

MUSEUM OF CHINESE IN AMERICA

Chinese American Genealogy Conference October 15 – 16, 2016



SPONSORSHIP OPPORTUNITIES

CONFERENCE DESCRIPTION

The inaugural conference on Chinese American genealogy in New York City offers a series of comprehensive workshops, presentations, and one-on-one consultations with expert practitioners of Chinese genealogy in America. Whether you're just getting started or are a pro, this conference will provide you with the tools and methodology to discover your family's roots and document your family lineage.

The conference is designed for individuals and families, from beginners to experts, who are researching their Chinese American family history.

DEMOGRAPHICS & REACH

Conference attendance: 125

Each attendee is likely to have up to 50 immediate and extended living family members in the United States and across the world. In addition, each of the invited guest presenter has his or her individual/organizational network of genealogists, past workshop participants, and social media fans.

All the conference speakers are experts and practitioners in the field of Chinese genealogy in America with previous experience leading genealogy research workshops and an integral part of the growing national and global network of Chinese American individuals researching their diasporic family history.

Museum of Chinese in America

Visitors (annual): 50,000

From: 50 states and 47 countries

Members **1,700**

Website visits: 145,000

E-newsletter subscribers: 14,000

Facebook Fans: 6,500

Twitter Followers: 11,200

Instagram: 1,630

VENUE

Museum of Chinese in America (MOCA)
215 Centre Street, New York City

MOCA's beautiful home, designed by renowned artist/designer Maya Lin, is a 14,000 square foot, two-level facility situated between Chinatown and SoHo, the most visited parts of Manhattan. In this world class setting, MOCA gives full voice and lasting visibility to the national experience of Chinese Americans and their families.

The architecture reveals the character of the historic building and creates a core exhibition space surrounding the courtyard—expressing a blend of old and new in the design. Using the metaphor of a Chinese courtyard house, the museum's core exhibition *With a Single Step: Stories in the Making of America* draws visitors into a journey through a series of rooms organized around the sky lit courtyard.

Beyond the core exhibition space, is a second ring of exhibition galleries; programs center; reception and orientation areas; and a museum shop. The lower courtyard level, filled with natural light, houses a 1,000-square foot multi-purpose space that can be converted into classrooms, research, and conference areas.



Photos Courtesy of the Museum of Chinese in America and Maya Lin Studio

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KEYNOTE ADDRESS SPONSOR \$2,000

Benefits

- Inclusion in title of keynote address and organization name/logo in conference publicity and program materials.
- Opportunity to introduce the keynote speaker and mention the sponsorship.
- Opportunity to include organizational information materials in conference gift bag.

WORKSHOP/SESSION SPONSORS \$500

Benefits

- Organization name/logo inclusion in workshop description on conference publicity and program materials.
- Recognition during the introduction of the workshop speaker.
- Opportunity to display banner/signage in the room.

GIFT BAG SPONSORS \$200

Benefits

- Organization logo inclusion in conference publicity and program materials
- Opportunity to include items in conference gift bag distributed to all attendees (you must ship a quantity of 125 of your items to us for inclusion).

We are committed to working with you to raise your visibility with the MOCA audience you need to reach. Please contact Beatrice Chen at bchen@mocanyc.org to find out how MOCA can help you as a conference sponsor.