

SPONSORSHIP
2019



U N F R G E T T A B L E

December 14, 2019 • The Beverly Hilton • unforgettablegala.com

02 Overview

Character Media proudly presents the annual Unforgettable Gala, now in its 18th year. This black-tie event awards and celebrates Asian Pacific American celebrities, influencers and leaders who have contributed to arts, entertainment and culture. More than 650 APA professionals and high-profile names gathered inside the Beverly Hilton last year for an Unforgettable night to recognize the successes of the past year.

The night's live entertainment and special performances will be covered by prominent print, radio and online media outlets. Tickets include a gourmet three-course dinner, live entertainment, a hosted bar and the after-party.



>> Jeannie Mai, host

03

Past Honorees



Sandra Oh
Joseph Han
Toby Dawson
2006



Margaret Cho
Rex Lee
Keli Lee
2007



John Cho
Jeannie Park
Roy Lee
2008



Janice Min
Ken Jeong
Daniel Dae Kim
2009



Juju Chang
Chan Ho Park
Grace Park
2010



Hines Ward
Sung Kang
Roy Choi
Jennifer Yuh Nelson
2011



PSY
Se Ri Pak
Jim Lee
2012



Janet Yang
Jose A. Vargas
2013



Ming-Na Wen
Ki Hong Lee
John Cho
2014



Steven Yeun
Constance Wu
Randall Park
Chloe Bennet
Lisa Ling
Eugene Lee Yang
2015



George Takei
Ken Jeong
Brian Tee
Steve Aoki
Wong Fu Productions
Jennifer Yuh Nelson
2016



Leonardo Nam
Maggie Q
Justin Chon
Ross Butler
Awkwafina
Grace Park
Daniel Dae Kim
Chloe Kim
Ted Chung
Dr. Mike Hong
2017



Sandra Oh
John Cho
Manny Jacinto
Lana Condor
Jon M. Chu
"Crazy Rich Asians"
Tan France
Cassey Ho
Amanda Nguyen
Ben Baller
Livi Zheng
Naomi Osaka
2018



04

Past Guests

A Few Celebrities Who Have Joined Our Event

ALISON LEE, *LPGA professional golfer*
AULI'I CRAVALHO, *Actress, "Moana"*
BRIAN TEE, *Actor, "Chicago Med"*
CHLOE BENNET, *Actress, "Agents of S.H.I.E.L.D."*
CONSTANCE WU, *Actress, "Fresh Off the Boat"*
DANIEL DAE KIM, *Actor, "Hawaii Five-0"*
DANIEL HENNEY, *Actor, "Criminal Minds: Beyond Borders"*
D'ARCY CARDEN, *Actress, "The Good Place," "Broad City"*
DEBRA MESSING, *Actress, "Searching," "Will and Grace"*
DIANA BANG, *Actress, "The Interview"*
DIANNE DOAN, *Actress, "Warrior"*
DOROTHY WANG, *E! Reality Star, "Rich Kids of Beverly Hills," "Famously Single"*
DYLAN MCDERMOTT, *Actor*
EUGENE LEE YANG, *Digital influencer*
GEORGE TAKEI, *Actor, "Star Trek"*
GRACE PARK, *Actress, "Hawaii Five-0"*
HARRY SHUM JR., *Actor, "Glee," "Crazy Rich Asians"*
JAEDEN LIEBERHER, *Actor, "It"*
JAMIE CHUNG, *Actress, "Big Hero 6"*
JANET YANG, *Producer, "Empire of the Sun," "The Joy Luck Club"*
JEANNIE MAI, *Host, "The Real," "How Do I Look"*
JEN CHAE, *Digital influencer*
JENNIFER LI, *Activist, Rise & #TakeDownJulienBlanc*
JOHN CHO, *Actor, "Star Trek"*
JUDITH HILL, *Singer/Songwriter, "This Is It," "The Voice"*
JUSTIN CHON, *Actor, "Twilight," "Gook"*

JUSTIN LIN, *Director, "Fast & Furious" franchise, "Star Trek"*
KARRUECHE TRAN, *Actress, "Claws"*
KELLY HU, *Actress "Arrow," "X2"*
KEN JEONG, *Actor "Dr. Ken," "Community"*
LEONARDO NAM, *Actor, "Westworld"*
LINDSAY PRICE, *Actress, "Beverly Hills 90210"*
LISA LING, *Journalist, host of "Our America with Lisa Ling"*
MAGGIE Q, *Actress, "Nikita"*
MIKE SCHUR, *Executive Producer, "The Good Place," "Master of None," "Parks and Recreation"*
MILCK, *Singer/Songwriter*
MING-NA WEN, *Actress, "Agents of S.H.I.E.L.D."*
OLIVIA CHENG, *Actress, "Marco Polo," "Warrior"*
PETER CHIARELLI, *Writer, "Crazy Rich Asians"*
PTOLEMY SLOCUM, *Actor, "Westworld"*
RANDALL PARK, *Actor, "Fresh Off the Boat"*
ROSS BUTLER, *Actor, "13 Reasons Why"*
RYAN POTTER, *Actor, "Big Hero 6"*
SANDRA OH, *Actress, "Grey's Anatomy"*
SAM TSUI, *YouTube artist*
SIMU LIU, *Actor, "Shang-Chi and The Legend of the Ten Rings" (2021), "Kim's Convenience"*
STEVE BYRNE, *Actor, "Sullivan & Son"*
STEVEN YEUN, *Actor, "The Walking Dead"*
TAMLYN TOMITA, *Actress, "Joy Luck Club"*
TERRENCE HOWARD, *Actor, "Empire"*
VINCENT RODRIGUEZ III, *Actor, "Crazy Ex-Girlfriend"*
WONG FU PRODUCTIONS, *Digital influencer*





05

Past Performers

A Few of Our Memorable Performers

- AHN TRIO, *Classical piano trio*
- AMERIE, *Artist/actress, “1 Thing,” “First Daughter”*
- DEAN, *K-pop singer*
- DIA FRAMPTON, *Singer/songwriter, “The Voice” finalist*
- EAST WEST PLAYERS, *Longest-running APA theatre group*
- EPIK HIGH, *K-pop group*
- ERIC NAM, *K-pop singer*
- HEEJUN HAN, *“American Idol” Season 11 finalist*
- JAY PARK, *K-pop singer*
- JOSEPH VINCENT, *YouTube artist*
- JUDITH HILL, *Singer*
- JY PARK, *Producer, JYP Entertainment president*
- KABA MODERN, *Award-winning hip-hop dance group*
- KINA GRANNIS, *Singer/songwriter, actress*
- KRNFX, *Beatboxer, singer*
- LYDIA PAEK, *Singer/songwriter/dancer*
- MEGAN LEE, *Singer/songwriter/actress*
- MC JIN/TIM BE TOLD, *Rapper/indie band*
- MIKE SONG/KINJAZ, *Dance group, “America’s Best Dance Crew”*
- POREOTICS, *Winner of “America’s Best Dance Crew”*
- PHILTHY, *Soul band*
- PRISCILLA AHN, *Singer/songwriter*
- RUN RIVER NORTH, *Indie folk-rock band*
- TESSANNE CHIN, *Winner of “The Voice”*
- THE LAB, *Winners of “World of Dance”*
- TINA GUO, *Cellist*
- YB BAND, *K-rock singer*





Debra Messing
1.2m followers
20.2k 177



Eugene Lee Yang
2m followers
343k 3.6k



Cassey Ho
1.5m followers
84k 925

06
Social Media



57.7m	73.5m
Total Impressions	Total Impressions
2.2m	3m
Total Likes	Total Likes
18.5k	22.9k
Total Comments	Total Comments
3.6k	8.4k
Total Tweets	Total Tweets



harryshumjr

Liked by koreasianmedia and 81,573 others

harryshumjr Unforgettable night seeing @jonmchu and the @crazyrichasians team receive the Vanguard

Harry Shum Jr.
2.2m followers
86k 336



inanna

280,559 likes

inanna I really wonder what I was thinking about at this moment. // #UNFO

Inanna
9.7m followers
280k 1.2k



lianev

At the 16th Annual Asian American Awards with my love @itsdonbenjamin ❤️ #UNFO #UnforgettableGala Dress: @stephaudinocouture MUA: @jay_artistry

Liked by yeimiizle and 203,110 others

DECEMBER 9, 2017

Add a comment...

Post

Liane V
4.4m followers
203k 469



**benballer** • Follow
The Beverly Hilton

**benballer** For most of my life growing up, I felt like an outsider... most Asians didn't understand me and I didn't share the same interests with them. Back then hip hop was still fairly new and it was definitely NOT on the pop charts or in popular culture. I could count the amount of Asians who worked in hip hop back then on one hand. And for sure there was little to no yellow representation in Hollywood unless you were in



Liked by dianashin and 69,340 others

DECEMBER 9, 2018

Add a comment...

Post

**benballer** • Follow
The Beverly Hilton

in Hollywood unless you were in martial arts or willing to portray a nail shop/liquor store owner. But we've come a long way. I didn't mind always being the only Asian in circles or wherever I went. I got used to it. But last night was magical. It showed me how much cooler it is to not be the only Asian repping. In fact last night was the most grand magnificent event I've ever attended and I've been to the Grammys



69,341 likes

DECEMBER 9, 2018

**benballer** • Follow
The Beverly Hilton

before. I've recently won a few awards (Hypebeast 100, Jeweler of the Year), but winning the cultural lifestyle achievement award last night meant everything to me. I've watched the #AsianAmericanAwards on social media and heard about it from word of mouth for over 15 years and never was invited. And I've been putting in work for decades behind the scenes, without a manager or publicist. I've been used to not being included in Asian events, but I was so



69,341 likes

DECEMBER 9, 2018



**benballer** • Follow
The Beverly Hilton

publicist. I've been used to not being included in Asian events, but I was so honored to receive this award that I almost cried. Seeing my mom break down in tears after my speech got me emotional and deep in my feelings because even though I've been successful for a while, I gave her hell for a majority of her life. Being kicked out of schools, going to jail several times and just being a hooligan. She always wanted me to be a stock broker or doctor or



69,341 likes

DECEMBER 9, 2018

**benballer** • Follow
The Beverly Hilton

lawyer and that was the last thing I wanted to do. But now I really feel like I truly made her proud and that means more to me than any amount of money in the world. Thank you @koreasianmedia for having me and more so awarding me for my lifetime of grind. @jonmchu you set the tone last night and put fire under my seat. @johnthecho thank you for shouting me out. I realize we all need to stick



69,341 likes

DECEMBER 9, 2018

**benballer** • Follow
The Beverly Hilton

and put fire under my seat. @johnthecho thank you for shouting me out. I realize we all need to stick together as Asians do and continue this wave. When we unify, we flourish. #AsianExcellence #UnforgettableGala2018 #UNFO



69,341 likes

DECEMBER 9, 2018

07 Press Coverage

2018

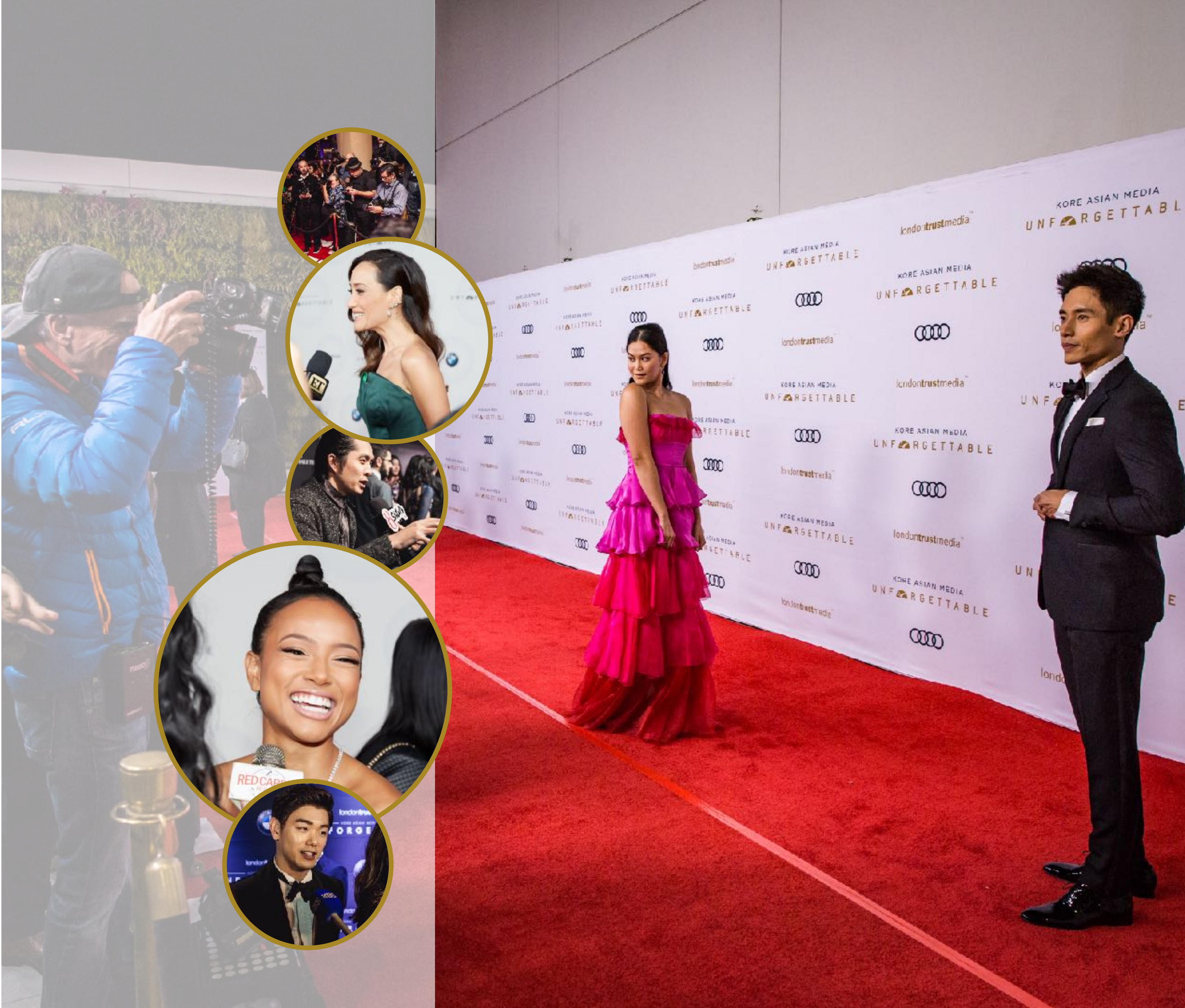
32 Outlets
Total Press Coverage

5.2b
Total Impression

2017

30 Outlets
Total Press Coverage

237.6m
Total Impression





08 Program

Date

Saturday
12.14.19

Venue

The Beverly Hilton
9876 Wilshire Blvd. Los Angeles, CA

Schedule

5:30PM	Red Carpet & Cocktail Reception
7:00PM	Dinner
8:30PM	Awards Presentation & Performances
10:30PM	After-Party <i>Black Tie & Hosted Bar</i>



09

Presenting Sponsor

\$250,000

- Naming rights to event: “Presented by”
- Category exclusivity
- Present at the Award Dinner & After Party
- Private dinner with award recipients and sponsors
- Official host for award recipients
- Official host for press announcement
- VIP seating for 20 people split between 3 tables
- Celebrity seating at the orchestra tables
- Special recognition during program
- Opportunity to speak at event
- Exclusive sponsor logo on press red carpet backdrop



- 30-second commercial spot during the program (2 times)
- Rotating screen projection of logo at event and after-party
- Premium signage at event, VIP lounge and after-party
- Premium logo on all formal invitations (print)
- Premium logo on all promotional materials
- Logo on official gift bag
- Product distribution in event gift bag
- Product display during event, VIP lounge and after-party
- Special mention as presenting sponsor in all press releases
- Mention in Character Media event feature story
- Full-page back cover & center spread ad in Character Media E-Magazine



10

Alcohol Sponsor

\$75,000 + Product

- Product exclusivity
- VIP seating with celebrities in studio section
- Seating for 10 people split between 2 tables
- Special recognition during program
- Sponsor logo on general red carpet backdrop
- 30-second commercial spot during the program
- Rotating screen projection of logo at event
- Branded photo booth placement
- Logo on digital invitations
- Premium signage at venue
- Premium logo on all promotional materials
- Branded display during event
- Product served at hosted bar
- Product distribution in event gift bag
- Special mention in all press releases
- Mention in Character Media event feature story
- Full-page ad in Character Media E-Magazine Jan/Feb issue



11

Platinum Sponsor

\$75,000

- **Product exclusivity (except Studios)**
- VIP seating with celebrities in orchestra section
- 10 people split between 2 tables
- Special recognition during program
- Sponsor logo on general red carpet backdrop
- 30-second commercial spot during the program
- Rotating screen projection of logo at event
- Branded photo booth placement
- Logo on digital invitations
- Premium signage at venue
- Premium logo on all promotional materials
- Branded display during event
- Product served at hosted bar
- Product distribution in event gift bag
- Special mention in all press releases
- Mention in Character Media event feature story
- Full-page ad in Character Media E-Magazine

12

Beverage Sponsor

\$75,000 + Product

- **Category exclusivity for reception & dinner** (spirits or wine & beer)
- VIP seating with celebrities in studio section
- 10 people split between 2 tables
- Special recognition during program
- Sponsor logo on general red carpet backdrop
- 30-second commercial spot during the program
- Rotating screen projection of logo at event
- Branded photo booth placement
- Logo on digital invitations
- Premium signage at venue
- Premium logo on all promotional materials
- Branded display during event
- Product served at hosted bar
- Product distribution in event gift bag
- Special mention in all press releases
- Mention in Character Media event feature story
- Full-page ad in Character Media E-Magazine

13

Gold Sponsor

\$50,000

- VIP seating with celebrities in orchestra section
- 10 people split between 2 tables
- Acknowledgment during program
- Rotating screen projection of logo at event
- Logo on digital invitations
- Product distribution in event gift bag
- Product display during event
- Mention in all press releases
- Mention in Character Media event feature story
- Full-page ad in Character Media E-Magazine

Silver Sponsor

\$30,000

- VIP seating with celebrities in studio section
- 10 people split between 2 tables
- Acknowledgment during program
- Rotating screen projection of logo at event
- Logo on digital invitations
- Product distribution in event gift bag
- Product display during event
- Mention in Character Media event feature story
- Full-page ad in Character Media E-Magazine

14

After-Party Beverage Sponsor

\$30,000 + Product

- Category exclusivity for after-party (spirits or wine & beer)
- Official after-party host
- Seating for 10 people in studio section
- Acknowledgment during program
- Logo on digital invitations
- Product distribution in event gift bag
- Branded display during after-party
- Product served at hosted bar
- Product display at after-party lounge
- Mention in all press releases
- Mention in Character Media event feature story
- Full-page ad in Character Media E-Magazine

15

Studio Sponsor

\$25,000

- Seating for 1 table/10 people in studio section
- Acknowledgment during program
- 30-second commercial during program
- Rotating screen projection of logo at event
- Logo on digital invitations
- Product distribution in event gift bag
- Product display during event
- Mention in Character Media event feature story
- Full-page ad in Character Media E-Magazine for 3 issues

Corporate Sponsor

\$10,000

- Seating for 10 people in corporate section
- Acknowledgment during program
- Rotating screen projection of logo at event
- Logo on digital invitations
- Product distribution in event gift bag
- Mention in Character Media event feature story
- Full-page ad in Character Media E-Magazine

16

Community Sponsor

\$5,000

- Seating for 10 people in community section
- Acknowledgement during program
- Product distribution in event gift bag

17

Contact

For sponsorship inquiries please contact:

JAMES RYU

310.702.2327

james@charactermedia.com

NICKI SUN

Director of Events

510.766.6073

nicki@charactermedia.com