



ASIAN
BUSINESS ASSOCIATION

49TH ANNUAL
Impact
AWARDS

SEPTEMBER 18, 2025
INTERCONTINENTAL
DOWNTOWN LOS ANGELES

PRESENTED BY



SPONSORSHIP OPPORTUNITIES



Background

Each year, the Asian Business Association (ABA) honors leaders in the Asian American business community at its Annual Awards Banquet. The ABA also recognizes corporations that consistently provide opportunities and foster an environment for Asian American entrepreneurs to flourish.

Proceeds from this fundraising gala will further ABA's outreach, forums, exchanges and training program to support economic development for these small diverse businesses in Southern California.





Past Honorees

99 Ranch Market

7 Leaves Cafe

Advance Beauty College

Andrew Chau, Boba Guys

Asian Women Leadership in Philanthropy Fund

East West Bank

Gold House

Hyundai Motor America

Honorable John Chiang

Jollibee

Karen Park, TEN Advertising

Northrop Grumman

T-Mobile

Takashi Cheng

Teddy Fong, Million Dollar Baby

Vaughn Williams III, SoCal Gas

Victor Parker, US SBA

Wahoo's





Past Sponsors

COMCAST  NBCUNIVERSAL



LAWA | **LAX VNY**

**NORTHROP
GRUMMAN**



Southwest 

T Mobile





Past Media Coverage

Asian Journal
Balita Media
China Press
Chinese LA Daily News
Daily Sports Seoul
EDI Media
ETTV
ICN TV
India Journal
Inquirer.net
International Daily
The Korea Daily

Korea Herald Business
The Korean Sunday News
The Korea Times
Kyocharo
Little Saigon TV
Philippine News
Skylink TV
Taiwan Daily
U.S. Asian Post
Viet Tide
Zhong Guo Daily





About the Asian Business Association

The Asian Business Association (ABA) is a non-profit organization that has been proactively assisting Asian American small businesses gain access to economic opportunities and advancement since 1976. They represent the views of Asian American business owners to local, state and federal government officials in order to promote and improve the business climate for Asian minority-owned businesses. We are over 1,200 members strong, entailing many kinds of businesses – retailers, lawyers, real estate developers, accountants, marketing agencies, information technology companies, manufacturers, distributors, import/export companies, and many other industries. Through their combined efforts and numerous impactful events, ABA helps create business opportunities by connecting its members to not just each other, but also to corporations and public agencies such as NBCUniversal, T-Mobile, Walt Disney, U.S. Bank, American Honda, Southern California Edison and many more. The ABA welcomes you to join the premier organization for entrepreneurs.

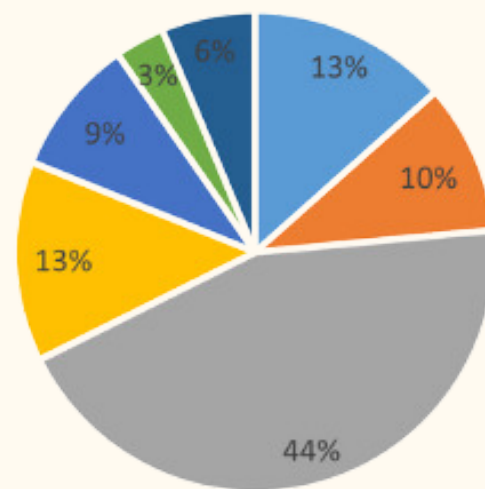
The Asian Business Association is where Business and Opportunity Meet.





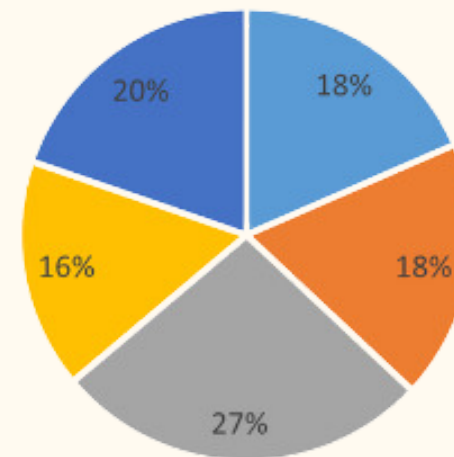
Membership

By Industry



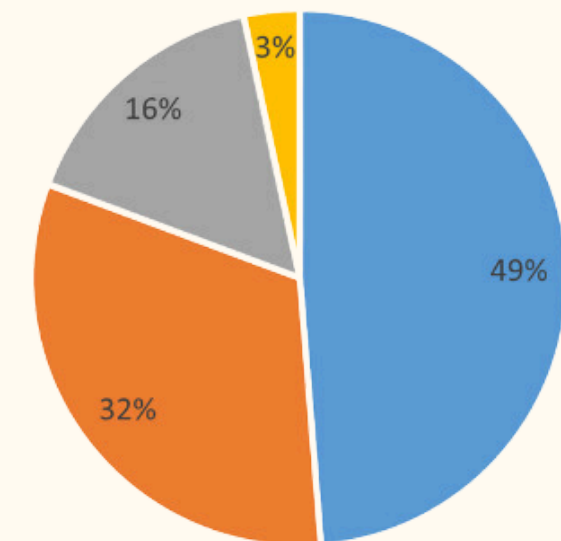
■ Goods production ■ Retail/wholesale ■ Professional ser ■ Educ/Health
■ Hospitality ■ Other service ■ No response

Years in Business



■ 4 or fewer years ■ 5-9 years ■ 10-19 years ■ 20-29 years ■ 30 or more years

Number of Employees



■ 1-4 Employees ■ 5-19 Employees ■ 20-99 Employees ■ 100+





Sponsorship Opportunities

Title Sponsor \$40,000

- Two Title Sponsor-level tables of 10 at the Awards Dinner
- Full page color ad in the program book
- Award recognizing commitment to ABA during the Awards Dinner
- Company logo projected on the screen at the Awards Dinner
- Title Sponsor acknowledgment with company logo
- 10 Guests access to the VIP Reception
- Sponsorship recognition during the Awards Dinner, on press releases and printed materials





Sponsorship Opportunities

Gold Sponsor \$20,000

- One Gold-level table of 10 at the Awards Dinner
- Full page color ad in the program book
- Award recognizing commitment to ABA during the Awards Dinner
- Company logo projected on the screen at the Awards Dinner
- Gold Sponsor acknowledgment with company logo
- 8 Guests access to the VIP Reception
- Sponsorship recognition during the Awards Dinner, on press releases and printed materials





Sponsorship Opportunities

Silver Sponsor \$15,000

- One Silver-level table of 10 at the Awards Dinner
- Half page color ad in the program book
- Award recognizing commitment to ABA during the VIP Reception
- Company name projected on the screen at the Awards Dinner
- Silver Sponsor acknowledgment with company logo
- 6 Guests access to the VIP Reception
- Sponsorship recognition during the Awards Dinner, on press releases and printed materials





Sponsorship Opportunities

Bronze Sponsor \$10,000

- One Bronze-level table of 10 at the Awards Dinner
- Half page color ad in the program book
- Bronze Sponsor acknowledgment with company name
- 4 Guests access to the VIP Reception
- Sponsorship recognition during the VIP Reception, on press releases and printed materials





Ad Rates

Full Page Color (8.5" X 11") - \$2,500

Half Page Color (8.5" x 5.5") - \$1,500

Artwork to be submitted as a high-resolution
EPS or PDF file, non-bleed.

Please send your artwork to Vy Ngo at vy@abala.org
no later than August 22, 2025.





Make the Pledge

Be part of the celebration and participate as a sponsor as we honor leaders in the Asian American business community.

RSVP before August 8, 2025

Seating is limited.

Contact

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www.abala.org/gala

