



# COLOR RUN 2024



# ABOUT AAPI NEW JERSEY AND AAPI MONTCLAIR

We envision a future where Asian Americans and Pacific Islanders and all historically marginalized communities thrive in a just and liberated society.

We strive to create a more inclusive community through three focus areas:

Advocating for our rights and representation

Promoting awareness and education around AAPI history and culture

Creating and fostering a diverse community of belonging



## Advocacy

Fighting for the welfare of NJ's 1+ million AAPIs through civic engagement, policy advocacy, and grassroots organizing



## Programs & Events

Youth services, mental health programs, and cultural celebrations that foster inclusivity and understanding



## Community Building

Build solidarity with other historically marginalized groups and work toward common causes



## Educator Support

Realize the promise of the AAPI curriculum mandate in furthering belonging for future generations

# OUR REACH

**Asian Americans are the fastest growing demographic in New Jersey, comprising 1+ million people, roughly 11% of the state.\***

## About Montclair

- Total population: 41K, 5.6% AAPIs\*\*
- Average household income: \$150K\*\*

## Local & National Media Coverage

- CNN
- CBS New York
- NBC Nightly News
- AsAm News
- North Jersey News
- Cheddar News
- Montclair Local
- New Jersey Monitor
- The Patch

## Awards



## Our Channels\*\*\*

**40K** Monthly Website Visitors

**10K** Annual Event Attendees

**3.5K** Email Subscribers

**1.5K** Facebook Followers

**1.7K** Instagram Followers

# COLOR RUN - APRIL 28, 2024



Color Run returns in April 2024 to celebrate good health and new beginnings!

This family-friendly event is an exuberant and joyful platform to bring the community together and mark the festivals of Holi and Songkran!



“The Color Run is no ordinary 5K. It is a vibrant celebration of Spring time renewal and the spirit of community. We run, laugh, dance and get drenched in the hues of Holi! This race brings together a diverse cross section of our community while raising funds for our local schools. On a personal note, the Color Run is a flashback to the childhood joy of playing Holi in the streets of Bombay.”

**LAVI RAGHAVAN**

COLOR RUN CO-CHAIR

BOARD MEMBER AAPI MONTCLAIR



# COLOR RUN 2023 - BY THE NUMBERS



**500+ lbs**  
Holi Color



**1000+**  
Beats



**120+**  
Adult and Youth  
Event Volunteers



**1200+**  
Runners

“ The Color Run is a great time for the community to come together to participate in Holi and Songkran. The smiles on faces as they cross the finish line and the explosions of color bring me so much joy!”

**VARSHA HATHIRAMANI**  
CO-CHAIR OF EVENTS, AAPI MONTCLAIR



“ We are proud that the Color Run attracted such a diverse group of runners and walkers, individuals and families. This race highlighted how running brings a community together and celebrates our local communities.”

**WENDY WONG**  
COLOR RUN CO-CHAIR, AAPI MONTCLAIR

# 2022 & 2023 SUPPORTERS



Beverly Hills Rejuvenation Center  
BDP Holdings, LLC  
The Coder School  
ENT and Allergy Associates  
First Serve Tennis  
Fleet Feet  
House Match Puneeta Kalra  
Mathnasium of Montclair  
Mountainside Medical Center  
Slalom, LLC  
Summit Medical Group  
Tourism Authority of Thailand, NYC  
Tutor Shack  
Vietnamese Boat People  
West of Hudson  
Zura Blooms Yoga



# LET'S COLLABORATE

## Help us make Color Run even brighter!

- Provide cultural representation or event support through event presence, activity, attendee gifts and/or a special performance.
- Provide logistical support.
- Help promote the Color Run with your database, website or social media.
- Community Partners will be highlighted through our organization's event marketing on our social media, website, event emails as well as onsite signage at the event.



# 2024 SPONSORSHIP OPPORTUNITIES

	<b>GOLD SPONSOR (2)</b>	<b>SILVER SPONSOR</b>	<b>BRONZE SPONSOR</b>	<b>FRIEND</b>
Investment	\$5,000	\$2,500	\$1,000	\$500
<b>PRE-EVENT RECOGNITION</b>				
Social Media	●	●	●	
Website/Ticket Page	●	●	●	●
Event Emails	●	●	●	●
Press Release	●	●	●	
<b>ON-SITE BRANDING + BENEFITS</b>				
Sponsor Banner	●	●	●	
Photo Booth - Branding on pictures	●			
Dedicated Sponsor Table	●	●		
Race Participation Signups	8	4	2	1
<b>POST-EVENT RECOGNITION</b>				
Thank you Emails	●	●	●	●
Inclusion in 2024 Prospectus	●	●	●	



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