

FORGING A NEW PATH TO AN EQUITABLE FUTURE

SPONSORSHIP PACKAGE

ANNUAL DINNER 2022

Cipriani Wall Street
55 Wall Street
New York, NY

APRIL 28, 2022

6:00 pm – 7:00 pm

Cocktail Reception
West Ballroom

6:00 pm – 7:00 pm

Exclusive VIP Reception
Mezzanine

7:00 pm – 9:30 pm

Dinner and Program

9:30 pm

After Party



**Asian American
Bar Association
of New York**



AABANY is in its fourth decade as a bar association dedicated to promoting the interests of Asian American, Pacific Islander, and South Asian (“AAPI”) attorneys and legal professionals in New York, as well as the communities they serve. We are 1,500 members strong, the largest diverse bar association in the country and the only Pan-Asian bar association in New York.

AABANY’s theme for 2022 is **“Forging a New Path to an Equitable Future”** as our communities and the legal profession seek to rebuild from a global pandemic, economic disruption and social unrest. Stand with us in 2022 as we continue our important work to strengthen the legal profession and the community through AABANY’s year-round programming as well as our Turning the Tide (“T3”) Project, a collaboration between AABANY and the Asian American Law Fund of New York (“AALFNY”).

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FIGHTING ANTI-ASIAN VIOLENCE & DISCRIMINATION

On February 10, 2021, AABANY and Paul, Weiss published a report entitled *A Rising Tide of Hate and Violence Against Asian Americans in New York During COVID-19: Impact, Causes, Solutions* in response to the hate and violence directed toward the AAPI community since the onset of the COVID-19 pandemic in the United States. The report gained attention worldwide, placing much-needed focus on skyrocketing anti-Asian hate and violence in New York in 2020.

To advance the goals outlined in the report and address the surge in anti-Asian hate and violence in the community, AABANY established an Anti-Asian Violence Task Force (“Task Force”) composed of leaders from multiple AABANY Committees, including Academic, Issues, Pro Bono and Community Service, Prosecutors, Student Outreach and Legal Referral and Information Service. Throughout 2021, AABANY and the Task Force:

- Published *“Know Your Rights”* brochures to inform and educate AAPI community members on their rights should they experience a bias incident or hate crime.
- Developed the T3 Project, a multi-pronged ongoing effort to turn back the tide of hate and violence against AAPIs through education and communication, research, and advocacy.
- Hosted an information briefing as well as a national webinar during AAPI Heritage Month on the Task Force’s numerous activities to combat anti-Asian violence during and beyond the COVID-19 pandemic.
- Created the Hate Eradication Active Response Team (“HEART”) initiative to support community members who have suffered bias incidents or hate crimes by helping them report such incidents or crimes to law enforcement, and by helping them to seek counseling or mental health treatment, if needed.
- Met with law enforcement and government officials to advocate for stronger hate crimes enforcement and to propose legislative and policy reforms.

PROMOTING DIVERSITY THROUGH VARIOUS PROGRAMS AND EVENTS

In 2021, AABANY proudly hosted, sponsored, and co-sponsored both in-person and virtual panels, CLE courses, and networking events. These included real estate CLE courses, programs to promote effective job searching and assist small businesses during the pandemic, events connecting law students with mentors and leaders in the legal profession, and calls-to-action to promote AAPI interests.

- At the beginning of this year, AABANY's Young Lawyers Committee launched "The Whole Lawyer Project," a podcast series that showcases AAPI attorneys and leaders throughout the nation and the human stories behind their success, exploring issues of AAPI identity, mental health, wellness, and much more, all designed to increase the visibility of AAPI leaders in the legal industry.
- AABANY held membership mixers virtually and in-person to foster community and fellowship among the New York AAPI legal community during a challenging time.
- In June, AABANY released a joint statement with other legal groups calling on the New York State Unified Court System to fill judicial vacancies with AAPI judges.
- In September, we hosted a private screening of *Shang-Chi and the Legend of the Ten Rings* for AABANY members and friends at AMC Times Square where attendees saw the premiere of the latest Marvel movie featuring the first Asian lead character in the Marvel Cinematic Universe.

Moving forward into 2022, we will work with a new wave of AAPI leaders to help turn the tide by advancing diversity, equity and inclusion in our local communities. Together, we seek to increase AAPI representation in leadership positions within the legal profession across all sectors.

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STRENGTHENING THE AAPI COMMUNITY THROUGH COMMUNITY SERVICE

Throughout 2021, AABANY's Pro Bono and Community Service ("PBCS") Committee has strengthened the under-served AAPI community by bringing back its award-winning Pro Bono Legal Clinic to in-person operations in Manhattan and Queens. Continuing its partnership with the Chinese Consolidated Benevolent Association ("CCBA"), AABANY gave "know your rights" presentations and provided legal information to community members on a variety of topics, including elder law, housing, immigration, and bankruptcy. Together with Asian Americans for Equality (AAFE), the PBCS Committee is now providing clinics at AAFE's locations in Manhattan and Queens. These clinics assist eligible community members with applying for emergency rental assistance in addition to general legal consultations.

In September, AABANY together with Chinatown Business Improvement District ("Chinatown BID") announced the creation of a dedicated team to address the growing rash of predatory Americans with Disabilities Act ("ADA") lawsuits filed against "mom-and-pop" small businesses in Chinatown. AABANY seeks to educate the AAPI community about these lawsuits and refer such business owners and landlords to qualified attorneys through its Legal Referral and Information Service ("LRIS"). LRIS works to overcome linguistic and cultural barriers to increase accessibility to legal services for New York's AAPI community. Since its launch in November 2020, AABANY's LRIS has received hundreds of calls from the Greater New York area and beyond. We believe it is the first legal referral service in the nation to cater specifically to the AAPI community, providing language capacity in English, Mandarin, Cantonese, Korean, and Japanese.

AABANY's community service initiatives cannot be as strong or as robust as they have been without the support of the many volunteers and community partners we work with. Your support as a sponsor provides much needed funding to ensure that these programs continue and that our AAPI community keeps benefiting from AABANY's community-driven activities.

SPONSORSHIP OPPORTUNITIES

		DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	
		<i>Early bird: By February 28, 2022</i>	\$40,000	\$20,000	\$15,000	\$10,000	\$5,000
		<i>New pricing: In effect from March 1, 2022</i>	\$45,000	\$25,000	\$20,000	\$12,500	\$7,500
ANNUAL DINNER APRIL 28, 2022	Premium seating placement at the Annual Dinner	20 (2 full tables) in premium location	20 (2 full tables) in premium location	10 (1 full table) in prominent location	10 (1 full table)	5 (half table)	
	Invitations to the Pre-Dinner Cocktail Reception	5	3	2	1	1	
	Advertisement in the Annual Dinner event program	Full page	Full page	Half page	✖	✖	
	Logo branding featured at the Dinner	Premier Branding	Premier Branding	✔	✔	✔	
SUPPORTING DIVERSITY, EQUITY, AND INCLUSION	Listed as a sponsor of the AABANY Student Leaders	✔	✖	✖	✖	✖	
	Priority consideration for ALDP participants	✔	✔	✔	✖	✖	
	Priority admission at the Annual Judicial Reception	Preferential Seating Priority Admission	Priority Admission	Priority Admission	✖	✖	
	Priority or Preferred Access to apply to AABANY's Mentorship Program	Priority Access	Priority Access	Preferred Access	Preferred Access	✖	
	Naming rights to AABANY's Legal Internship Program	✔	✖	✖	✖	✖	
	Eligible to be invited to join Advisory Committee	✔	✔	✔	✖	✖	
	Waiver of panel member fee for one year if application to join Legal Referral and Information Service panel is accepted	✖	✖	✖	✖	✔	
MEMBERSHIP	Annual memberships to AABANY	30	25	20	15	10	
YEAR ROUND EXPOSURE	Opportunity to host sponsor-branded networking events of your choice	3	2	1	✖	✖	
	Opportunity to host sponsor-branded CLE programs of your choice	3 programs	1 program	✖	✖	✖	
	Admissions to our Summer Soiree and Fall Conference	5	3	2	1	✖	
	Branding visibility on the AABANY website home page plus link to sponsor's website	✔	✔	✔	✔	✔	

ANNUAL DINNER REPLY FORM

Contact Person: _____

City / State / Zip: _____

Street Address: _____

Firm / Company Name: _____

Telephone: _____

Email: _____

Sponsorship

- YES**, I want to participate as an **early bird sponsor** of the 2022 AABANY Annual Dinner
- Diamond Level** - \$40,000 **Silver Level** - \$10,000
 Platinum Level - \$20,000 **Bronze Level** - \$5,000 (Limited to firms with twenty-five attorneys or less)
 Gold Level - \$15,000

In order to maximize your visibility, please submit this form to ad22@aabany.org no later than February 28, 2022.

NOTE: After February 28, the early bird pricing will expire and NEW PRICING will take effect.

Individual Ticket Prices*	Early Bird Deadline Friday, April 15, 2022	Regular Deadline Friday, April 22, 2022
General Admission • same rate for members and nonmembers • includes one-year renewal of membership for members or automatic membership for non-members	\$400	\$450
Government/non-profit/public interest rate	\$195	\$295
Judicial Ticket (Judges Only)	\$195	\$295


*If you have experienced a recent hardship, upon request, AABANY may be able to provide you with a subsidy to attend the Annual Dinner. Please contact ad22@aabany.org to inquire.


Advertising


- Full Page** – \$1,500
 Half Page – \$1,000
 Quarter Page – \$750

All ads should be submitted as high resolution pdf files with a 1/8" bleed all around. Please submit no later than March 11, 2022.

Specifications

 **Full Page**
Trim Size: 8" Height x 6" Width

 **Half Page**
Trim Size: 4" Height x 6" Width

 **Quarter Page**
Trim Size: 4" Height by 2.75" Width

Payment

Make all checks payable to: **Asian American Bar Association of New York**

Mail checks to:
Asian American Bar Association of New York
45 Rockefeller Plaza, 20th Floor
New York, NY 10111

To make an ACH payment, contact ad22@aabany.org.

Website: www.aabany.org
Annual Dinner Link: www.aabany.org/ad22

