

TASTE
OF
ASIA



CELEBRATING OUR CITY'S AAPI COMMUNITIES

TUESDAY OCTOBER 8, 2024
5:30-8:30PM
MADISON SQUARE PARK

BENEFITING





Mok bar

CITY HARVEST

TASTE OF ASIA

The Tyger

CITY HARVEST

TASTE OF ASIA

MIMI CHENG'S dumplings

CITY HARVEST

TASTE OF ASIA

UNION SQUARE EVENTS

CITY HARVEST



TASTE OF ASIA FEATURES
THE MOST SOUGHT-AFTER
RESTAURANTS IN NEW YORK CITY,
SERVING SOME OF THE BEST
ASIAN-INSPIRED BITES IN THE
BEAUTIFUL & HISTORIC
MADISON SQUARE PARK.

THIS NIGHT **HONORS** TWO INCREDIBLE
NON-PROFITS, APEX FOR YOUTH & MADISON
SQUARE PARK CONSERVANCY, THROUGH
THE APPRECIATION OF DIVERSITY, UNITY
AND THE AAPI COMMUNITY.



Apex for Youth delivers possibilities to underserved Asian and immigrant youth from low-income families in NYC.



Madison Square Park Conservancy is the nonprofit entrusted by the City of New York to operate Madison Square Park, a 6.2-acre public space in the heart of Manhattan.

2024 RESTAURANT PARTICIPANTS

ATOBOY
CHINESE TUXEDO
COQODAQ
COTE
FISH CHEEKS
JAZBA
JUNGSIK
JUNOON

LA CARAVELLE
CHAMPAGNE
LYSÉE
MOK BAR
NAMI NORI
NOM WAH
PETROSSIAN CAVIAR
POTLUCK CLUB

SAIGON SOCIAL
SAPPE
SOOTHR
SUSHI NOZ
THE TYGER
TONCHIN
WIN SON
WIN SON BAKERY

...AND MORE TO BE ANNOUNCED

FOUNDER:
SIMON KIM

CO-CHAIRS:
MICHAEL CHUNG, PHILLIP LIM, AND
WEN ZHOU

RESTAURANT CO-CHAIR:
JENNIFER SAESUE



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THE NED
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TIN BUILDING
BY JEAN-GEORGES



MARKETPLACE
MERCHANTS

FOOD HALL
RESTAURANTS

PEX FOR
YOUTH

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BENEFICIARIES



Apex for Youth is a New York City-based organization that uplifts Asian American youth by actively building a community spanning generations. We serve 2,500 pre-K to post-high school youth per year through the commitment of more than 700 volunteers dedicated to forging lasting relationships that foster long term growth. In addition to education, mentoring, and athletics programs, Apex fosters youth empowerment through Asian American studies, activism, and overall well-being, including mental health services. Our youth are confident, prepared for success in college and career, and positioned to give back to their community. To learn more, please visit apexforyouth.org.





Madison Square Park Conservancy is the nonprofit entrusted by the City of New York to operate Madison Square Park, a 6.2-acre public space in the heart of Manhattan. Our mission is to conserve, maintain, and program this ever-evolving historic green space, including raising 100% of the park's operating budget. Our dedicated team takes great pride in caring for and shaping an urban oasis for all to enjoy. To learn more, please visit [madisonsquarepark.org](https://www.madisonsquarepark.org).



Photo: Rashmi Gill



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SPONSORSHIP TIERS



TITLE SPONSOR

Benefit: \$200,000

Includes:

- Exclusive Culinary experience for 20 guests from COTE or another participating restaurant
- 20 tickets to event beginning at 5:30 PM (premium hour)
- Name listed as Title Sponsor on all event materials
- Special thank you from stage during event
- Premium Access with seating to VIP area with dedicated server
- Ability to create event specific activation
- Social Media inclusion

BENEFACTOR

Benefit: \$100,000

Includes:

- Industry Exclusivity (Can sell more than one package)
- 20 tickets to event beginning at 5:30 PM (Premium hour)
- Name listed on all event materials
- Special thank you from stage during event
- Access to VIP Bar
- Reserved seating
- Premium tasting hour at 5:30 PM

LEADER

Benefit: \$50,000

Includes:

- 20 tickets
- Name listed on all event materials
- Access to VIP bar
- Reserved seating
- Premium tasting hour at 5:30 PM

AMBASSADOR

Benefit: \$25,000

Includes:

- 10 tickets
- Name listed on select event materials
- Access to VIP bar
- Premium tasting hour at 5:30 PM

CHAMPION

Benefit: \$10,000

Includes:

- 8 tickets
- Name listed on select event materials
- Access at 6:30 PM

COMMUNITY (DONATED BACK)

Benefit: \$50,000

Includes:

- 5 tickets to sponsor
- 45 tickets to community

ADDITIONAL SPONSORSHIP OPPORTUNITIES SUMMARY

	Title	Benefactor	Leader	Ambassador	Champion	Community
Benefit	\$200,000	\$100,000	\$50,000	\$25,000	\$10,000	\$50,000
Exclusive Culinary Experience	✓					
Social Media inclusion	✓					
Ability to create event specific activation	✓					
Industry Exclusivity (Can sell more than one package)	✓	✓				
Inclusion in event materials	Name listed as Title Sponsor on all event materials	Name listed on all event materials	Name listed on select event materials	Name listed on select event materials	Name listed on select event materials	Name listed on select event materials
Special thank you from the stage	✓	✓				✓
Ticket package	20 tickets	20 tickets	20 tickets	10 tickets	8 tickets	5 tickets to sponsor 45 tickets to community
VIP access during event	Premium Access with seating to VIP area with dedicated server	Access to VIP Bar	Access to VIP Bar	Access to VIP Bar		Access to VIP Bar
Reserved seating	✓	✓	✓			✓
Premium tasting hour	✓	✓	✓	✓		✓



CITY HARVEST

TASTE

THE NOMAD NEW YORK

TIN BUILDING BY JEAN-GEORGES

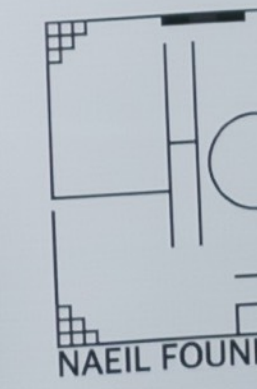


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UNION SQUARE
EVENTS

APEX FOR YOUTH
CITY OF HARVEST
UNION SQUARE
EVENTS

Good
Vibes
Only

THANK YOU. 

@celebratetasteofasia

@apexforyouth
@madsqparknyc

tasteofasianyc.com

TASTE  FASIA

For Individual Tickets and Sponsorship
Opportunities, please contact:

Nicole Rivers at Madison Square Park Conservancy
917-647-4393 or nrivers@madisonsquarepark.org