

————— SAVE THE DATE —————

THE
SERICA
INITIATIVE

AAPI NEXT GEN

TRAILBLAZERS

GALA

SEPTEMBER 13 | 6 PM – 9:30 PM | CHINA INSTITUTE, NEW YORK CITY



Why sponsor us?

The Serica Annual Gala convenes trailblazers and thought leaders to empower each other along Serica's mission: to galvanize a global community of changemakers to advocate for greater Asian American inclusion and advance positive social impact in U.S.-China relations, through dialogue, storytelling, and our convening power.

We seek to inspire our audiences, giving them the chance to learn from and network with top Asian American Pacific Islander (AAPI) and U.S.-China leaders.

Sponsoring the Serica Annual Gala is an opportunity to showcase your company's work, and celebrate your commitment to diversity and inclusion in the U.S.-China space.

As a sponsor, you will have the chance to showcase your brand to an incredibly engaged high-value audience of U.S.-China and AAPI leaders. Your assets and your people will be able to shine throughout all the pre-event marketing, and at the live gala and awards dinner.

"Congratulations to the Serica team - what a thoughtful event with great speeches. Jennifer Wu is godsent. Her talk on AAPI is amazing!"

CATHERINE PAN

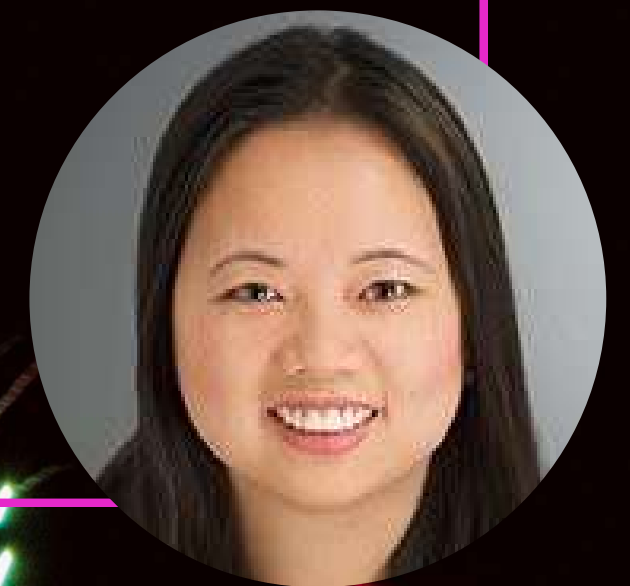
Partner and US-China
Practice Chair,
Dorsey & Whitney



"The Serica event promotes and serves a great platform to bring the AAPI community together and advance our mission for inclusiveness and equity."

JENNIFER WU

Founding Partner,
Groombridge, Wu,
Baughman & Stone



2023 Agenda

Be inspired, hear from top U.S.-China and AAPI leaders in 2023

U.S.-China relations and the Asian American community stand at a critical juncture. As leaders in these spaces, it is more vital than ever for us to forge powerful partnerships and amplify our impact together — we are stronger together.

Our Serica Initiative 2023 Trailblazer Award honorees have decades of personal dedication to U.S.-China relations and the AAPI community.

Keynotes Speakers:

- Frank Wu: President of Queens College; former Chair of the Committee of 100; Serica Board Trustee
- New York Assemblymember Grace Lee



6:00-9:30pm, September 13 2023

Gala Dinner & Awards | China Institute NYC

6:00pm — Cocktail Reception, Asian "Street Food" & Culture Booths

7:00-9:30pm — Keynote, Gala Dinner, Honorees, Auction, Festive Entertainment

See the full program at:

<https://www.sericainitiative.org/>

Serica Initiative 2023

Trailblazer Award Honorees



GEORGE TAKEI

STAR TREK ACTOR;
AUTHOR;
CIVIL RIGHTS ACTIVIST

George Takei is a civil rights activist, *New York Times* bestselling author, and pioneering actor whose career has spanned six decades. He has appeared in more than 40 feature films and hundreds of television roles, most famously as Hikaru Sulu in *Star Trek*, and he has used his success as a platform to fight for social justice. He now serves as Chairman Emeritus and a member of the Japanese American National Museum's Board of Trustees.



WENDY O'NEILL

CHAIRMAN, CHINA
MEDICAL BOARD
LIFE TRUSTEE,
ASIAN CULTURAL COUNCIL

Wendy O'Neill is Chair of the Asian Cultural Council where she has been a trustee since 2009. She is the former Chair of Rockefeller Philanthropic Advisors sitting on its board between 2010 and 2021 and, and she served as a trustee of the Rockefeller Brothers Fund between 2005 and 2014. She was a member of the American Women's Association of Hong Kong's Charitable Donations Committee between 2001 and 2009.

Serica Initiative 2023

Trailblazer Award Honorees



FRANK H. WU

**PRESIDENT
QUEENS COLLEGE**

Frank H. Wu is president of Queens College, The City University of New York (CUNY). Wu previously served as chancellor and dean, and then William L. Prosser Distinguished Professor at University of California Hastings College of the Law in San Francisco. In his leadership roles at Queens College, UC Hastings and Wayne, as well as on the faculty at Howard, he was the first Asian American to serve in such a capacity.



PATRICIA CHIN OD

**PRESIDENT AND CO-FOUNDER,
VP RECORDS**

Patricia Dorothy Chin is a Jamaican entrepreneur and co-founder of VP Records, together with her late husband Vincent - the world's largest independent reggae label and distributor of Caribbean music.

Starting from a small record shop in Kingston, Jamaica in the late 1950s, to the Chins' arrival in New York in the late 70s, the Grammy-winning VP label has become a multinational company that stands as a symbol for reggae music.

Sponsorship levels:

		Jade Sponsor \$50,000	Diamond Sponsor \$25,000	Platinum Sponsor \$15,000	Gold Sponsor \$10,000	Silver Sponsor* \$5,000
Pre-Event Coverage	Logo and company information on website, socials, marketing collateral	✓	✓	✓	✓	✓
During Online Event	Verbal recognition & text promotion during program	✓	✓	✓	✓	✓
	Option to include speaker on panel	✓	✓	-	-	-
	Keynote sponsorship	✓	✓	-	-	-
Gala & Networking Benefits	Tickets	15	10	10	10	5 *Ancillary Room seating with livestream
Post-Event Coverage	Newsletter ads	10	5	3	1	-
	Attendee list	✓	-	-	-	-

Contact:
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