

PACIFIC CULTURE INTERNATIONAL 2015



Win a 2015 Mercedes or BMW!

PACIFIC
2015 MISS *ASIAN*
AMERICAN

*"THE LARGEST, FAIREST AND MOST INFLUENTIAL
BEAUTY PAGEANT ON THE EAST COST!"*

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INTRODUCTION

Dear Potential Sponsor,

Thank you for taking the time to read and consider our sponsorship proposal. **Pacific Culture International (PCI)** organizes, promotes and supports diverse cultural activities throughout the Washington, DC metropolitan area. ***Our goal is to promote unity, an exchange of ideas, and improved understanding between people of diverse cultures.*** Our projects include festivals, parades, fashion shows and beauty pageants that feature a variety of international cultures. Our most recent events were the **2014 & 2013 Pacific Miss Asian American Pageant, along with the 2008 and 2010 Miss Chinese American Pageant.** Today, we continue our mission of promoting cultural awareness by hosting the 2015 Pacific Miss Asian American Pageant.

This event will present some of the most talented Asian American women in the Washington, DC metropolitan area. We represent all Asian American Communities, to include but not limited to: Chinese, Korean, Vietnamese, Philippines, Laos, Japanese and Indian. This event is the Largest, Fairest and most influential beauty pageant on the East Coast. Since its inception, we have been dedicated to promoting Asian cultural heritage, international cultural awareness and community pride.

This sponsorship package allows us to extend a great sponsorship opportunity for your business to reach the Asian American community, while supporting a worthy cause. Sponsorship of this event is a partnership opportunity for local businesses and corporations to align their brands with a worthwhile cause and to make a positive impact among city leaders, notable talent, and key stakeholders in the community. It also allows businesses to favorably inform a group of potential consumers about their products and/or services during a momentous occasion that will engage and leverage your brand purposefully, and provide a platform for an optimal activation experience with target audiences.

Please look through the enclosed sponsorship package and consider sponsorship. If you have any questions or would like to discuss a tailored sponsorship plan, please contact **Chris Zhu** at **301-928-0713** / email: **chriszhuja@aol.com** or **Patricia Watts** at **847-436-3570**. Thank you in advance for your support and I look forward to hearing from you soon!

Sincerely,



Chris Zhu, President
and Executive Director
Pacific Culture International



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MISSION STATEMENT

The Pacific Miss American Beauty Pageant is the largest, fairest and most influential beauty pageant on the East Coast. Since its inception, we have been dedicated to promoting Asian Cultural Heritage, international cultural awareness and community pride.

This event will provide the platform to allow outstanding young Asian American women the rare opportunity to display their artistic skills, intelligence, confidence, cultural pride and leadership in order to further advance themselves in American Society. Our Event will also help foster community development, cultural exchange, business and economic opportunity and tourism between the United States and Asian countries.



ABOUT US

Pacific Culture International (PCI) organizes, promotes, and supports diverse cultural activities throughout the Washington, DC metropolitan area. ***Our goal is to promote unity, an exchange of ideas, and improved understanding between people from diverse cultures.***

Pacific Culture International (PCI) organizes events where businesses have successfully promoted their products and services to the public. Our events include the Pacific Miss Asian American Beauty Pageant and Washington Metropolitan Miss Chinese American Beauty Pageant on the East Coast, drawing hundreds of contestants, thousands of spectators, and television and newspaper coverage from around the world.

For more information, Visit: **www.PCIculture.com**
Call: **301-928-0713**, or e-Mail: **Info@PCIculture.com**



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SPONSORSHIP VALUE

- Asian Americans are one of the fastest growing population groups in the nation. This group also has the highest level of educational attainment and highest medium household income of all groups in the U.S.
- As a business, you can gain tremendous visibility by placing your products and services in front of millions of potential customers. There are more than 1 million Asian Americans in the Washington metropolitan area.
- Build your brand association and enhance your company image by sponsoring events in this important cultural event.
- Beginning in April, your business will receive 6 months of an advertising and media campaign including TV commercials, newspaper advertisements, internet marketing, flyers and posters that will be widely distributed throughout the entire Washington metropolitan area.
- Our Sponsorship package is the best value in order to access these large number of Asian American organizations and activities. This opportunity will give your business additional exposure to new markets in the growing Asian American community. We are the bridge to all other Asian organizations.
- After the pageant, the pageant winners will continue to promote or represent your company and brand for one year.
- You will be entered into our sponsorship raffle where you have the opportunity to win a 2015 Mercedes or BMW!



Win a 2015 Mercedes or BMW!



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PAGEANT OBJECTIVES

- To promote beauty and uniqueness of our Asian heritage, international cultural awareness and community pride.
- To provide a platform where young Asian American women could display their artistic skills, cultural pride, leadership and family values in order to further advance themselves in American society.
- To foster community development, cultural exchange, business and economic opportunity and tourism between the United States and Asian countries.



UNIQUE MARKETING INITIATIVES

- As a sponsor, your logo signage, company collateral and information can be included in event marketing and promotional materials, press/media coverage, photography backdrops, radio, television, social media advertising, talent and media photo-ops, product placements and more.
- This will ensure local and national visibility of your brand and its wonderful contributions in support of this far reaching and impactful initiative.
- Your business will also be included in our digital media strategy and our partnership will be highlighted on social networks such as Facebook and Twitter.



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SPONSORSHIP LEVELS

TITLE SPONSOR (\$35,000)

- ONE SPONSORSHIP OPPORTUNITY

- Your Company's logo displayed on our website, with a link back to your website, for one year
- Exclusive VIP tickets to final contest (value \$100 each) - quantity of 30 (value \$3,000)
- Honorable VIP tickets to final contest (value \$50 each) - quantity of 30 (value \$1,500)
- Honorable mention as Sponsor throughout all activities - 50 times
- Honorable mention as Sponsor on contest related publications, internet website, and videos
- Honorable status as Sponsor in Program Book
- Full page inside front cover ad in pageant program book
- Your Company's color logo displayed on all posters, flyers, newspapers and magazine as
- 1/4 page color ad displayed on all posters and newspapers
- Full page ad displayed on all the back of all flyers
- 10 of your company's product posters displayed in reception area and hallways at the final event
- Booth displaying your company's products in reception area at the final event & PCI Pageant EXP
- Will be invited as Keynote speaker in every press conference and pageant activity
- Three minute on stage presentation to pageant audience at final event
- On-stage award presentation to first prize pageant winner
- Pageant winners will participate in all Sponsor's promotional activities for one year following pageant
- Pageant winners will represent your products to take photos for promotional material
- Company's logo will be on the stage background for all the pageant activities include final event stage
- VIP invitation to all press conferences
- Participation as a Final Event Judge
- VIP invitation to celebration party
- Press release announcing your company as our Title Sponsor



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DIAMOND SPONSOR (\$10,000)

MULTIPLE SPONSORSHIP OPPORTUNITY

- Logo displayed on our websites with link to your website for one year
- Exclusive VIP tickets to final contest (value \$100 each) - 10 (value \$1,000)
- Honorable VIP tickets to final contest (value \$50 each) - 20 (value \$1,000)
- Honorable mention as Sponsor throughout all activities - 30 times
- Honorable mention as Sponsor on contest related publications, internet website and videos
- Honorable status as Sponsor in Program Book
- Full page color ad in pageant program book
- Your company's logo displayed on all posters, flyers, newspapers and magazine ads
- Booth displaying your company's products in PCI Pageant EXPO
- On stage award presentation to one of pageant winners
- Pageant winners will participate in your company's promotional activities for one year following pageant
- Pageant winners will represent your products and take photo for promotion materials for one year following pageant
- Be one of the pageant judges
- VIP invitation to celebration party
- Press release announcing your company as our Diamond Sponsor

GOLD SPONSOR (\$5,000)

MULTIPLE SPONSORSHIP OPPORTUNITY

- Logo displayed on our websites with a link back to your website for one year
- Exclusive VIP tickets to final contest (value \$100 each) - 5 (value \$500)
- Honorable VIP tickets to final contest (value \$50 each) - 15 (value \$750)
- Honorable mention as Sponsor throughout all activities - 15 times
- Honorable mention as Sponsor on contest related publications, internet website and videos
- Honorable status as Sponsor in Program Book
- Full page color ad in pageant program book
- Your company's logo displayed on all posters, flyers, newspapers and magazine ads
- Booth displaying your company's products in PCI Pageant EXPO
- On stage award presentation to one of pageant winners
- Pageant winners will participate in your company's promotional activities for one year following pageant
- VIP invitation to all press conferences
- VIP invitation to celebration party
- Press release listing your company as our Gold Sponsor

SILVER SPONSOR (\$2,000)

MULTIPLE SPONSORSHIP OPPORTUNITY

- Logo displayed on our websites with a link back to your website for one year
- Exclusive VIP tickets to final contest (value \$100 each) - 4 (value \$400)
- Honorable VIP tickets to final contest (value \$50 each) - 5 (value \$250)
- Honorable mention as Sponsor throughout all activities - 5 times
- Honorable mention as Sponsor on contest related publications, internet website and videos
- Honorable status as Sponsor in Program Book
- Full page color ad in pageant program book
- Your company's logo displayed on all posters, flyers, newspapers and magazine ads
- VIP invitation to all press conferences
- VIP invitation to celebration party



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PCI PROFILES



CHRIS ZHU

PRESIDENT AND EXECUTIVE DIRECTOR, PCI

In a short period of time, Chris Zhu has established herself as one of the DC metro area's most successful, young female entrepreneurs. Chris is the executive director of Pacific Culture International (PCI), an emerging arts and humanities business that organizes cultural and business events in the Chinese and Asian American communities of Washington, DC, Maryland, and Northern Virginia. Her most popular events include the Washington Metropolitan Miss Chinese American Beauty Pageant, Pacific Miss Asian American Beauty Pageant, PCI Pageant EXPO, and the American Runway Model Contest. Chris is a certified image and beauty consultant. She used her background as a certified image consultant to start PCI, the Washington Metropolitan Miss Chinese American pageant, and the Pacific Miss Asian American Beauty pageant. Her two mottos, "Believe in who you are and how you carry yourself, and you can make yourself into who you want to be" and "A positive, passionate, and confident attitude is the key to success" are concepts she hope to blend into everyone's life. Among her many other activities, Chris is the director of the Asian Pacific American Chamber of Conference and co-executive director of the United States China Association of Industry and Commerce. In 2010, 2013 & 2014 she received an awards citation from the Office of the Governor of Maryland for providing opportunities for young Chinese American women in the State of Maryland through her activities as executive director of PCI and the Washington Metropolitan Miss Chinese American and Pacific Miss Asian American Beauty pageant.



GEORGE CHEUNG

VICE PRESIDENT AND GENERAL DIRECTOR, PCI

George Cheung is one of the most successful business entrepreneurs, philanthropist and one of Washington, DC metropolitan areas' foremost supporters of cultural events in the Asian American community. Mr. Cheung is highly sought out for his business savvy and ingenuity. Mr. Cheung serves as the honorary president of the US-China Association of Commerce. He is also the president of the Atlantic Seafood International Group Inc which is the biggest seafood wholesale company in DMV for over 25 years. He is also the president of Atlantic International Investment which own over 10 million dollars real estate properties in SiChuan & GuangDong China, vice president of New World Times which is the most popular Chinese newspaper in DC Area. In addition to his many business activities, Mr. Cheung is founder of Pacific Culture International (PCI) & General Director of Pacific Miss Asian American since 2008. He was the Title Sponsor for the First Washington Metropolitan Miss Chinese American Beauty Pageant. Every year, Mr. Cheung served as a judge for Pacific Miss Asian American Pageant.



PATRICIA WATTS

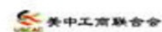
EXECUTIVE VICE PRESIDENT AND MARKETING DIRECTOR, PCI

Patricia served honorably for 22 years in the U.S. Army but decided to put her combat boots in the closet and take out her stilettos! She now focuses her attention on entrepreneurship, mentoring, women's empowerment, financial education and leadership development. Patricia serves as the Exec Vice President and Marketing Director for PCI. PCI has organized the Pacific Miss Asian American Beauty Pageant. These pageants attract hundreds of contestants, thousands of spectators, and have global television & media presence. Patricia was brought into the Asian Community to help integrate the Asian American culture into the lives and community of main stream Americans. Patricia is also the Publisher for HERLIFE DC Metro, a nationally branded magazine. The magazine focuses on "Women of Excellence" within the community. Each month 20,000 copies are printed with a strong social media presence in an effort of keeping women connected. Patricia is a Senior Marketing Director for First Financial Security, Inc (FFS). FFS is committed to protecting families by improving one's savings habits and creating wealth.

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Gold Sponsors



Sponsors



Silver Sponsors

