

華人策劃協會



CHINESE-AMERICAN
PLANNING COUNCIL, INC
150 Elizabeth Street, New York, NY 10012

A not-for-profit, multi-social service
educational and planning agency

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DAY CARE CENTERS

Baxter Street	212.431.8574	First Ave	212.533.2670
Chrystie Street	212.431.9124	Little Star	212.673.2680
Confucius	212.925.4325	Pike Street	212.587.0912

Chinese Cultural Program	212.925.4325
Chung Pak Day Care	212.343.9630
Garment Industry Day Care	212.219.2286
Jacob Riis Day Care	212.533.9138
Queens Day Care	718.358.8899

FOOD SERVICE	212.673.9509
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WORKFORCE DEVELOPMENT DIVISION

CAMER Administration	212.941.0041
Apparel Careers Training	212.941.0041
BASICS	212.941.0041
Clerical Careers	212.941.0041
Hotel Service Careers	718.358.8899
	718.851.8870
Mature Workers	212.941.0041

MULTI-SOCIAL SERVICE

HIV/AIDS Services	646.613.8369
Asian Family Services	212.941.0030
Brooklyn/Sunset Park	718.492.0409
Manhattan Multi-Social Service Center	212.431.7800
Queens Branch	718.358.8899
Services to Asian Parents of the Disabled	718.358.8899

SENIOR CITIZEN

Chinatown Senior Citizen Center	212.233.8930
Project Open Door	212.431.9026
Nan Shan Senior Center	718.358.3030
Senior Aides	718.358.8899

YOUTH

Manhattan Youth Services	212.941.0020
Brooklyn Youth Services	718.492.0409
Queens Youth Services	718.358.8899
Project Reach	212.966.4227
Youth Employment Program	212.334.0082

Home Attendant Program	212.219.8100
Asian American Housing Management Corp	212.475.7730
Chinese-American Arts Council (CAAC)	212.431.9740
Chinese-American Local Development Corp	212.941.0920

April 28, 2010

Dear Friends and Supporters:

On Saturday, July 31, 2010, the Chinese-American Planning Council (CPC) will bring together more than 5,000 participants for a Walkathon and Family Day Fair with the theme **COMMUNITY WALKS TODAY, FOR THE YOUTH OF TOMORROW**. All proceeds will benefit CPC's services to youth.

CPC was founded in response to the huge influx of Chinese immigrants after the Immigration Reform Act of 1965. In 1971, CPC launched its seminal Project Reach program to provide youth development services to at-risk youth Chinese immigrant youth. Immigrant families hope the second generation will achieve the American dream that induced them to emigrate. But these youth face many barriers in the pursuit of this dream that they cannot overcome on their own. CPC has developed a comprehensive suite of educational, vocational, and youth development programs that promote leadership development, career skills, social skills, academic success, and community involvement. Youth development programs also build self-confidence, help youth develop a sense of identity, and teach diversity awareness and team-building to enable youth to overcome discrimination and cope with conflict in school and society at large. Whether they are acquiring job skills through summer employment or school-year internships, touring university campuses, volunteering to clean up city parks, or performing dance routines at community events, our youth form strong relationships with peers and mentors in safe and supportive environment.

CPC is able to offer a wide range of youth services thanks to its network of sites throughout Manhattan, Brooklyn, and Queens and through collaboration with public schools and community centers. But now CPC Youth Services is facing a huge challenge. Due to government funding cuts, about **2,000** youth will no longer be able to receive services. Our goals are to maintain the level of services and serve more youth in the community. The **"Community Walks Today for the Youth of Tomorrow" Fundraising Walkathon will benefit our services for youth**. Through your sponsorship, you will make an enormous contribution to the youth and families in our community.

We hope you can help us to make this event a success!

You can make a difference in the Asian American community today & tomorrow!

Sincerely,

Pearl Tam
Walkathon Chair

David Chen
Executive Director

CPC “Community Walks today for the Youth of Tomorrow” Walkathon & Family Day Fair 2010 Sponsorship Package

Sponsor Levels	Logo on poster	Press & Advertising	Logo on walkathon web site	*Goody bags	Logo on T-shirt	Logo on event banner	*Promotional Booth at the fair	Additional Benefits
Diamond Sponsor <u>\$5,000</u>	Yes	<ul style="list-style-type: none"> acknowledgment in press release logo on newspaper ad radio ad invitation to press conference 	Yes + logo with link on sponsor page	Yes	Yes	Yes	a full booth	<ul style="list-style-type: none"> Banner display at the park Chance to speak at the kick-off ceremony Recognition award on stage *30 seconds commercial air time Recognition at celebration event <i>Additional benefits as requested</i>
Gold Sponsor <u>\$3,000</u>	Yes	<ul style="list-style-type: none"> acknowledgment in press release logo on newspaper ad radio ad invitation to press conference 	Yes + logo with link on sponsor page	Yes	Yes	Yes	a full booth	<ul style="list-style-type: none"> 15 seconds commercial air time Recognition at celebration event
Silver Sponsor <u>\$1,500</u>	Yes	<ul style="list-style-type: none"> acknowledgment in press release logo on newspaper ad invitation to press conference 	Yes + logo with link on sponsor page	Yes	Yes	Yes	a half booth	<ul style="list-style-type: none"> Recognition at celebration event
Bronze Sponsor <u>\$1,000</u>	Yes	<ul style="list-style-type: none"> acknowledgment in press release logo on newspaper ad invitation to press conference 	Yes + logo with link on sponsor page	Yes		Yes		
Community Sponsor <u>\$500</u>	name on poster	<ul style="list-style-type: none"> acknowledgment in press release name on newspaper ad 	name on walkathon website	Yes		name on event banner		

- **Goody Bags:** you can promote your business with goody bag items.
- **Promotional booth:** A full booth will include a 10' x 10' tent, two folding tables, chairs & lunch boxes (provided by CPC)
- **30 or 15 second commercial** will be played four times during the Family Day Fair program from 11am – 3pm. (commercial provided by sponsor on promotional CD)



“Community Walks today for the Youth of Tomorrow” Walkathon & Family Day Fair 2010 Sponsorship form

I/We would like to be a sponsor:

_____ **Diamond Sponsor: \$5,000** _____ **Gold Sponsor: \$3,000** _____ **Silver Sponsor: \$1,500**

_____ **Bronze Sponsor: \$1,000** _____ **Community Sponsor: \$500**

OR, I/We would like to make a donation : Amount: \$ _____

OR, I/We will donate the following item(s) for this event: Item(s) _____ at total quantity _____

Sponsoring Organization : _____

Address: _____

Contact Person _____ **Title** _____

Tel _____ **Fax** _____ **E-mail** _____

Authorized Signature _____ **Date** _____

*Please return this form by **July 2, 2010** to CPC Central office by fax to 212-966-8581 or by mail.*

*Please make check payable to
Chinese-American Planning Council
150 Elizabeth Street
New York, NY 10012*

*For more information, please contact Mabel Long
Tel (212) 941-0920 (ext. 140 or 141)
E-mail: walkathon@cpc-nyc.org*

www.cpc-nyc.org