

Climate, Comedy & Cocktails

WEDNESDAY | SEPTEMBER 25, 2024 | 6:00 PM

 100 Washington St. NYC, China Institute of America

Sponsorship Info

www.sericainitiative.org/climate-comedy-cocktails



About Us

Since 2018, we've been raising awareness about the Asian diaspora in America through dialogue, storytelling, and the power of convening.

Learn more at www.sericainitiative.org



Evolving Narratives



Stories and projects that celebrate, interrogate, and illuminate the diversity and breadth of the Asian diaspora experience to advance positive social change.

Preserving Legacies, Empowering New Generations



Innovative programs that empower next-generation leaders to preserve the legacies of trailblazers across sectors and to break new ground in their communities.

Forging Alliances



Programs and partnerships that amplify AAPI histories, foster greater inclusion, and encourage allyship and understanding between and among diverse communities.

Introduction



The Serica Initiative is co-producing with PBS/ALL ARTS a second season of the Emmy-winning Climate Artists, a cinematic series that tells the story of climate change and the intersection of AAPI artists and the environment. The five-part series, with profiles of multidisciplinary AAPI artists including Maya Lin and Eddie Ahn, is set to be released the week of September 22, coinciding with Climate Week NYC.

Go to www.sericainitiative.org/climate-comedy-cocktails for more details



Event Run Down

- 250+ forward-thinking event attendees
- Climate Week Event Sept 21-28 NYC
- Engage: Numerous booths will be available for sponsors to showcase their eco-friendly products and initiatives.
- Culinary Experience: Enjoy an array of climate-conscious appetizers paired exquisitely with signature cocktails, embodying our commitment to sustainability.
- A dynamic program: A lively panel discussion from climate action experts, a captivating comedy set by up & coming Jiaoying Summers, and the exclusive world-premiere of a new episode.



Event Goals

01

Elevate awareness of influential Asian diaspora individuals & businesses driving change within the climate sector.

Achieved through sponsorships and event booths

02

Highlight our efforts with All Arts/PBS in producing the Climate Artist and our dedication to helping climate action.

Accomplished with a strong event program

03

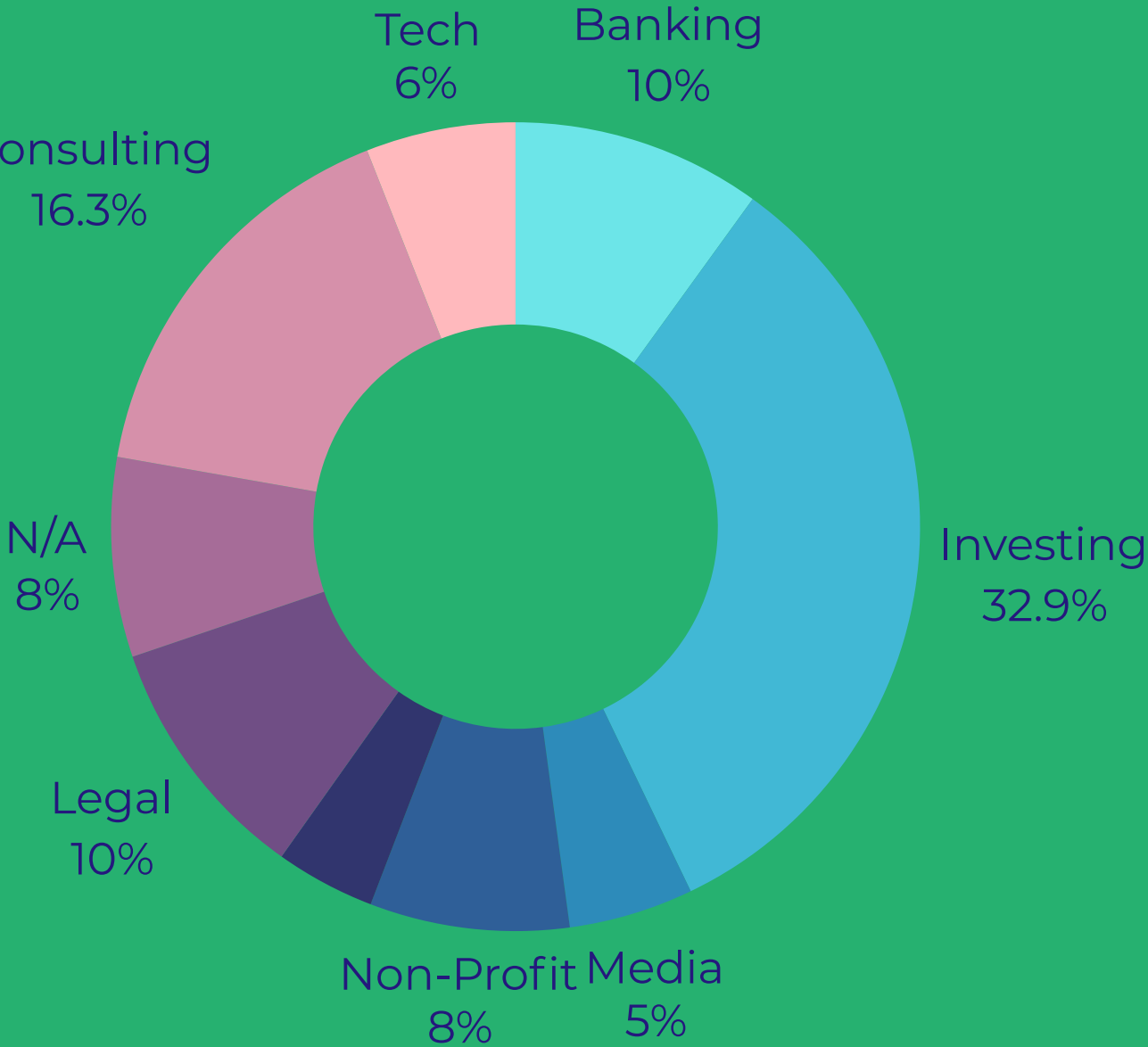
Draw a new, vibrant AAPI audience to the Serica Initiative brand

Strong advertisements and partner connections in the coming 3 months

Our Target Audience

This event space can hold up to 300 people. Our promotions & marketing approach will attract people aged 18-50 of Asian and AAPI decent that are interested in climate action and promoting engagement with the East to fix this problem globally

C-Suite	38%
Director	28%
Manager	17%
Intermediate	13%
Entry	4%



SERICA PAST EVENTS AUDIENCE BREAKDOWN

How Our Sponsors Benefit

Unmatched Visibility

Prominent brand display before an audience passionate about sustainability and innovation.

Direct Engagement

Interact face-to-face with consumers and decision-makers via booths and dedicated brand spaces.

Extended Reach

Leverage our extensive network through newsletters outreach to 70,000+, social media videos and google ads.

Community Connection

Build lasting relationships with key stakeholders in the environmental and cultural sectors.



Package Benefits and Pricing

All sponsorship donations are tax deductible to the extent of the law

SPONSOR OPTIONS	ACTIVIST \$2,000	LEADER \$5,000	CHANGEMAKER \$7,500	ELITE \$10,000
Marketing Promotions and Video coverage	✓	✓	✓	✓
Logo branding on website & at event	✓	✓	✓	✓
Booth w/ table & electrical hook up	✓	✓	✓	✓
Newsletter ad to 70,000+ mailing list		✓	2x + Video Promo ✓	✓
Attendee list contacts, emails, phones & event report				✓

Notable Sponsors & Partners

Support us and make your impact at this event!



Payment Methods

We will send you an invoice and our tax certificate for your deduction

By Check - mail to:

Serica Initiative, 1202 Lexington Avenue, #164, NY, 10028

Wire Transfer:

- Bank name: JPMorgan Chase Bank NA
- Bank Address: 270 Park Avenue, New York 10017
- Account name : Serica Initiative Inc
- Account number: 741 798 430
- ABA / Routing number: 021 000 021



**Thank you for your endeavors to
make this a spectacular event!**

Contact Michelle at events@sericainitiative.org

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