

Hop4Kids, Section 501(c)(3) Organization

EIN: 83-1563216

Donation Request Proposal



Summary:

Request for corporate funding or in-kind donations (e.g., room nights, show tickets, restaurants) for the Hop4Kids Education and Family Programs in the 2020 North American Asian Championship Cup (NAACC) to support the Cocoa for Schools and Family Emergency Fund Programs.

Detail Information:

Hop4Kids is planning to organize a silent auction during the NAACC hold in Las Vegas on April 11-12, 2020. There will be around 400+ attendees (soccer players, spectators and family members) show up in the event.

Therefore, Hop4Kids wishes companies, retailers and local business owners can make in-kind donations (e.g., room nights, show tickets, restaurants) for the attendees as the silent auction items.

Other than 15% of the profits from the NAACC will be donated to Hop4Kids, 100% of the revenues from the silent auction will go to Hop4Kids to support the Cocoa for Schools and Family Emergency Fund Programs. We hope to build up a long-term relationship with companies, retailers and local business owners and make their donation will become “regulars” in our annual fundraising event.

When you donate to the Hop4Kids, you join a team that is helping children, neighborhoods, and entire communities reach new heights. Everyone can make an impact – from donating money and in-kind donation to take a stand to change lives.

It would be a good opportunity to raise people's awareness on education opportunities for kids and helping families in need, while the attendees can participate in a two-day of team-building and networking with friends and families!

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2020 North American Asian Championship Cup (NAACC)

What:

- One of the largest annual charity soccer tournaments in North America
- The NAACC is an all-day event full of soccer, networking, team-building and charity.
- 4 Division (35+, 45+, 55+, Recreational)
- 16-24 teams, 500 – 800 registered players from major cities in North America
- Tentative 32 – 48 games

When:

April 11-12, 2020

Where:

7901 W Washington Ave, Las Vegas, NV 89128

Why:

To raise funds for Hop4Kids Cocoa for Schools Program and support its year-round soccer activities among the Asian Group in North America, while participating in a day of team-building and networking with friends and families!

How:

It would be a good opportunity to raise people's awareness on education opportunities for kids and helping families in need, while the attendees can participate in a two-day of team-building and networking with friends and families!

We are requesting the donation form the following types of businesses:

- Restaurants and Pubs
- Sport and Energy Drinks
- Snacks and Energy Bars
- Hotels§ Museums and Amusement Parks
- Sports Teams

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Benefits for the Sponsor Corporation

1. **Media exposure and Brand awareness:** Sponsor will be on Local Magazine on the game day and advertisement in Local Magazine for 4 weekends before the event – San Francisco, Los Angeles, and Las Vegas markets. Sponsor's logo will be printed on sponsor banner, trophies, event banner, and medals.
2. **Community Goodwill:** Strengthening sponsors' image as customers love brands that care about spreading positive messages and helping the community. Linking your business to a worthy cause can draw lasting support and media attention. Community involvement also sets sponsors apart from other brands. Our attendees have more incentive to support sponsors if sponsor invested in the local community.
3. **Reconnect with customers and engage with an audience:** Attendee will be 35-60 active Asian males, from major metropolitans in the US and Canada (San Francisco, Los Angeles, New York, Vancouver, and Toronto) with median income between 40-75K and passionate about soccer and traveling with families. The survey will be conducted after the event to establish initial benchmarks of how well a sponsor's brand is perceived by the attendees. Sponsors will have the opportunity to add some key marketing questions in the next follow up survey. Or, participate in the focus groups with willing event-goers, so they can get the granular data on their target market they're looking for. The data will help sponsors set goals for improvement post-event, and then retest the same metrics after the event. Encouraging sponsors provide discount code or coupons for attendees to create an ongoing connection between the event/brand and the supporter.
4. **Generate strong leads:** The event is a great way to generate quality leads because it is full of people actively interested in playing soccer from different places. Many of the people who attend our events will also bring their family members to the trip as a short escape from their cities. Sponsors can get out there, interact with event attendees and stand out amongst the crowd with excellent products or services.
5. **The influence that other forms of advertising can't buy with a compelling return on investment:** Sponsor may have the in-person influence to give attendees a warm introduction to the event audience. An opportunity to create a much deeper connection to their brand than online advertising does. With a cheaper and have a higher return on investment (ROI) than a TV commercial or other above the line advertising methods, this event has a very specific target market.

Contact:

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Organizer Background

Hop4Kids - Board of Directors

Alex Kwan

Alex Kwan is the CEO of Hop4Kids and CFO of American Chinese Elites Cultural Exchange Association (ACECEA) and a member of the Northern California Chinese Soccer Federation (NCCSF.ORG). He was the CFO in American Chinese International Exchange Council (ACICEC) in 2017-2018.

Mr. Kwan travels to China, Hong Kong, Taiwan, and Japan to raise funds for the non-profit projects and has built relationships with government officials, tech giant companies and non-profits, which secures over \$120,000 in funds within three months during 2019.

In his civilian's life, Mr. Kwan was the manager, who supervised the whole tax and consulting team in the San Francisco office of Novogradac & Company LLP. He has more than 10 years of experience specializing in the non-profit organization, affordable housing, community development, and renewable energy. Mr. Kwan is very active in advocating for involving carefully facilitated education.

Mr. Kwan graduated from the University of California, Los Angeles, with a bachelor's degree in economics. He is licensed in California as a certified public accountant. Alex Kwan, CPA – President of Hop4Kids. Alex Kwan is a Tax Manager in Pattern Energy Group and Psychological Operation Specialist in the US Army.

Sam Kuang

Sam Kuang serves as the CFO of the Hop4Kids. He is commissioned to travel overseas to China, Hong Kong, Taiwan, and Japan to support in raising funds for the organization cultural events.

During Sam's upbringing, he has volunteered and worked with various non-profit organizations which fostered youth development, social impact, and tax-aid. Some examples of work he is involved in providing free financial advice and guidance and assisting in preparing tax returns in low-income communities, assisting in the meal preparation and community development for homeless shelters during Thanksgiving, and playing a large role as a mentor in part of youth development.

Sam graduated from the University of California, Santa Cruz, with a bachelor's degree in Business Management Economics.

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NCCSF- Board of Directors

Tommy Tan is the President of NCCSF (Northern California Chinese Soccer Federation). NCCSF is a 501(c)4 non-profit organization. Since its inception in 2016, it has been one of the largest Chinese soccer organizations in North America, currently with over 1,000 registered adult amateur players. The organization is responsible for running multiple soccer tournament and league events in the San Francisco Bay Area each year. The summer cup game has been the largest soccer tournament among any Asian communities in the country. As the President of NCCSF, Mr. Tan coordinates activities of directors and volunteers. He oversees every level of the operations in each event. He has been the key person in the development of tournament rules and match schedule, hiring and management of referees, and other logistics during tournaments. Over the years, he has discovered and grown many volunteers within the community. Prior to NCCSF, Mr. Tan also helped other organizations run soccer events since 2007.

Mr. Tan has been managing soccer teams since 2001. He has experience managing the day-to-day team activities including coordination with soccer leagues and tournament organizers, setting up friendly games, and organizing practices. His leadership on and off the field led the teams to outstanding achievements in leagues and tournaments, including many championships.

Mr. Tan is CTO (Chief Technology Officer) at AccountMate Software Corporation. He brings 30 years of experience in managing software projects with staffs in multiple countries. The software is fully customizable, and is being deployed in over 200 industries worldwide.