



I. ABOUT NAAAP

Established in 1982, the National Association of Asian American Professionals (NAAAP) is a volunteer-based, 501(c)(3), non-profit organization that cultivates supports, promotes, and empowers Asian American leaders through leadership and professional development, community service, and networking.

As one of the largest and fastest growing Asian American professional organizations in North America, NAAAP chapters and ventures reside in more than 25 metropolitan cities and is the only Asian American professional organization to span both the United States and Canada. With more than 4,500 active members nationwide, we extend our message to reach over 20,000 Asian and Asian Americans across North America.

The Houston chapter of NAAAP (NAAAP-Houston, Inc) is a 501(c)(4) volunteer-based group comprised of professionals, entrepreneurs and graduate students from the surrounding Greater Houston metropolitan area. NAAAP – Houston opened in 1994 and represents the first chapter of NAAAP in Texas. As a chapter under NAAAP National, NAAAP Houston serves the greater Houston community.

Chapters	Ventures	
Atlanta	Cincinnati	Pittsburg
Boston	Cleveland	Southwest Florida
Chicago	Colorado	Tucson
Houston	Columbus	Vancouver, Canada
New York	Connecticut	Washington, D.C.
North Carolina	Miami	Wisconsin
Philadelphia	Minnesota	
San Francisco	Missouri	
Seattle	Orlando	
Toronto, Canada	Phoenix	

II. OUR MISSION

NAAAP Houston, Inc is a young Asian American professional organization focusing on professional development, networking, and Asian American Education. To achieve these goals, the organization:

- ✓ Develop and implement professional career development programs for Asian professionals
- ✓ Promote advancement and leadership of Asian American professionals in all fields through networking.
- ✓ Respecting Asian multiculturalism and supporting diversity thru volunteer community service

- ✓ Facilitate APA charity-for-education events with other existing 501(c)(3) organizations in the Greater Houston metropolitan area.

NAAAP Houston’s vision is to provide a broad range of Asian American professional and educational services that meets the needs of individuals, corporations and government through the efforts, experiences, talents and dedication of our volunteers. The goals to which NAAAP and NAAAP-Houston are dedicated include:

- Supporting activities, enterprises, and organizations committed to the betterment of the Asian community;
- Fostering increased communication, interaction and exchange of ideas among members through formal and informal gatherings;
- Learning new skills and acquiring knowledge from members and recognized professionals through seminars and presentations;
- Promoting the cultural heritage of Asian Americans;
- Educating the Asian community on issues which affect their interests and participating in activities that lead to the equal opportunity and fair treatment of all Asian Americans.

III. NAAAP HOUSTON’S DEMOGRAPHICS

The NAAAP Houston membership, currently more than 80, includes a diverse group of leaders and working professionals from an age range of 20 to 35+ with various levels of education and professional backgrounds: corporate, small business, non-profit, academic, and governmental. Our members are Asian Americans of all descent who work together on career advancement while making significant contributions to the community through volunteer and charity work.

Members:		Ethnicities: (Top 5)	
More than 80+		1) Chinese	
		2) Vietnamese	
		3) Taiwanese	
Age:		4) Filipino	
21-25	34.21%	5) Korean	
25-30	36.84%	Industries: (Top 5)	
31-35	18.42%	1) Engineering/Technical	
35+	10.53%	2) IT/Development	
Gender:		3) Medicine/Healthcare	
Male	63.16%	4) Accounting/Finance/Brokerage	
Female	36.84%	5) Other	
Marital Status:		Academic:	
Single	90.35%	Associate	34.58%
Married	9.65%	Undergraduate	48.60%
		Advanced	16.82%

IV. NAAAP HOUSTON'S EVENTS

Monthly Professional Networking Mixers

NAAAP Houston holds monthly networking mixers where young professionals descend after a hard-day's work to unwind, meet & greet other individuals from various fields of industry and background. Our signature event, it is known throughout the community as a way to business network with other professionals.

In order to bring Asians together for a common bond, NAAAP Houston frequently collaborates with other Asian organizations in the community to joint co-host seminars and events.

➤ Professional/Individual Development Series

- 1) NAAAP Houston Success Series:
 - a) Smarter Resolutions
 - b) Increase Productivity – Time Management
- 2) Getting a Better Job Seminar: Tips with CEO of Executive Search Firm
- 3) Women's Self Defense Event" Empowering Women to Take Charge
- 4) Women in NAAAP [WIN] – (Upcoming Spring 2010)

➤ Community Service

- 1) Trash Bash Buffalo Bayou 2009
- 2) Project Michelle: Bone Marrow Drive
- 3) China Earthquake Disaster Relief Effort
- 4) Educational Rainbow Challenge
- 5) Can We Food Houston Food Drive
- 6) American Diabetes Step Out Walk Against Diabetes Challenge
- 7) Rainbow Village Meals on Wheels
- 8) NAAAP on Ice : Toys for Tots Toy Drive

➤ NAAAP Houston Scholarship

Initially started as a grassroots campaign to assist students in pursuing higher education, the NAAAP Houston College Scholarship Program was founded by members wishing to recognize Asian/Pacific American students who demonstrate amazing commitment to outstanding leadership within academics and the local community. For the past 6 years, NAAAP – Houston, Inc has been pleased to be able to award scholarship amounts ranging from \$500 up to \$1000 to worthy graduating high school seniors in the Greater Houston area.

V. SPONSORSHIP CHART

Your sponsorship not only enables us to operate an outstanding organization, but also helps you:

- ✓ Reinforce your company's reputation as a leader in corporate diversity.
- ✓ Attract highly educated, motivated, proven professional leaders to your company.
- ✓ Meet and collaborate with other business leaders.
- ✓ Learn about the issues that concern the Asian and Asian American community.
- ✓ Introduce your company's mission, products, and services to this affluent community.

- ✓ Share meaningful messages with the Asian and Asian American community as seminar speakers.
- ✓ Network with Asian and Asian American Professionals across North America.

Chapter Sponsorship Levels	Platinum	Gold	Silver	Bronze
Contribution	10,000+	5,000+	3,000+	1,500+
Corporate Logo				
Website	Banner	Yes	Yes	Yes
T-Shirt	Yes	Yes	Yes	Yes
Awards Dinner Program	Full Page Ad	1/2 Page Ad	1/4 Page Ad	Yes
Other Marketing Materials	Yes	Yes	Yes	Yes
Lead Sponsored Event / Host				
Networking Mixer	3	2	1	None
Professional Development	5	3	1	None
Philanthropy Event	4	2	1	None
Speaking Opportunity at Sponsored Event	10 Minutes	10 Minutes	5 Minutes	5 Minutes
Corporate Membership	20	10	6	2
Recognition at Awards Dinner	Yes	Yes	Yes	Yes
VIP Passes to Awards Dinner	10	6	4	2
Complimentary Convention Passes	4	2	None	None
Online Job Postings	10	5	3	1

Note: Benefits may be subject to change. Customized corporate packages are also an option.

VI. SPONSORSHIP TERMS

- Default term is one calendar year from receiving contribution funds.
- Two year term is available for 5% discount.
- Three year term is available for 10% discount.

VII. INTERESTED IN BECOMING A SPONSOR?

Please contact our Corporate Relations Committee at corporate@naaaphouston.org and request a Sponsorship Form.