

TASTE OF ASIA



COME HUNGRY. LEAVE INSPIRED.

THURSDAY OCTOBER 9, 2025
5:30-8:30PM
MADISON SQUARE PARK
MADISON AVENUE AT 24TH STREET

BENEFITING



APEX FOR
YOUTH





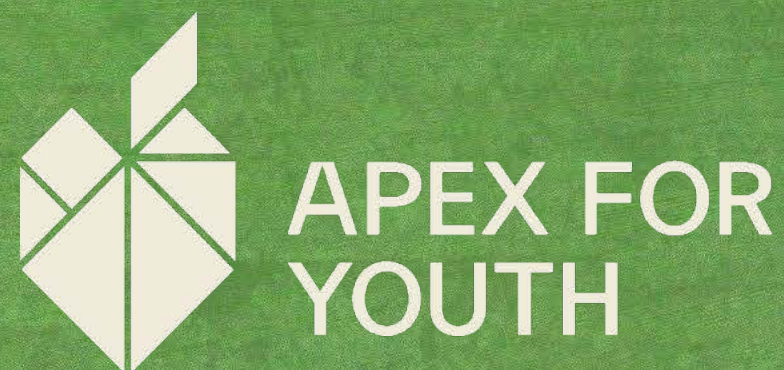


TASTE OF ASIA IS A ONE-OF-A-KIND CULINARY CELEBRATION THAT HONORS THE RICHNESS OF ASIAN CUISINE AND ITS POWER TO BRING COMMUNITIES TOGETHER.

Hosted in beautiful Madison Square Park, this unforgettable night features more than 40 of New York's top restaurants serving the best Asian-inspired dishes in the city. Taste of Asia continues to be a vibrant celebration of how food can unite, delight, and bridge cultures across our city.

NOW IN ITS FOURTH YEAR, TASTE OF ASIA HAS HOSTED NEARLY 1,000 GUESTS EACH YEAR, RAISING \$4 MILLION SINCE 2021 FOR APEX FOR YOUTH AND MADISON SQUARE PARK CONSERVANCY.

ALL PROCEEDS BENEFIT THESE COMMUNITY-DRIVEN CHARITABLE PARTNERS.



Apex for Youth empowers Asian American youth from low-income and immigrant backgrounds to unlock their potential today and a world of possibility tomorrow.

We are building a world without limits for all Asian American youth.



Madison Square Park Conservancy is the nonprofit entrusted by the City of New York to operate Madison Square Park, a 6.2-acre green oasis in the heart of Manhattan, and one of New York City's most welcoming, transcendent public spaces.

PAST RESTAURANT PARTICIPANTS

ATOBOY
BANGKOK SUPPER CLUB
BANH BY LAUREN
CHINESE TUXEDO
COQODAQ
COTE
FISH CHEEKS
HAINAN CHICKEN HOUSE
JAZBA
JUNGSIK
JUNOON

LA CARAVELLE CHAMPAGNE
LINGO
LULA MAE
LYSÉE
MOK BAR
NAKS
NAMI NORI
NOM WAH
NUDIBRANCH
PECKING HOUSE
PETROSSIAN CAVIAR

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

2025 PARTICIPANTS TO BE ANNOUNCED SOON!

CO-CHAIRS



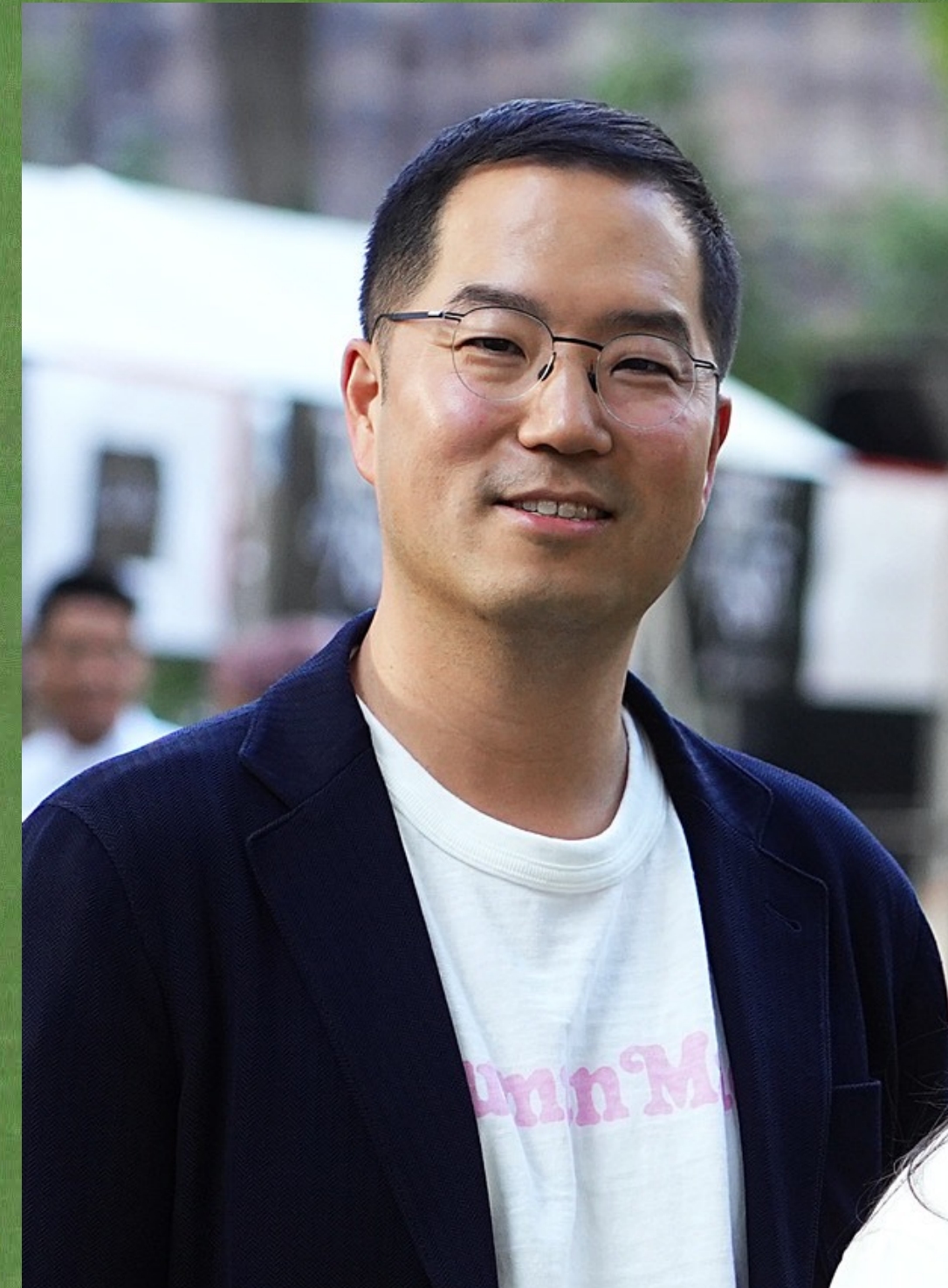
SIMON KIM

TASTE OF ASIA FOUNDER
FOUNDER & CEO, GRACIOUS
HOSPITALITY MANAGEMENT



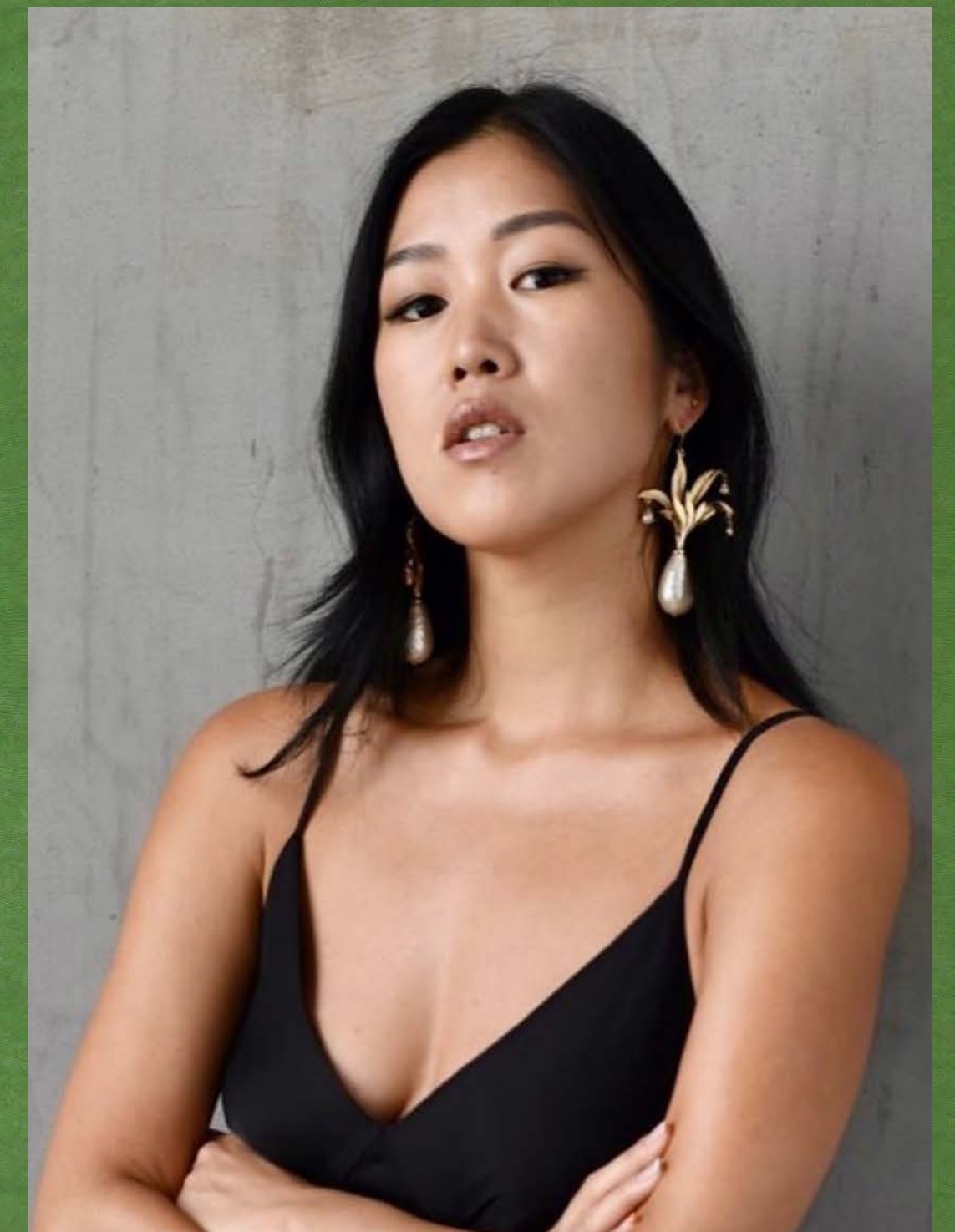
EVA CHEN

AUTHOR
HEAD OF FASHION
PARTNERSHIPS, INSTAGRAM



MICHAEL CHUNG

GLOBAL CO-HEAD OF
EQUITIES, MILLENNIUM
MANAGEMENT



LAURA KIM

CREATIVE DIRECTOR,
OSCAR DE LA RENTA &
MONSE

TASTE OF ASIA

CO-MAD
Z SC.
SERV. PK.
RVANCY

STEPHANIE NG
AND RICHARD LI

Dalio Phila

GENESIS
HOUSE

TASTE
OF ASIA



2024 FEATURED SPONSORS

millennium

GENESIS
HOUSE

AMERICAN
EXPRESS

RESY

DIAGEO

IRONGREY

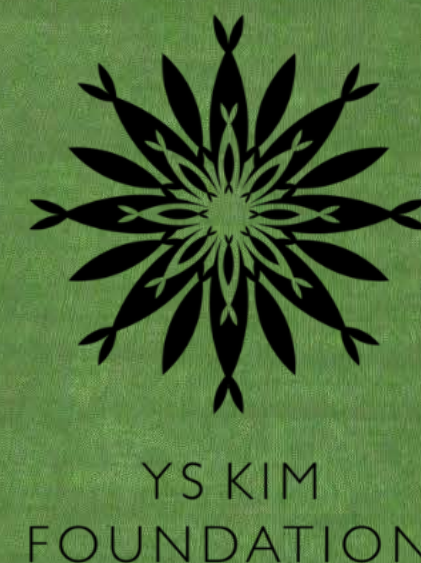
Dalio Philanthropies

TIFFANY & Co.

 SpotOn

SUNTORY

OCEANX




Kramer Levin





BENEFICIARIES



Apex for Youth empowers Asian American youth from low-income and immigrant backgrounds to unlock their potential today and a world of possibility tomorrow.

With 1 in 2 Asian American youth living in or near poverty in NYC, our holistic approach is expertly tailored to our youth's age, racial identity and socioeconomic status. Our programs combine impactful mentorship with access to critical resources for our youth and their families that would not have otherwise been available.

To learn more, please visit apexforyouth.org.





Madison Square Park Conservancy is the non-profit entrusted by the City of New York to operate Madison Square Park, a 6.2-acre green oasis 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.



Photo: Rashmi Gill



T.O.A
SOOTHHR

SOOTHHR

EVENT SPONSORSHIPS & PACKAGES



TITLE SPONSOR

\$250,000

Includes:

- Exclusive Culinary experience for 20 guests from COTE or another participating restaurant
- Industry Exclusivity
- 40 Premium VIP tickets
- Name listed as Title Sponsor on all event materials
- Special thank you from stage during event
- VIP Tasting Hour at 5:30 PM
- Premium reserved seating in VIP area with dedicated server
- Custom activation
- Social Media inclusion

BENEFACTOR

\$100,000

Includes:

- 25 Premium VIP or 50 Friend Tickets
- Industry Exclusivity
- Name listed on all event materials
- Special thank you from stage during event
- Reserved seating and dedicated bar for Premium VIP ticket holders
- VIP Tasting Hour at 5:30 PM OR Friend Access at 6:30 PM
- Custom activation

LEADER

\$50,000

Includes:

- 20 Premium VIP or 40 Friend Tickets
- Name listed on select event materials
- Reserved seating and dedicated bar for Premium VIP ticket holders
- VIP Tasting Hour at 5:30 PM OR Friend Access at 6:30 PM

AMBASSADOR

\$25,000

Includes:

- 10 VIP or 20 Friend Tickets
- Name listed on select event materials
- VIP Tasting Hour at 5:30 PM OR Friend Access at 6:30 PM

CHAMPION

\$10,000

Includes:

- 4 VIP or 8 Friend Tickets
- Name listed on select event materials
- VIP Tasting Hour at 5:30 PM OR Friend Access at 6:30 PM

INDIVIDUAL

\$2,000 VIP or \$1,000 Friend Tickets

(max of 8 tickets)

Includes:

- VIP Tasting Hour at 5:30 PM OR Friend Access at 6:30 PM

2025 TASTE OF ASIA SPONSORSHIP/PACKAGES

	Title	Benefactor	Leader	Ambassador	Champion	Individual
Cost	\$250,000	\$100,000	\$50,000	\$25,000	\$10,000	\$2,000 (VIP) or \$1,000 (Friend), Max. 8
Exclusive Culinary Experience	✓					
Social Media inclusion	✓					
Custom activation	✓	✓				
Industry Exclusivity	✓	✓				
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	
Special thank you from the stage	✓	✓				
Ticket package	40 Premium VIP tickets	25 Premium VIP or 50 Friend Tickets	20 Premium VIP or 40 Friend Tickets	10 VIP or 20 Friend Tickets	4 VIP or 8 Friend Tickets	

VIP ticket holders enjoy exclusive entry at 5:30 PM during the VIP Tasting Hour – an elevated experience with first access to curated tastings before doors open at 6:30 PM to Friend admission.

Premium VIP ticket holders enjoy exclusive access to the reserved seating area with a dedicated bar.

TASTE OF ASIA



TASTE OF ASIA

millennium

TASTE OF ASIA

STEPHANIE NG
AND RICHARD

KAREN AND ROB LEE

TASTE OF ASIA

millennium

RESY AMERICAN EXPRESS



SUNTORY
GLOBAL SPIRITS

IRON GREY



TASTE OF ASIA

GENESIS HOUSE

TASTE OF ASIA



TASTE OF ASIA
ALL ACCESS





THANK YOU.

@tasteofasia

@apexforyouth | apexforyouth.org

@madsqparknyc | madisonsquarepark.org

tasteofasianyc.com

TASTE  FASIA

For Individual Tickets and Sponsorship
Opportunities, please contact:

The Development Team at Apex for Youth
development@apexforyouth.org