



National Federation  
of Filipino American Associations

NAVIGATING THE PRESENT, SHAPING THE FUTURE.

**25** YEARS OF NaFFAA EMPOWERMENT

**14<sup>th</sup>** NATIONAL EMPOWERMENT CONFERENCE

**4-7 AUGUST 2022**  
LAS VEGAS, NEVADA

NATIONAL FEDERATION OF FILIPINO AMERICAN ASSOCIATIONS

**SPONSORSHIP  
Packet**

14th National Empowerment Conference  
25th Anniversary Gala  
4-7 August 2022



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Dear Colleague,

The National Federation of Filipino-American Associations (NaFFAA) respectfully requests your kind support for our upcoming 14th National Empowerment Conference (NEC) from August 4-7, 2022, at Harrah's in Las Vegas, Nevada. On Saturday, August 6th, we will also be hosting the NaFFAA's 25th Anniversary Gala.

Since 1997, NaFFAA has promoted the welfare and well-being of Filipinos in the U.S, by uniting, engaging, and empowering diverse individuals and community organizations through leadership development, civic engagement, and national advocacy. According to the U.S. Census, there are more than four million Filipinos in the United States. Your investment in our community will make significant impact that touches all corners of the nation.

Through this year's theme, "Navigating the Present, Inspiring the Future," NaFFAA will seek to address critical issues impacting the community post-Covid and into the midterms and lay out a roadmap to build a unified vision for the community the next 25 years and beyond.

Almost twenty-five years ago during the NaFFAA's first NEC, over 1,000 delegates from various Filipino American organizations across the United States recognized that laws were constantly being passed by the U.S. Congress, by State Legislatures, and by voters in the State Propositions that affected the well-being of our community without any organized and effective response from us. NaFFAA founders sought to build a conference to help amplify a unified voice of an empowered Filipino-American community. Your contributions will enable us to continue our mission.

Please find the NEC sponsorship packet with more information below. Your support will help ensure the continuation and success of our work to empower Filipinos in the United States. For any questions, please don't hesitate to contact NaFFAA Executive Director Kelly Ilagan-Coldiron at [kelly.ilagan@naffaa.org](mailto:kelly.ilagan@naffaa.org) at (202) 267-0772. You can also check our [website](http://www.naffaa.org) at for more information.

Your support will help ensure the continuation and success of our work to empower Filipinos in the United States for years to come. We thank you for your support, and hope to see you in Las Vegas for our 14th National Empowerment Conference!

**Brendan Flores**  
National Chair and President

**Mariela Fletcher**  
National Vice Chair

**Kelly Coldiron**  
Executive Director



# About NaFFAA

Since 1997, the National Federation of Filipino American Associations (NaFFAA) has been the standard bearer for promoting the welfare and well-being of the four million Filipinos and Filipino Americans throughout the United States.

As a non-partisan and non-profit organization, NaFFAA is the largest national affiliation of Filipino American institutions, umbrella organizations, and individuals. Its 14 member regions cover the continental United States, Alaska, Hawaii, and the Pacific Islands.

## Mission

NaFFAA's mission is to promote the welfare and well-being of Filipinos throughout the United States by amplifying their voices, advocating on behalf of their interests, and providing resources to facilitate their empowerment.

## Vision

NaFFAA envisions a unified Filipino American community that is culturally, economically, and politically empowered and engaged.



## NaFFAA's Three Pillars of Empowerment

### LEADERSHIP DEVELOPMENT



Engaging and empowering young Filipino Americans in order to build the next generation of leaders, and building the capacity of Filipino American organizations in order to better serve their communities.

### CIVIC ENGAGEMENT



Advocating for immigration reform and civil rights for Filipino Americans, and promoting small business and financial education.

### NATIONAL ADVOCACY



Uniting, building, and increasing political empowerment through non-partisan civic engagement, and building strategic relations with policymakers at the federal, state, and local level.

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# Agenda Overview



## Thursday, August 4, 2022

- Plenary/Workshop Theme: **Advocacy**
- Opening Session



## Friday, August 5, 2022

- Plenary/Workshop Theme: **Leadership Development**
- Community Reception



## Saturday, August 6, 2022

- Plenary/Workshop Theme: **Civic Engagement**
- VIP Reception
- Gala



## Sunday, August 7, 2022

- Informal Debriefing
- Board Meeting

# Sponsorship Packages



We look forward to your kind support and partnership in the success of our programming and events. Our events will have a radical impact on communities around the country, and we know that meaningful partnerships make all the difference.

Sponsoring NaFFAA’s 14th National Empowerment Conference and 25th Anniversary will provide a unique opportunity to build stronger community ties, promote your organization in the process, and be intimately associated with one of the largest Asian American organizations in the United States.

With 4.3 million Filipinos and Filipino-Americans around the country, our growing demographic will continue to make its impact civically, economically and culturally. We welcome you to make an investment to be at the forefront of our movement.

<b>PRESENTING SPONSOR</b>	<b>\$100,000</b>
<ul style="list-style-type: none"> <li>• <b>Title sponsor of 2022 NEC with introductory speaking role</b></li> <li>• <b>Video/commercial played during plenary</b></li> <li>• <b>VIP seating during plenaries</b></li> <li>• <b>Acknowledgement at all conference events</b></li> <li>• <b>Logo on all printed materials, including flyers, posters, and banners</b></li> <li>• <b>Logo and link in website/social media</b></li> <li>• <b>Table during tabling fair</b></li> <li>• <b>Full page program book ad</b></li> <li>• <b>2 reserved tables seating 10 guests each during gala, premier seating</b></li> <li>• <b>Logo on all table tents</b></li> <li>• <b>Invitation to VIP Reception</b></li> </ul>	
<b>NATIONAL SPONSOR</b>	<b>\$ 50,000</b>
<ul style="list-style-type: none"> <li>• <b>Plenary or event speaking role</b></li> <li>• <b>VIP seating during plenaries</b></li> <li>• <b>Acknowledgement at all conference events</b></li> <li>• <b>Logo on all printed materials, including flyers, posters, and banners</b></li> <li>• <b>Logo and link in website/social media</b></li> <li>• <b>Table during tabling fair</b></li> <li>• <b>Full page program book ad</b></li> <li>• <b>1 reserved table seating 10 guests during gala, premier seating</b></li> <li>• <b>Invitation to VIP Reception</b></li> </ul>	

**FOUNDATION SPONSOR****\$25,000**

- Workshop speaking role
- VIP seating during plenaries
- Logo on all printed materials, including flyers, posters, and banners
- Logo and link in website/social media
- Table during tabling fair
- Full page program book ad
- 1 reserved table seating 8 guests during gala, premier seating
- Invitation to VIP Reception

**SERVICE SPONSOR****\$ 10,000**

- VIP seating during plenaries
- Logo on all printed materials, including flyers, posters, and banners
- Logo and link in website/social media
- Table during tabling fair
- Half page program book ad
- 1 reserved table seating 5 guests during gala, preferred seating
- Invitation to VIP Reception

**COMMUNITY SPONSOR****\$ 5,000**

- VIP seating during plenaries
- Program book listing
- Website listing
- Invitation to VIP Reception
- 2 gala tickets, preferred seating OR 2 student registrations (full conference)

**SUPPORTER SPONSOR****\$ 2,500-4,999**

- VIP seating during plenaries
- Program book listing
- Website listing
- Invitation to VIP reception
- 1 gala ticket, preferred seating OR 1 student registration (full conference)

PLEASE DESIGNATE IN THE FORM BELOW IF YOUR COMPANY IS INTERESTED IN SUPPORTING EMPOWERING PILIPINO YOUTH COLLABORATION (EPYC) TRAVEL SCHOLARSHIPS FOR FILIPINO AMERICAN STUDENTS AND YOUNG PROFESSIONALS TO ATTEND THE 2022 NEC.

FOR ADDITIONAL SPONSORSHIP LEVELS AND EXHIBITION RATES, PLEASE CONTACT [INFO@NAFFAA.ORG](mailto:INFO@NAFFAA.ORG).

# Program Book Ads



## Full Page (8.5"x11") - \$150

Individuals that own or represent two or more businesses may ask to advertise on one full page.

## Half Page (8.5"x 5.5" Landscape or 5.5" x 8.5" Portrait) - \$85

Individuals that own or represent two or more businesses may ask to advertise on one full page.

Deadline for ads is **July 25, 2022**.

Ads must be a high resolution PDF or JPG.

Please email ads to **Cynthia Deriquito** at [cynderix@yahoo.com](mailto:cynderix@yahoo.com)





# Conference Vendor Form

CONTACT NAME:

BUSINESS OR ORGANIZATION:

ADDRESS:

EMAIL: PHONE:

**Day(s) Tabling**

Thursday, August 4     
  Friday, August 5     
  Saturday, August 6

**DESCRIPTION OF PRODUCTS THAT WILL BE SOLD & PRICES OF THESE ITEMS\***

DESCRIPTION	PRICE/UNIT

**AS A POTENTIAL VENDOR I UNDERSTAND:**

- I must register separately for the NEC at [naffaa.org/events/2022nec](http://naffaa.org/events/2022nec).
- I agree that the fee for a corporate table is \$250 and nonprofit is \$100. This fee is for three days, and will not be prorated if I choose to not display on certain days.
- If I am selling/advertising any food products, I must individually vacuum pack these items.





## Contact Form

**Thank you for your support in NaFFAA's 14th National Empowerment Conference!**

Please complete the information below and email or mail your completed form to:

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### Contact Information:

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Name:

Title:

Corporation or Organization:

Address:

Email:

Phone:

Recognize in Sponsor Listing as:

### Sponsorship Level (check one):

- Presenting
- National
- Foundation
- Service
- Community
- Supporter

CHECKS CAN BE MADE PAYABLE TO:

**"NaFFAA National"**

**The National Federation of Filipino American Associations (NaFFAA)**

**is a 501(c)(3) organization (EIN 52-2063531).**

**All donations are tax-deductible.**

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**See you at the  
14th National Empowerment Conference 2022  
&  
the 25th Anniversary NaFFAA Gala**