forums on event app
- Hyperlinked logo on the event website landing page
- Pre-event recognition online, in email communications to our list of over 5,000 individuals and on social media (Twitter, Facebook and LinkedIn)
- Company listing in event app, including company name, website link, and 150-word description
- Post-event analytics on participant attendance and engagement
- 5 full conference registrations for speakers and staff



Mobilizer Sponsor - \$10,000

Mobilizer Sponsor Benefits:

- Opportunity to moderate or open a workshop session
- Strategically placed advertisement on event app main menu to increase sponsor brand awareness
- Half-page black-and-white ad in digital Lookbook
- Opportunity to message with attendees in real time and create 'community chats' via forums on event app
- Hyperlinked logo on the event website landing page
- Pre-event recognition online, in email communications to our list of over 5,000 individuals and on social media (Twitter, Facebook and LinkedIn)
- Company listing in event app, including company name, website link, and 150-word description
- Post-event analytics on participant attendance and engagement
- 5 full conference registrations for speakers and staff



Other Sponsorship Opportunities

Cultural Highlights

- Mobile Tours
- Evening Reception
- Entertainment
- Artists in expo hall

Self-care

- Daycare room
- Family-friendly adventures in the Puget Sound region
- Wellness activities, featuring yoga, taichi, or stretch breaks
- Lunch-and-Learns over boxed meals (breakfast and lunch)
- Snack and coffee breaks
- COVID safety packets/self-care packets for attendees

Community Building

- Program spotlights on local organizations
- Meal tickets to local restaurants and cafes
- Scholarships for non-profits and local attendees



Digital Lookbook Advertisements

National CAPACD is pleased to offer advertising opportunities in our digital Lookbook for the 2022 Building CAPACD Convention. This booklet, available to all Convention attendees through our event app, will feature the stories and work of our coalition and its members. A special section will feature the AAPI communities of the Pacific Northwest. Advertising rates are as follows:

- Full-Page Ad (7.5" x 9.7") - \$1,500
- Half-Page Ad (7.25" x 4.75") - \$1,000
- Quarter Page Ad (3.55" x 4.75") - \$750

Sponsors from our 2020 Building CAPACD Convention

AARP

BBVA

Center for Responsible Lending

Citi

Comcast NBCUniversal

Federal Home Loan Banks

JPMorgan Chase

LIIF

Local Initiatives Support Corporation (LISC)

NeighborWorks America

Ocwen

Prosperity Now

Union Bank

US Bank

Wallace H. Coulter Foundation

Wells Fargo



Your Support Builds CAPACD

Build stronger communities for the over 2 million Asian Americans, Native Hawaiians, and Pacific Islanders living in poverty across the U.S.

To learn more about these sponsorship opportunities or share your ideas for the upcoming Building CAPACD Convention, please contact Joyce Pisanont at buildingcapacd@nationalcapacd.org or (510) 452-4800x108

