



## 2018 Business Leadership Circle Invitation

You are invited to join the Business Leadership Circle (BLC) for the Asian & Pacific Islander American Health Forum (APIAHF). For over 32 years, APIAHF has been the clear, strong voice in the nation's capital on health issues for Asian Americans, Native Hawaiian and Pacific Islanders (AAs and NHPIs)—the fastest growing population of minorities in the United States. Your membership to APIAHF's Business Leadership Circle is a high-impact way to support our work and visibly leverage your commitment to building healthy communities for all.

### Background

APIAHF has over 32 trusted years of working to improve AA and NHPI health, and with offices in California and Washington, DC, we are proud to be the leading national nonprofit advocating for the health of our community. We have community partners in 23 states and counting. Becoming a member of the APIAHF's Business Leadership Circle is a visible way to support our work and to leverage your expertise and commitment to building a healthy and vibrant community for all. We invite you to partner with us.

### Collaboration

APIAHF is committed to cultivating collaborations and strategic partnerships with businesses and corporations that share our vision of investing in building healthy and vibrant communities. With our Business Leadership Circle, we work toward positively addressing the unique and complex challenges facing AAs and NHPIs, while simultaneously creating value for our partners' brands and businesses. APIAHF will work with your company to customize a partnership that expresses your philanthropic goals and reflects your corporate culture.

We invite you to join our Business Leadership Circle and support our mission of influencing policy, mobilizing communities, and strengthening organizations and programs to improve the health of AAs and NHPIs. Involvement opportunities include:

- Event sponsorship
- Programmatic investments
- Product donations
- Grants and awards programs
- Raising public awareness

### Benefits

Because APIAHF collaborates with dozens of community centers, nonprofits, corporations, foundations, and consultants, we have a wide network of community leaders, health care professionals, researchers, and influencers committed to improving the health and well-being of

the fastest growing minority population in the United States. Your relationship with APIAHF links you to a successful brand with a proven model of impact and achievement.

Being a part of APIAHF Business Leadership Circle has numerous benefits that include, but are not limited to:

1. Share in the recognition of the inspiring accomplishments of the APIAHF program and national network.
2. Engage in networking and programmatic opportunities with top public health, philanthropic, and community leaders in the San Francisco Bay Area, Washington, DC, and other program areas across the country.
3. Realize the value from marketing, PR, and advertising opportunities tied to our events and convenings.

### Challenge Grant Opportunity

APIAHF has secured an amazing challenge grant opportunity, matching \$1 for every \$2 of private contributions, through the generosity of a private donor. This provides Business Leadership Circle members an amazing opportunity to leverage your dollars and impact, providing APIAHF a unique opportunity to secure our future and our continued role as the leading health advocate for AA and NHPs at the federal level.

## Business Leadership Circle Recognition Levels

	Innovator \$100,000	Collaborator \$50,000	Investor \$25,000	Partner \$10,000
Title Sponsorship of 2018 signature event	★			
Speech to Employee Resource Group by APIAHF President/CEO	★			
Personal Updates and Insights from APIAHF President/CEO	★			
Exclusive sponsorship of community policy strategy session with advocates from across the country	★			
Title sponsorship of a focused event in 2018, such as community briefings, events in other cities (targeting Salt Lake City, Chicago, N Virginia), etc	★	★		
Sponsorship of a focused event in 2018, such as community briefings, events in other cities (targeting Salt Lake City, Chicago, N Virginia), etc	★	★	★	
Exclusive Invitations to VIP meetings with leaders from government, business, community organizations	★	★	★	
Access to and notifications on APIAHF's newly released infographics	★	★	★	★
Sponsorship of our 2018 signature event, an awards reception on April 25, 2018 in Washington, DC	★	★	★	★
Annual BLC Roundtable meeting on April 25, 2018	★	★	★	★
Bi-annual updates on key program & policy development from APIAHF	★	★	★	★
Acknowledgement on APIAHF website (logo only)	★	★	★	★



## Business Leadership Circle Sponsorship Form

**Yes**, we would like to join as a member of APIAHF’s Business Leadership Circle. We understand that we will receive benefits outlined in the attached brochure, including leveraging our dollars with the Challenge Grant opportunity.

Name of Sponsor: \_\_\_\_\_

Contact Person, Title: \_\_\_\_\_

Email address: \_\_\_\_\_

Phone number: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

### Business Leadership Circle Sponsorship Levels:

- |                                       |           |
|---------------------------------------|-----------|
| <input type="checkbox"/> Innovator    | \$100,000 |
| <input type="checkbox"/> Collaborator | \$50,000  |
| <input type="checkbox"/> Investor     | \$25,000  |
| <input type="checkbox"/> Partner      | \$10,000  |

For more on how our Business Leadership Circle and event sponsorship can meet your needs, contact:  
**Kathy Ko Chin**, President & CEO ([kkochin@apiahf.org](mailto:kkochin@apiahf.org), (415) 568-3301, [www.apiahf.org](http://www.apiahf.org))

Please return this form to:

Remy Lee Pon, Director of Executive & Development Operations

One Kaiser Plaza, #850, Oakland CA 94612

[rllee@apiahf.org](mailto:rllee@apiahf.org) or fax to 510-419-0263.

## Program Sponsorship Opportunities

The Asian & Pacific Islander American Health Forum (APIAHF) is over three decades old. As the nation's advocate for the health of Asian American, Native Hawaiian and Pacific Islander (AA and NHPI) communities, our role of being the clear strong voice in the nation's capital has required that we partner with all stakeholders who care about the health and well-being of all Americans. Consider partnering with APIAHF to address health disparities with these programmatic opportunities:

**Health Rising Leadership Institute (HRLI)**— HRLI is a 6-month leadership fellowship program designed to strengthen 15-20 leaders of AA and NHPI community organizations involved in improving health equity. Click [here](#) for more program details. There are opportunities to create a named fellow(s) or sponsor or host the convenings (the next convening will be in Washington, DC, on May 9-11, 2018).

**Precision Medicine**— The National Institutes of Health (NIH) has a research initiative, The [All of Us Research Program](#), a historic effort to gather data from one million or more people in the US to accelerate research and improve health. By taking into account individual differences in lifestyle, environment, and biology, researchers will uncover paths toward delivering precision medicine. We are the only AA and NHPI community-based organization partnered with this effort. Along with the NYU Center for the Study of Asian American Health (CSAAH), we'll be responsible for the communications campaign to the AA and NHPI communities, providing AA and NHPI community spokespeople for the campaign, and hosting a convening on February 27, 2018 in Washington, DC. For the program overview, click [here](#) and the fact sheet, click [here](#).

**Data Disaggregation to Identify Health Disparities**— APIAHF can provide technical assistance to our corporate partners. For example, a major national insurer contracted with APIAHF to identify health disparities among their AA and NHPI enrollees and to design interventions to address the disparities. The insurer created an initial list of measures to identify disparities in health care access, quality, and outcomes for Asian American Pacific Islander (AAPI) members in five states: California, Georgia, New York, Ohio, and Virginia. The insurer identified different sources of internal data for these specific measures. During 2017, APIAHF staff reviewed the following data sources: membership race/ethnicity, HEDIS, inpatient acute hospital claims, and emergency visit claims. From this analysis, intervention programming will be developed and implemented through APIAHF's national network of human service organizations.

**Podcast**— "[Check Up, Check In](#)", APIAHF's podcast explores unique health perspectives and stories from the AA and NHPI communities on a sharable platform. Partners have the opportunity to sponsor a podcast episode or work with APIAHF on potential content or relevant topics to feature. With more than 100 active listeners after its first season, the podcast will continue to target an increased audience of millennial AA and NHPis. All episodes are cross-promoted on APIAHF's social media platforms.

**Webinars**— APIAHF hosts several timely and informative policy-related webinars throughout the year on topics such as "AA and NHPI Communities and Open Enrollment." To view slides from previous webinars, click [here](#). We have opportunities to sponsor and co-host future webinars.

*For more information on these program sponsorship opportunities can meet your needs, contact: **Kathy Ko Chin**, President & CEO at [kkochin@apiahf.org](mailto:kkochin@apiahf.org) or (415) 568-3301. For more information on APIAHF, visit [www.apiahf.org](http://www.apiahf.org).*