



Detroit Chinese Business Association

底特律中華商會

**DCBA 2016 CHINESE NEW YEAR GALA
SPONSORSHIP OPPORTUNITIES**

February 22nd, 2016 | Detroit Symphony Orchestra



DCBA 2016 CHINESE NEW YEAR GALA

新春快乐

THE DETROIT CHINESE BUSINESS ASSOCIATION INVITES YOU TO JOIN US IN WELCOMING A DELEGATION OF GOVERNMENTAL AND BUSINESS LEADERS FROM CHINA TO MICHIGAN FOR OUR CHINESE NEW YEAR GALA. IN THE 12-YEAR CYCLE OF THE CHINESE ZODIAC, 2016 IS THE YEAR OF THE MONEKY, MARKING A PROMISING YEAR FILLED WITH OPPORTUNITIES AND GREAT BUSINESS COLLABORATIONS. WE INVITE YOU TO SHARE WITH US THE JOY OF CROSS CULTURAL EVENT, AND BUILD "GUANXI" FOR A GOOD YEAR TO COME.

MONDAY, FEBRUARY 22, 2016

MAX M. & MARJORIE S. FISHER MUSIC CENTER

3711 WOODWARD AVE., DETROIT MI 48201



KEYNOTE PRESENTATION BY

LT. GOVERNOR BRIAN CALLEY,

WHO HAS DEDICATED SIGNIFICANT TIME AND ENERGY TO STRENGTHENING MICHIGAN'S CONNECTIONS WITH CHINA.



A PRIVATE PERFORMANCE BY

THE CHINA BROADCASTING ORCHESTRA IN ORCHESTRA HALL
DETROIT SYMPHONY ORCHESTRA QUARTET DURING GALA
BANQUET IN THE MAX & MARJORIE FISHER MUSIC CENTER


DETROIT SYMPHONY ORCHESTRA
LEONARD SLATKIN *Music Director*
A COMMUNITY-SUPPORTED ORCHESTRA

DETROIT SYMPHONY ORCHESTRA - 2017 ASIA FRIENDSHIP TOUR



CHINESE NEW YEAR GALA 2016

SPONSORSHIP BENEFITS

AMBASSADOR

\$25,000

Name recognition: "DCBA Chinese New Year Gala presented by NAME"

Recognition in U.S. press releases and in media packages

Recognition in international media releases

Personal introduction to Keynote Speaker and all Chinese dignitaries

Opportunity to introduce Keynote Speaker

Photo opportunity with Keynote Speaker

Admission for 2 tables (up to 20 people)

Admission for 10 to VIP Reception

DIPLOMAT

\$12,500

Recognition in U.S. press release and media packages

Personal introduction to chosen dignitary

Opportunity to present Award or TBD*

Photo opportunity with Keynote Speaker

Admission for 1 tables (up to 10 people)

Admission for 5 to VIP Reception

Benefit for one year as DCBA Corporate Sponsorship

ENVOY

\$5,000

Admission for 1 table (up to 10 people)

Admission for 2 to VIP Reception

Recognition in event brochure

SILK ROAD

\$2,500 (limited supply)

Corporate Table

Recognition in event brochure

Table signage





EVENT HIGHLIGHTS

2015 CHINESE NEW YEAR GALA

On February 27th, 2015 at the gorgeous Sound Board, Motor City Casino Hotel, over 500 business professionals attended the banquet to celebrate the Chinese New Year together. The banquet provided Chinese cultural experiences, networking opportunities, great food and Performance of Beijing Opera and Ballet. We were also very proud to have many great speakers who gave impressive speeches during the banquet. Gala sponsors included ZYNP, MEDC, General Motors, Oakland County, and many more.



US-CHINA BUSINESS FORUM & 20TH INTERNATIONAL GOLF OUTING

The US-China Business Forum and 20th Annual DCBA International Golf Outing was held on September 21st & 22nd, 2015 at Troy Marriott and Indianwood Golf Country Club respectively. Special speakers of the forum included high-level leaders from automotive industries, and US-China investment field. Event sponsors included Quicken Loans, Corrigan Air & Sea Cargo, Mellen, Smith & Pivoz PLC, Meadowbrook Insurance and many others.



DCBA ANNUAL SPONSOR APPRECIATION DINNER BANQUET

On November 21st, 2015, we hosted a memorial Annual Sponsor Appreciation Dinner Banquet coming with the first major snow of the season. The event was held at the majestic Forest Lake Country Club. Many DCBA esteemed sponsors, highly respected business professionals and two Chinese delegations attended. Over 130 guests participated in this banquet by engaging the charity auction and performance. It's a gold season to remember.



2015 ANNUAL SPONSORS

GOLD



BAKER TILLY



SILVER



BRONZE



MEDIA





ABOUT DCBA

WHO WE ARE

The Detroit Chinese Business Association (DCBA) is a Michigan based non-profit 501(c)6 organization. Founded in 1995, its primary goal is to foster bilateral business relationships between Chinese companies and the US. Leveraging its services is the most effective way to do business between Michigan and China.

WHAT WE DO

DCBA has established close relationships with American and Chinese government agencies, automotive OEMs and Tier 1 suppliers, and many other manufacturing and service companies, organizations, delegations, and ministers. In the past few years, DCBA has promoted business opportunities by providing its members and the Metro Detroit business community with numerous business conferences, exhibitions, networking events and consulting services.

CONNECTIONS

Media

CCTV (China)	NY Times	Free Press
CBC TV (Canada)	Monocle Media (London)	Hour Media
NHK TV (Japan)	CNBC TV Asia	Crain's Detroit
Fairchild TV (Canada)	China Daily USA	Corp! Magazine
China Business Media Network	21st Century China Business Herald	Michigan Business Network
Jing Weekly	CBS TV Detroit	

Global: US and Chinese government agencies, associations and private corporations

Automation Alley	China Entrepreneur Network	Ministry of Foreign Trade & Economic Cooperation, P. R. China (MOFTEC)
China General Chamber of Commerce USA	China Social Innovation Foundation	Oakland County Economic Development
China Council for Promotion of International Trade (CCPIT)	Detroit Economic Growth Corporation	United States Department of Commerce
China Chamber of International Commerce (CCOIC)	Greater Detroit Chamber of Commerce	
China Entrepreneur Forum	Michigan Economic Development Corporation	

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