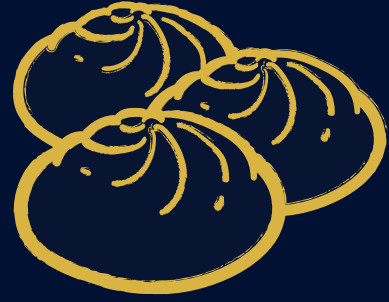


TASTE OF ASIA

COME HUNGRY. LEAVE INSPIRED.



THURSDAY, OCTOBER 8, 2026
 5:30-8:30 PM
 MADISON SQUARE PARK
 MADISON AVENUE AT 24TH STREET

BENEFITING



JANICE LEE AND
JOSEPH BAE

KAREN AND ROBERT LEE

MICHAEL LI

STEPHANIE NG
AND RICHARD LI

DAN CHUNG AND
ALGER INVESTMENT
MANAGEMENT

TAST
OF ASI

RESY

AMERICAN
EXPRESS

JAN
JO

IE NG
HARD LI

DAN CHUNG
ALGER INVE
MANAGEM

TAST
OF ASI

RESY

AMERICAN
EXPRESS

JANIC
JOS

KAR AND ROBERT

MICHAEL LI

STEPHANIE NG
AND RICHARD LI





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 FIFTH YEAR, TASTE OF ASIA HAS HOSTED NEARLY 1,000 GUESTS EACH YEAR, RAISING OVER \$5.6 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.



2025 RESTAURANT PARTICIPANTS

53NYC
12 MATCHA
ATOBOY
BANGKOK SUPPER CLUB
BANH ANH EM
CHINESE TUXEDO
COQODAQ
COTE KOREAN
STEAKHOUSE
DASHI OKUME
DHAMAKA
FLUFFY NYC
GOLDEN DINER
JOJI
JOO OK
JUA
JUNGSIK
KISA
KOCHI NYC
KONO
LA CARAVELLE WINES
LEI WINE BAR
LYSÉE
MA•DÉ
MOKBAR
NAMI NORI
PAPA SAN
PASSERINE
PECKING HOUSE
PETROSSIAN CAVIAR
POTLUCK CLUB
SAIGON SOCIAL
SHAKE SHACK
SIP AND GUZZLE
SOOTHR
SUSHI NOZ
TAMARIND TRIBERCA
TONCHIN
WIN SON
YINGTAO
YIP.STUDIO

CO-CHAIRS



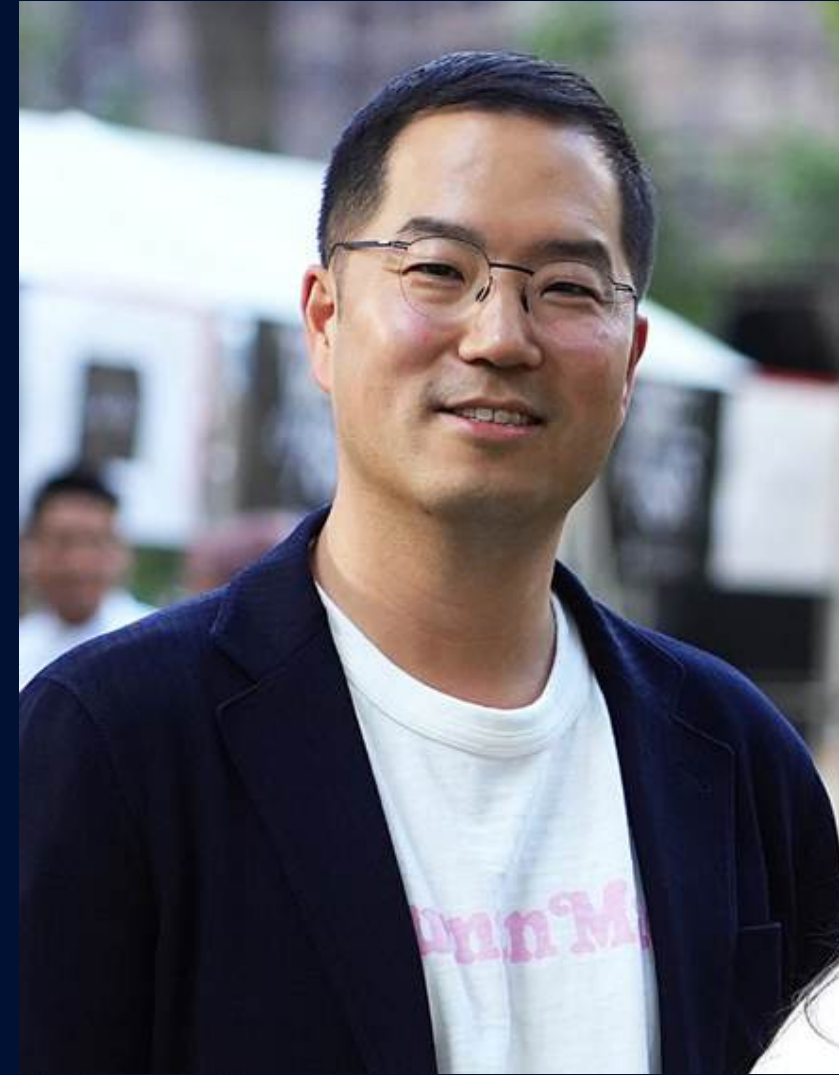
SIMON KIM

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, MONSE



BANGKOK
SUPPER
CLUB



2025 TOP SPONSORS

Uber Eats

DAN CHUNG AND
ALGER INVESTMENT
MANAGEMENT

millennium

IRONGREY

TIFFANY & Co.

 **SpotOn**

STEPHANIE NG AND
RICHARD LI

TAAF The
Asian American
Foundation

 YS KIM FOUNDATION

**AMERICAN
EXPRESS**

RESY

JANICE LEE AND
JOSEPH BAE

KAREN AND
ROBERT LEE

MICHAEL LI





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



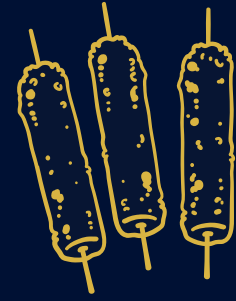
EVENT SPONSORSHIPS & PACKAGES





TITLE SPONSOR

\$250,000



Guest Experience:

- 50 Premium VIP Tickets
- Access to the VIP area and dedicated bar
- Premium reserved seating in the VIP area with a dedicated server
- Early access to VIP Tasting Hour at 5:30 PM

Partnership and Recognition:

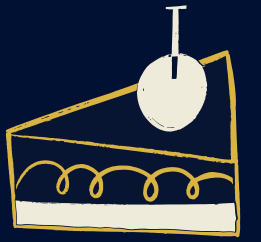
- Custom activation
- Industry exclusivity
- Name listed as Title Sponsor on all event materials
- Special thank you from the stage
- Social media mention and feature
- Logo on Step and Repeat

Host Benefit:

- Invitation to post - TOA private event

BENEFACTOR

\$100,000



Guest Experience:

- 35 Premium VIP Tickets
- Access to the VIP area and dedicated bar
- Reserved seating in the VIP area
- Early access to VIP Tasting Hour at 5:30 PM

Partnership and Recognition:

- Custom activation
- Industry exclusivity
- Name listed on all event materials
- Special thank you from the stage
- Social media mention
- Logo on Step and Repeat

Host Benefit:

- Invitation to post - TOA private event

ADVOCATE

\$75,000



Guest Experience:

- 25 Premium VIP Tickets
- Access to the VIP area and dedicated bar
- Reserved seating in the VIP area
- Early access to VIP Tasting Hour at 5:30 PM

Partnership and Recognition:

- Social media mention
- Name listed on all event materials
- Special thank you from the stage
- Logo on Step and Repeat

Host Benefit:

- Invitation to post - TOA private event

LEADER

\$50,000



Guest Experience:

- 20 Premium VIP Tickets
- Access to the VIP area and dedicated bar
- Reserved seating in the VIP area
- Early access to VIP Tasting Hour at 5:30 PM

Partnership and Recognition:

- Social media mention
- Name listed on select event materials
- Logo on Step and Repeat

Host Benefit:

- Invitation to post - TOA private event

AMBASSADOR

\$25,000



Guest Experience:

- 10 VIP Tickets
- Access to the VIP area and dedicated bar
- Early access to VIP Tasting Hour at 5:30 PM

Partnership and Recognition:

- Name listed on select event material

Host Benefit:

- Invitation to post - TOA private event

CHAMPION

\$10,000



Guest Experience:

- 8 Friend Tickets
- Friend access at 6:30 PM

Partnership and Recognition

- Name listed on select event materials

INDIVIDUAL

(MAX OF 8 TICKETS)



\$2,000 VIP

- Early access to VIP Tasting Hour at 5:30 PM
- Access to the VIP area and dedicated bar

\$1,000 FRIEND

- Friend access at 6:30 PM

Contributions are tax-deductible to the extent allowed by law. The non-deductible portion is \$100 for Friend Tickets and \$200 for VIP Tickets. For more details, tasteofasia@apexforyouth.org

In the event of a necessary cancellation, all ticket purchases will be converted into fully tax-deductible donations.

Apex for Youth is a not-for-profit organization under Section 501(c)(3) of the Internal Revenue Code. Tax ID #: 13-3650718.

Madison Square Park Conservancy, Inc. is a not-for-profit organization under Section 501(c)(3) of the Internal Revenue Code. Tax ID #: 14-1859935.

SPONSORSHIP OPPORTUNITIES SUMMARY

	Title	Benefactor	Advocate	Leader	Ambassador	Champion
Cost	\$250,000	\$100,000	\$75,000	\$50,000	\$25,000	\$10,000
Social media feature	✓					
Custom activation	✓	✓				
Industry exclusivity	✓	✓				
Special thank you from the stage	✓	✓	✓			
Logo on Step and Repeat	✓	✓	✓	✓		
Social media mention	✓	✓	✓	✓		
Invitation to post-ToA private event	✓	✓	✓	✓	✓	
Inclusion in event materials	Name listed as Title Sponsor on all event materials	Name listed 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
Ticket package	50 Premium VIP Tickets	35 Premium VIP Tickets	25 Premium VIP Tickets	20 Premium VIP Tickets	10 VIP Tickets	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 VIP area with reserved seating and a dedicated bar.





THANK YOU

@tasteofasia

@apexforyouth | apexforyouth.org

@madsqparknyc | madisonsquarepark.org

tasteofasianyc.com

