TOGETHER LET’S BUILD LEADERS

CORPORATE SPONSORSHIPS & COMMUNITY PARTNERS

NAAAP National Association of Asian American Professionals
Kansas City

WE BUILD LEADERS

NAAAP-KANSAS CITY P.O. BOX 410391 KANSAS CITY, MO 64108 ATTN: CORPORATE SPONSORSHIP
As a corporate partner, we can help you create more brand awareness around your organization and help you develop the talent in your organization to make a meaningful difference in the community. With your help we can partner to develop and inspire leaders in making a meaningful difference in their careers and the Kansas City community. We will work strategically with you and other local organizations to create more value, influence, and recognition for our members and partners.

Our members are actively involved in both their respective companies and community at-large. We provide opportunities to get involved in community service, professional development, and leadership training. As members, your employees would be invited to these opportunities plus various cultural and networking events across different disciplines. Moreover, we aim to provide knowledge, resources, and tools via our network of associated members.

Ultimately, through NAAAP Kansas City, members will work together to enhance leadership skills in both their careers and communities. This in turn, provides our organization new channels of innovation, collaboration, and education. We invite you to join our efforts in cultivating leaders through our exciting partnership opportunities.

Sincerely,

Junann Lopez
Chapter President

email: junann.lopez@naaap.org
Our Vision is to be the premier Asian American professional and leadership development organization in the community.

NAAAP was founded in 1982 and now has a presence in 30 cities in the United States, Canada, and China. With more than 4,000 active members, our message of leadership and professional excellence reaches over 20,000 Asian Americans in North America.

With our growing membership base, NAAAP includes a diverse group of leaders and working professionals with various levels of educational and industry backgrounds: corporate, small business, non-profit, academic, entertainment, and government.

OUR MISSION

Cultivate and empower leaders for professional excellence
Connect accomplished professionals for mutual success
Engage and participate with the community-at-large
Inspire leaders to make a meaningful difference in government, education, business, and society

OUR COMMITMENT

Leadership: Develop, inspire, and connect leaders
Education: Excel at life-long learning
Accountability: Honor commitments to deliver value
Diversity: Embrace a culture of inclusion and innovation

HIGHLIGHTS & ACHIEVEMENTS

A reach of over 500 professionals in the Kansas City community
An unofficial Asian American Employee Resource Group (ERG) for local companies
Official Kansas City Chapter launched in 2010 – one of the fastest to launch chapters
Finalist for 2012 NAAAP Chapter of the Year Award
2014 Leader of the Year Award - awarded by NAAAP National to NAAAP-KC founder, Anita Ranhotra
Pilot Chapter for NAAAP Pride, new program (2018) for Asian American LGBTQ+ professionals and allies
Developed D&I (Diversity and Inclusion) at Nite, an innovative entertainment and educational experience
2018 Chapter of the Year - awarded by NAAAP National to NAAAP-KC
Hosted the 2019 National Leadership Convention – one of the highest attended and most profitable
WHY PARTNER WITH US?

NAAAP Kansas City’s continued growth and impact is reliant on the support from our corporate partners like you. In exchange, our focus is on:

RETURN ON INVESTMENT

- Fulfill your organization’s diversity & inclusion strategy and objectives
- Reinforce your organization’s reputation as a diversity leader in recruitment and in the community
- Attract and recruit highly educated, motivated, and experienced professionals
- Network and collaborate with other business and community leaders
- Increase brand recognition among Asian American professionals in Kansas City
- Learn about issues that concern the Asian Americans workforce and community
- Introduce your organization’s values, products, and services to NAAAP Kansas City’s members

ACQUIRE TALENT

Our organization is filled with highly motivated and capable individuals. We all share one passion: recognize leaders and promote leadership development. Many of NAAAP - Kansas City’s members are fluent in more than one language, easily 10 different languages across our membership base. These talented and driven individuals bring great value to any organization with a global objective. By partnering with NAAAP - Kansas City, this pool of highly sought after talent would be readily available to your Human Resources department.

- Advertising open positions and requisitions on our online job listings database
- Contacting individuals met during networking and professional development events directly
- Advertising on the NAAAP Kansas City’s website
- Receiving recognition at our key signature events

STRENGTHEN BRAND AWARENESS

NAAAP Kansas City maintains an inclusive membership and partnership base. Due to NAAAP’s extensive network across North America, our messages reach beyond our core membership to tens of thousands of Asians and Pacific Islanders.

Many of NAAAP - Kansas City’s members and supporters hold key positions in corporations, associations, and private businesses. Your relationship with NAAAP - Kansas City provides you with high value touch-points and potentially profitable collaborations. Learn more about our board members by visiting: kc.naaap.org.

Brand association and partnership with NAAAP - Kansas City identifies your organization as a champion of diversity and a forward thinking organization to the Asian and Pacific Islander community.

- Advertising your special products and events to the NAAAP community
CORPORATE SPONSORSHIP

NAAAP Kansas City offers our corporate partners strategic ways to:

- Support targeted diversity recruitment efforts through exposure to a qualified candidate resource
- Enhance employees’ retention through professional, leadership, and management skills
- Strengthen company branding and public relations exposure to the Asian American professionals’ community

CORPORATE SPONSORSHIP PRICING

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<td>Company logo displayed on NAAAP-KC Communications</td>
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<td>Opportunity to host educational workshop on-site</td>
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<td>Dedicated speaking opportunity at our events</td>
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Other ways to partner with NAAAP – Kansas City

- Single event partnerships
- Partnering and marketing events services
- Social media awareness and engagement of events
- Sponsored posts from your corporation on our spotlight page
- Advertising and giveaways of products to our network of Asian American Professionals
- Sponsor NAAAP Pride, to empower, educate, engage, and celebrate the Asian American LGBTQ+ professional community and its allies by providing education, promoting visibility, and developing current and future LGBTQ+ leaders
- Sponsor our newest KC program, Women in NAAAP to empower, support and engage Asian American women to succeed as professional and personal leaders
KEY EVENTS & PROGRAMS

LEADERSHIP PERSPECTIVES

- How to Boost Your Brand – Rebecca Okomato
- Cultural IQ – Angie Pastorek, PHD
- Leadership Perspectives with Pete Burney
- Lessons of the Loud Duck – Michael Gonzales
- Unconscious Bias with Dr. Susan Wilson
- My Personal Brand
- Leadership Perspectives Featuring Kami Rodgers
- Leadership Perspectives Featuring Aviva Ajmera
- National Leadership Convention
- National Leadership Academy
- NAAAP-KC Regional Symposium
- Influential Leadership Series
- The Leader’s Voice Workshop Series
- NAAAP Pride Speaker Series
- Women in NAAAP Speaker Series

PROFESSIONAL NETWORKING

- Quarterly Foodie Events
- Monthly Happy Hours
- Annual Holiday Party
- Art Exhibition Openings
- Coffee with NAAAP
- Spring Fling -A-Ding
- Linking You In
- Breaking the Asian Code
- Women in NAAAP Brunch

CULTURE & DIVERSITY

- D&I at NITE: HIR, a new play at the Unicorn Theatre
- D&I at NITE presents Vietgone at the Unicorn Theatre
- Disgraced - Breaking The Asian Code Series
- Lunar New Year Global Dinner
- NAAAP-KC Film Night Presents: Linsanity
- Volunteering at Harvester’s Food Bank
- Private tour of the Kauffman Center
- Lunar New Year Global Dinner
- NAAAP-KC Film Night Presents: Linsanity
- Tour of the Nelson-Atkins Museum of Art -Asian Art Collection