

2024 Building CAPACD Convention | June 10 - 12, 2024 J.W. Marriott in Downtown Chicago



Sponsorship Opportunities

Our Places, Our Stories

June 10 - 12, 2024

JW Marriott Chicago

151 West Adams Street Chicago, IL 60603

We extend an invitation to you to explore Chicago, a city that boasts a thriving Chinatown and Devon Avenue, acclaimed as the most diverse street in America, showcasing a vibrant fusion of multiple Asian cultures.

Immerse yourself in the rich tapestry of our Asian American and Native Hawaiian, and Pacific Islander (AA and NHPI) places and connect to communities advocating for prosperity.

Join the ranks of hundreds of community leaders, government officials, and community development experts who are dedicated to promoting equity and fostering vibrant, healthy neighborhoods. Attend, listen to, and engage with the compelling stories of our AA and NHPI communities.



Our Places, Our Stories

The Building CAPACD Convention is the premier and only national gathering of community development practitioners from across the country who serve Asian American, Native Hawaiian, and Pacific Islander (AA and NHPI) communities with low incomes. The biannual convening is the largest in the country and brings together hundreds of AA and NHPI leaders and their allies to learn, network, and catalyze change locally and nationally.

This year, National CAPACD will host our Building CAPACD Convention in Chicago, IL, to amplify the stories of AA and NHPI communities in the Midwest. The Chicago metropolitan area is home to one of the country's fastest-growing AA and NHPI populations. Despite this, AA and NHPI communities in the Midwest have historically received little representation, their stories untold in mainstream narratives. Our theme, *Our Places, Our Stories*, will provide the space to explore the different modalities of storytelling, anchored in cultural tradition and practice, that AA and NHPI communities engage in to preserve their histories, highlight the issues that impact them, and create roots that foster places of belonging for generations to come.

Our convening will provide the space for our members, partners, and allies from across the country to learn about the Midwest, share their own stories, and strategize together in our collective efforts to preserve neighborhoods and places that AA and NHPI communities call home and work toward a just and inclusive country for all communities of color.

Sponsorship Overview

The 2024 Building CAPACD Convention will take place from June 10 - 12, 2024 in Chicago, IL at the J.W. Marriott. Support AA and NHPI communities across the country by sponsoring the Convention at any of the following levels.

Opportunities	Amount	Description
Event	\$2500 - \$100K	Support the event on various levels with benefits like speaking opportunities, branding, in-person recognition, social media shout-outs, and more.
Creative Marketplace	\$35K	Support AA and NHPI community creative makers like painters, authors, and other creatives as they share community stories through their work.
NextGen Scholarships	\$20K	Support the NextGen scholarships for dedicated, young staff just entering the field of community development to provide them the opportunity to connect with their peers and other more-seasoned leaders at the convention.
Mobile Tours	\$15K	Support multiple neighborhood tours through historic Chicago neighborhoods and communities. The tours will feature stories led by local community based organizations and community leaders.

Interested in Sponsoring – please contact Neel Saxena at buildingcapacd@nationalcapacd.org

Who Attends?

The Building CAPACD Convention draws from a diversity of leaders and allies of the 22 million AA and NHPIs across the country. **Expected attendance for 2024 is 350 people.** 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 AA and NHPI 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 Convention's Reach



Sponsors received **over 350,000 in-app impressions** and individual sponsor app profiles were **viewed over 380 times**.



Across Facebook, Twitter, and LinkedIn, Convention social media posts received **over 8,300 impressions**.



Convention marketing emails that featured our sponsors were **opened over 7,200 times**.



Over 350 people attended our Convention sessions and plenaries.



BUILDING CAPACD CONVENTION 2022
SEATTLE, WA
MEL PONDER PHOTOGRAPHY

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Sponsor Benefits Summary

Sponsorship Benefit	Lead (\$100K)	Champion (\$50K)	Ally (\$25K)	Mobilizers (\$10K)	Partner (\$5K)	Networker (\$2,500)
Registrations to Convention	10	8	5	5	2	2
Tickets to VIP Reception	10	8	5	none	none	none
Speaking Opportunity (pre-recorded or live)	Keynote Speaker (Photo & Bio in Whova)	Plenary Opening Remarks	Reception	Panel Opening Remarks	none	none
Advertisement in Whova (event app)	x	x	x	x	x	none
Advertisement in digital Building CAPACD Convention Zine	Full-page color	Full-page color	Full-page b/w	Half-page color	Half-page b/w	Half-page b/w
Verbal recognition at Convention	x	x	x	x	none	none
Branding on event website landing page	x	x	x	x	x	x
Branding on-site on digital screens	Logo + Name	Logo + Name	Logo + Name	Group Listing	Group Listing	none
Dedicated post to 5,000 followers on social media (Twitter, Facebook, LinkedIn) and email	x	x	x	none	none	none
Post-event analytics on participant engagement	x	x	x	x	x	x

Additional Sponsorship Opportunities

Creative Marketplace

\$35K

The Creative Marketplace features AA and NHPI artists, authors, and creatives sharing their stories about their places through various mediums. This creativity is an incredible resource for social and economic impact in Chicago. Attendees will be able to purchase and view and experience various arts and crafts at the Convention.



Benefits

- 5 Convention Registrations
- On-site Marketplace Branding
- Social Media/Website/App Digital Branding
- Recognition at Convention

NextGen Scholarships

\$20K

The next generation of AA and NHPI community leaders and professionals are able to connect, learn, and network with seasoned leaders and community development professionals at the Convention. A scholarship provides them the opportunity to build their capacity and leadership skills as they step into their leadership roles at their organization.



Benefits

- 5 Convention Registrations
- Scholarship Name Branding
- Social Media/Website/App Digital Branding
- Recognition at Convention

Mobile Tours

\$15K

The mobile tours are community led visits that highlight the stories of AA and NHPI places and community from a local perspective. These are opportunities to learn about comprehensive community development strategies in areas like anti-displacement, creative placemaking, small business district stabilization, and affordable housing.



Benefits

- 5 Convention Registrations
- Social Media/Website/App Digital Branding
- Recognition on Tours

25th Anniversary Combined Sponsorship Opportunity



25th Anniversary Celebration Event
Summer 2025
Washington, DC

Mark our milestone 25th year of advancing equity and creating vibrant, healthy neighborhoods. Join us for a year long celebration of our 25th anniversary and consider supporting the 2024 Convention and the 2025 Anniversary.

There will be a large celebration in Washington, DC. During the year we will have multiple opportunities to engage with our over 150 members across 22 states and the Pacific Islands.

Interested in sponsoring the 2024 Convention and the 25th Anniversary. Please inquire buildingcapacd@nationalcapacd.org

Past 2022 Building CAPACD Sponsors

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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 Neel Saxena at
buildingcapacd@nationalcapacd.org

