



THE
SERICA
INITIATIVE

Women's Gala 2024

May 14, Tuesday at TRIBECA ^{360°}

Sponsorship Proposal

Why Sponsor this Event?

The Women's Gala has a new home this year with Serica after eight past successful years as the SupChina Women's Conference, which has shined a spotlight on visionary women shaping the U.S.-China 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 who embody the theme: ***Strength Unveiled: A Celebration of Women's Success Through Resilience and Perseverance.***

Sponsoring The Serica Initiative 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 China/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 unprecedentedly difficult times, AAPI women are regaining and revitalizing space in the 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.



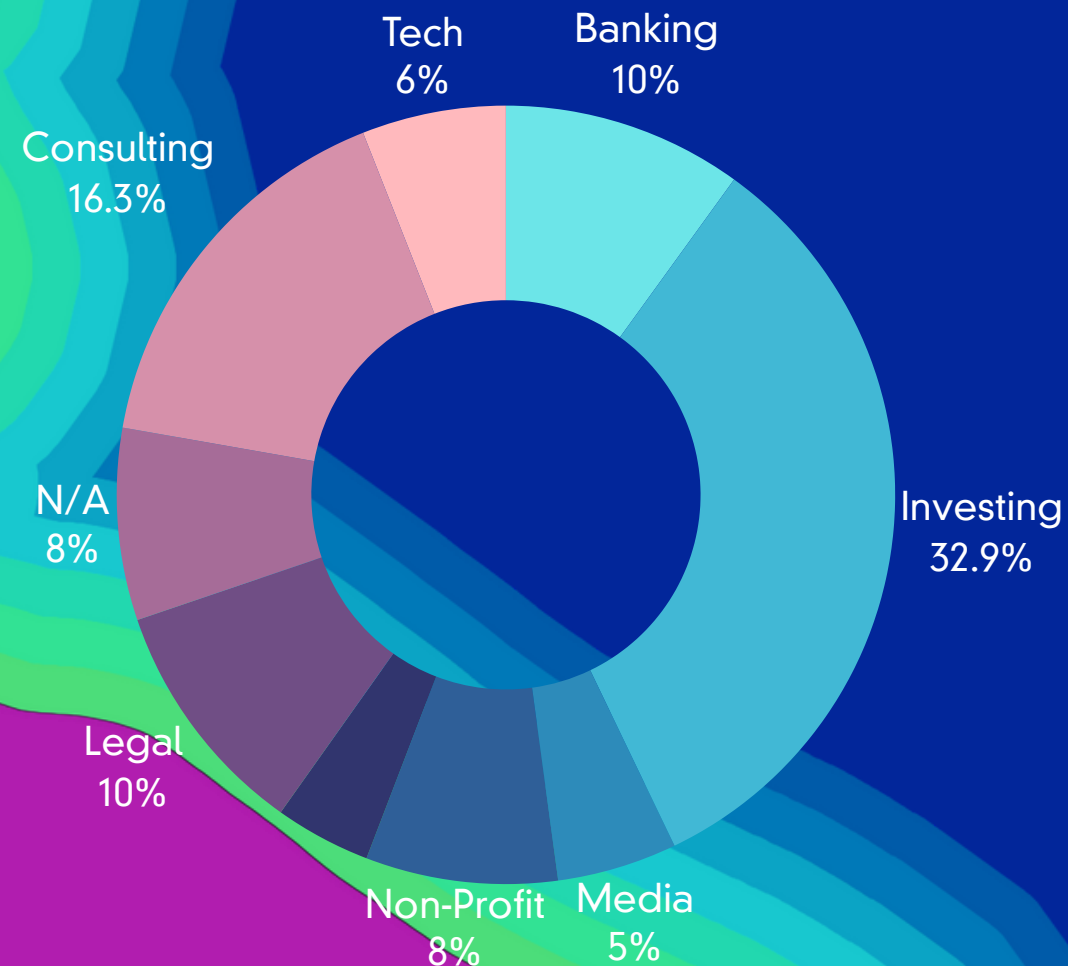
Attendee Breakdown

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.:

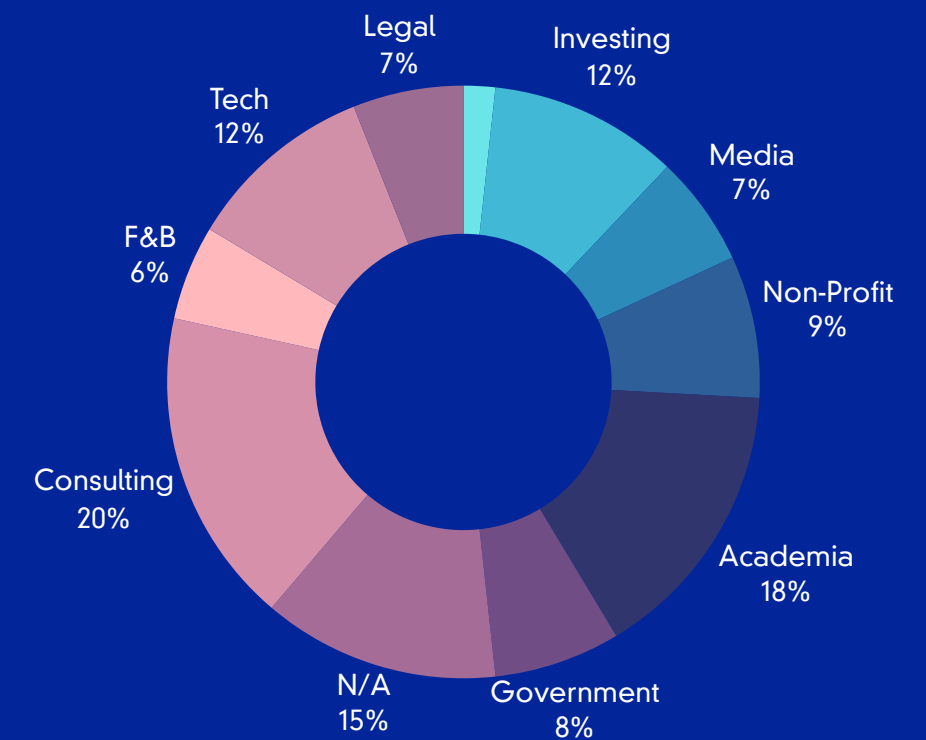
C-Suite	38%
Director	28%
Manager	17%
Intermediate	13%
Entry	4%



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%



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

2023 Past Honorees included:



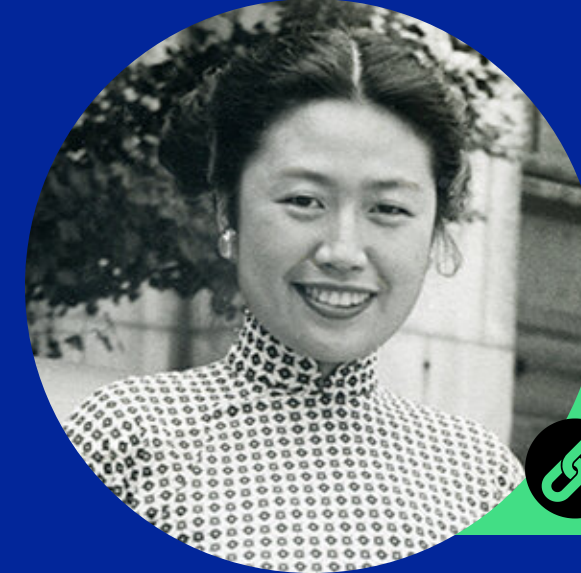
YUJA WANG
Globally Acclaimed
Concert Pianist



STELLA LI
CEO
BYD Americas



AMY CHUA
Best-selling Author
& Time's 100 Most
Influential People



DORA FUGH LEE
Renowned
Mixed-Media Artist





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

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