

THE  
**SERICA**  
INITIATIVE

Doing Well  
x  
Doing Good

**Feb 4**  
**2021**  
7 - 9PM EST

>>> SPONSORSHIP OPPORTUNITIES

# Virtual Annual Gala

## SERICA GALA 2021 HONOREES



## WHAT ARE THE BENEFITS TO YOUR COMPANY?

- Access to U.S.-China Influencers: Put your brand in front of an audience of key influencers in the U.S.-China business, philanthropic, healthcare, and investment communities
- Excellent Networking: Network with top leaders, ranging from mid-level to senior executives, who are highly engaged in business, philanthropic, healthcare, and investing activity in and/ or with China
- Premium Branding: Associate your brand with philanthropic, mission-driven causes that your customers, clients, and employees care about

## ATTENDEES

- Senior executives from family offices, foundations, investment banking, venture capital, real estate development, management consulting, CPG, nonprofit organizations, legal services, and much more
- Past virtual events have convened 400+ prominent individuals in the U.S.-China space from the U.S., China, Europe, Southeast Asia, Australia, and Africa

 [events.supchina.com/event/sericagala](https://events.supchina.com/event/sericagala)

The **Serica Initiative Annual Gala** — to be held virtually on Thursday, February 4, 2021 — will be an annual festive gathering of prominent businesspeople, investors, philanthropists, foundations, nonprofits, and other leaders who are making a positive social impact in the U.S.-China space.

At Serica's February 4th Annual Gala, we will explore new ways to **Do Well x Do Good** and make a positive social impact through lively fireside discussions with leading philanthropists, investors, nonprofits, and others making a difference between America and China.

**This year, Serica has the privilege to honor** the extraordinary philanthropic and social impact work of our Serica 2021 Social Impact Leadership Award Honorees: **philanthropists Susan and David Rockefeller; Richard Park, Founder and Former CEO of CityMD, and CEO of Rendr Care; Jane Sun, CEO of Trip.com, Asia's largest travel company; and Sharon Chan, Head of JLABS @ Shanghai, Johnson & Johnson's in-house incubator.**

Gala participants will have the opportunity to network with our Honorees and others through Serica's Virtual Cocktail Rooms, curated for intimate and engaging conversation.

## SPONSORSHIP OPPORTUNITIES

We are committed to delivering exceptional senior-level and value-driven conferences to our attendees and sponsor partners. Our collaborative approach and commitment to quality ensure a relevant and productive environment for relationship building and business development.

Sponsorship Benefits	VIP Gala Sponsor \$15,000	Virtual Cocktail Room Sponsor (All rooms) \$10,000	Honoree Sponsor \$5,000	Roundtable Discussion Sponsor \$2,500	Virtual Cocktail Room Sponsor (Single room) \$2,000
Virtual Cocktail Room Tickets	10	8	4	2	2
Choice of cocktail room/speaker	8	4	2	1	1
Promotion in newsletter (# of instances)	10	6	4	2	1
Logo on website	✓	✓	✓	✓	✓
Sponsor recognition (on invitation and marketing materials)	✓	✓	✓	✓	✓
Verbal recognition of sponsorship during program	✓	✓	✓	✓	✓
Welcome remarks from sponsor	✓				
Attendee list	✓				



The Serica Initiative is the 501(c)(3) nonprofit organization operated by SupChina. Serica works on mission-driven projects that promote education and dialogue between the U.S., China, and the rest of the world.

Serica's Annual Gala on February 4, 2021 is part of Serica's ongoing **Doing Well x Doing Good** series, which examines the intersection of business and social impact in the U.S.-China space.

Past events have featured, among others: **Peng Zhao, CEO of Citadel Securities; Amy Chua, John M. Duff, Jr. Professor at Yale Law School and author of *Battle Hymn of the Tiger Mother*; Virginia Tan, Founding Partner and CEO of Teja Ventures**, emerging Asia's first gender lens VC fund; and **Christopher Marquis, Samuel C. Johnson Professor in Sustainable Global Enterprise at Cornell University**.

## OUR AUDIENCE

SupChina is the go-to source of daily coverage and long-term network-building for the top China-focused professionals and thought leaders around the world. Almost all of our monthly traffic acquisition is organic and comes from our loyal followers.

We pride ourselves as well as our size. Our audience is growing by more than 50% YoY!

Website	Podcasts	Newsletters	2020 Virtual Events	Video
				
<b>150,000</b> monthly visitors	<b>135,000</b> monthly listeners	<b>50,000</b> monthly opens	<b>7,100</b> virtual attendees	<b>2.5 million</b> monthly views

## PAST SPONSORS

