



THE
SERICA
INITIATIVE

AAPI Women's Gala 2024

May 14, Tuesday at **TRIBECA 360°**

Sponsorship Proposal

Our mission:

AAPI Inclusion and Solidarity



The Serica Initiative's AAPI inclusion and solidarity practice recognizes the inextricable link between Sinophobia and anti-Asian hate and works to educate and cultivate empathy through interactive learning and awareness-raising, by partnering with several partners including PBS/WNET.

NextGEN - Doing well x Doing Good



China Institute Next Gen x Serica (CINGS) convenes emerging American and Chinese next generation leaders with a passion for tangible social and environmental impact through connecting and inspiring like-minded leaders to create actionable change. It explores what it means to “do well” (whether personally or professionally) and to “do good” (make a positive social impact in the larger world around us) in our work.

Women's Empowerment



Our organization champions women's empowerment by hosting galas and events that celebrate AAPI women's professional achievements. These occasions inspire and connect leaders and innovators, highlighting AAPI women's contributions while addressing the unique challenges they face, and fostering an environment of mentorship, networking, and recognition in the pursuit of gender equality and personal growth.

Why Sponsor this Event?

The Women's Gala has a new home this year with Serica after eight past successful years as the Women's Conference and Gala, which has shined a spotlight on visionary women shaping the U.S.-Asia space. We seek to inspire our audiences, giving them the chance to learn trends and forecasts from the top businesswomen working internationally and specifically with Asia.

Now with an expanded mission, this year's Gala promises to highlight extraordinary AAPI women and women in business in Asia who embody the theme: **Strength Unveiled: A Celebration of Women's Success Through Resilience and Perseverance.**

Sponsoring the AAPI Women's Gala is an opportunity not only to showcase your company's work, but also to 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 in the important space of engaging with Asia. Your assets and your people will be featured throughout all the pre-event marketing, during the online webinar series, and at the black tie live gala and awards dinner.

Previous sponsors have said:

"The Annual Women's Conference is where I get 'fueled up' for the year - to be inspired and energized by fellow successful women who succeed in juggling career and their respective personal lives."

LILI ZHENG

Partner, Deloitte
China Services Group



"We had a lot of fun at the Women's Conference! Congrats on a fantastic event! We have really enjoyed every event you have put on, and it's really fantastic to see things taking off again in terms of turnout and energy."



GEOFFREY SANT

Head of China, Partner, Pillsbury,
Winthrop, Shaw, Pittman LLP

"It was truly a beautiful evening. Fun, entertaining, and so important to be together with so many strong and impressive women, like minded in our hopes for the US China relationship."

ROBERTA LIPSON

Board Chairwoman
United Family Hospitals
(largest private hospital chain in
China)



The 2024 Agenda

Strength Unveiled: A Celebration of Women's Success Through Perseverance & Resilience

From unprecedented difficult times, AAPI women are regaining and revitalizing space in the local and international dialogue with China. The Serica Women's Gala celebrates these women across the month with webinars that anyone across the world can tune into, and a glamorous gala event in New York City that supports our women empowerment initiatives.



April - May 2024 Featured Women Webinars

Each of our honorees and other talented women will be featured in various webinars leading up to the event. As a sponsor, you will be featured as sponsor to all guests, as well as get access to the list of attendees at a higher level. You may also craft your own webinar with talented women from your organization for a greater impact.



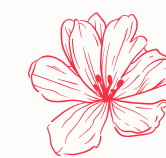
Sheryl WuDunn
Pulitzer-winning
Journalist & Author



Jane Doe
Your Company



Lesly Goh
Former CTO at the
World Bank



6pm May 14, 2024 | Gala Dinner & Awards Tribeca 360 NYC, Ticketed

This year's gala will feature a wonderful night of entertainment, conversation, and celebration of amazing AAPI business women. Join us at the luxurious Tribeca 360 in NYC to celebrate our honorees and the blossoming of diverse opportunities for engagement. **Dress code is black tie.**



Post-Awards Auction

Top travel packages, exclusive stays, dinners with celebrities, and more will be auctioned off with all proceeds supporting our mission to advance AAPI issues, DEI, and Next Gen for 2024 and beyond.



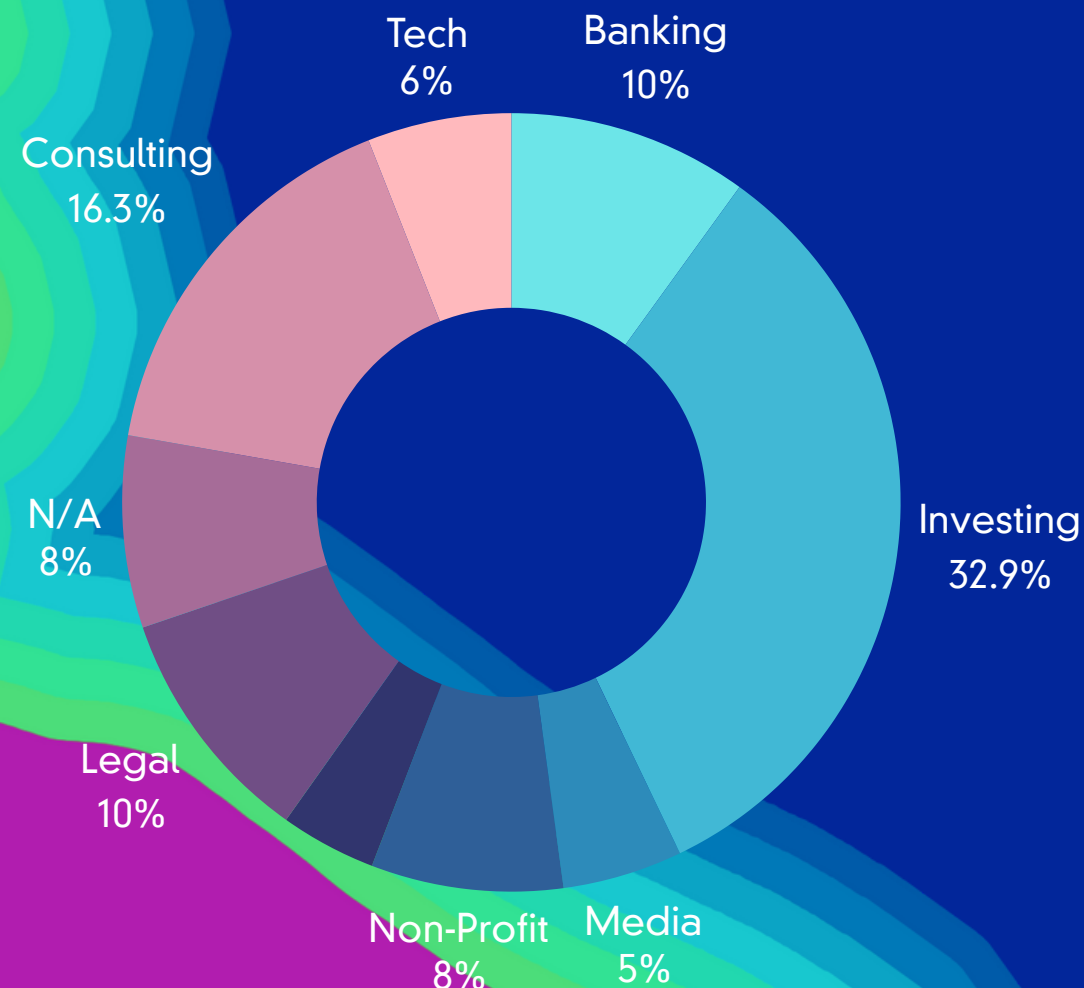
Attendee Breakdown

The Women's Gala connects and empowers **AAPI** thought leaders, visionaries, and rising talents. Men and women come together to acknowledge and support women working towards a brighter future for their respective industries. Over 80% of attendees are Manager level or above in powerful global companies. We have a proven track record of success with a large network of over 5000 people in attendance over eight years of successfully run Women's Conference & Gala events. See our attendee breakdown of last year's gala and conference, which had over 400 attendees and over 50,000 impressions.

2023 Gala Dinner (in person)

Held at the Mandarin Oriental Hotel in New York City, our sold out gala included nearly 400 guests for a night of entertainment, conversation, charity, and awards.:

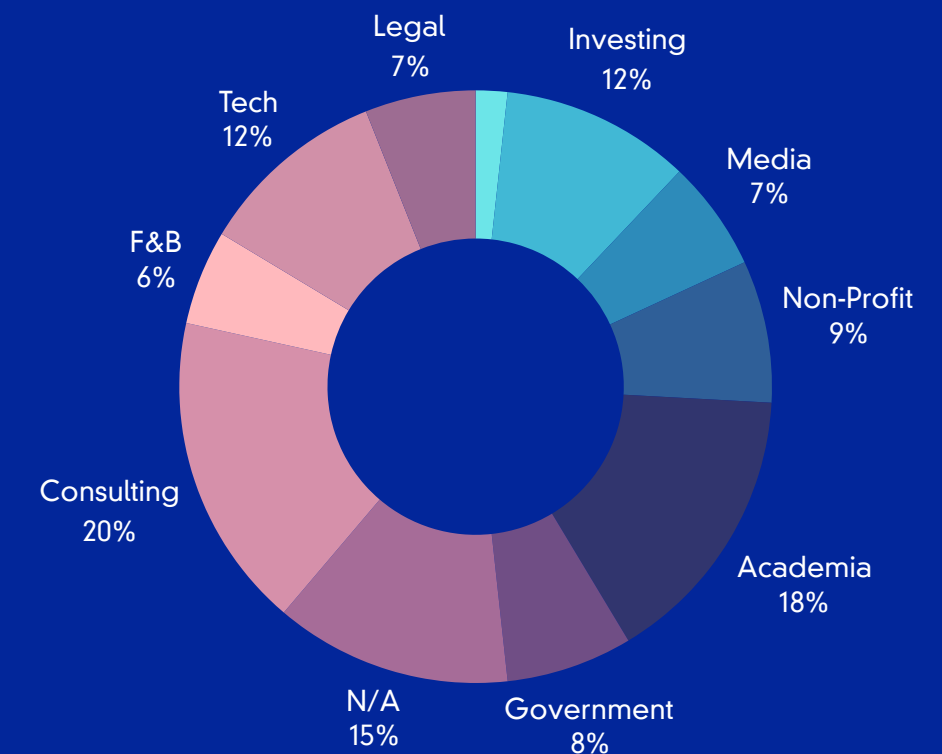
C-Suite	38%
Director	28%
Manager	17%
Intermediate	13%
Entry	4%



2023 Virtual Conference

437 people from over a dozen cities around the world registered for our virtual online conference. Here are the distribution charts of the registrants' seniority and industry:

C-Suite	10%
Director	17%
Manager	22%
Intermediate	21%
Entry	12%
N/A	13%



2024 Honorees



Dr. Sujuan Ba



CEO and President of The National Foundation for Cancer Research

20 Most Inspiring Women Leaders 2022
by The Women Leaders Magazine



Anita Bhatia



Founder of Impact Commons, Former Deputy Secretary-General and Executive Director of UN Women

**2021 Red Bangle Award Winner*



Barbara Bouza



Former President, Walt Disney Imagineering, Asia/Global Experiences & Theme Parks

**Awarded NYSCI's Distinguished Leadership Award*



Shinta Kamdani



Owner and CEO of Sintesa Group

**Fortune Indonesia's 20 Most Powerful Women, 2022 and Forbes Asia's 50 Powerful Businesswomen (2012, '13, '16)*



Loida Nicola Lewis



Chair of the Reginal F. Lewis Foundation, Attorney, Philanthropist, and Best-selling Author

**Awarded Presidential Banaag Medal from the Philippines Government*

2024 Honorees



Chen Man



Top Fashion Photographer,
Cinematographer, and Digital Artist

*Featured artwork "The Astronaut"
permanent collection at the V&A Museum



Sheila Lirio Marcelo



Co-founder & CEO of Ohai.ai, Founder &
Former CEO of Care.com

*Fortunes "Top 10 Women
Entrepreneurs", Forbes 50 over 50 Award



Gim Choo Ng



Founder and Chairwoman EtonHouse
International Education Group

*World's Women of the Year 2022; Tatler
Asia's Most Influential 2022; Forbes 50
over 50 Award, 2023



Sheryl WuDunn



Pulitzer Prize-winning Journalist
and Author

*Newsweek's 150 Women Who Shake the
World.

Rising Star Awards and Mentorship

Every year we look to highlight the next generation of hard working and resilient women with our **Rising Star Award**. Our talented judges will choose nominated women working to make a difference in three categories; Entrepreneur, corporate, and non-profit work.

The winners will be featured at the May 14 Gala, and will be connected to a network of mentors and other young talented women working to advance AAPI inclusion and diversity. This award is meant to inspire hope, strength and dedication in the coming years.

[Nominate a Rising Star at our website](#)



2024 Rising Star Judges



YANG LAN
The 'Chinese Oprah'
& Chairperson, Sun
Media Group



AMY CHUA
Best-selling Author
Yale Law Professor,
& Time's 100 Most
Influential People



SHERYL WUDUNN
Pulitzer-winning
Journalist &
Author



SHAU ZHANG
EY Americas
China Overseas
Investment Leader

Sponsorship Levels

May 14 Gala at Tribeca 360 NYC		Jade Sponsor \$100,000	Diamond Sponsor \$50,000	Platinum Sponsor \$30,000	Gold Sponsor \$25,000	Silver Sponsor \$15,000
Pre-Event Coverage	Logo and company information on website, socials, marketing collateral	✓	✓	✓	✓	✓
Webinars	Option to include speaker on a panel	✓	✓	✓	-	-
	Sponsor the Rising Stars Awards Ceremony Webinar	✓	✓	✓	-	-
	Customize your own webinar	✓	-	-	-	-
Gala & Networking Benefits	Tables/Tickets	3/30	2/20	1/10	1/10	1/10
	VIP Access to meet honorees & other VIPs	Yes	Yes	Yes	Yes	No
Post-Event Coverage	Newsletter ads to over 50k mailing list	4	3	2	1	-
	Attendee list contacts & Event report	✓	✓	-	-	-

*Please note that all sponsorships are tax deductible due to our 501(c)3 status

Contact: Events@sericainitiative.org

Sponsorship Payment Options

Credit Card, Paypal or Venmo - [Serica Website](#)

- Please make the note “WG24 ‘company name’ Sponsorship”

By Check - mail to:

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

Wire Transfer:

a. Bank name: JPMorgan Chase Bank NA

b. Bank Address: 270 Park Avenue, New York, NY 10017

c. Account name : Serica Initiative Inc

d. Account number: 741 798 430

e. ABA / Routing number: 021 000 021



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

Contact: Events@sericainitiative.org

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