

2012 Asian Pacific American Diversity Leadership Sponsor Benefits

PLATINUM SPONSOR

- **NO LONGER AVAILABLE ; PLATINUM SPONSOR COMMITTED FOR 2012**
- Platinum Sponsors receive all Gold Sponsor benefits, along with additional value-added activities and opportunities, as negotiated.
- For information about this level of sponsorship please contact David Reid at dreid@asiasociety.org

GOLD SPONSORS \$55,000 (\$50,000 Early Bird Sponsorship by February 24, 2012)

● CUSTOMIZATION

- Private roundtable briefing of the results of 2012 APA Survey to your corporate leaders
 - Facilitated discussion of how to apply data, OR
 - Integration/comparison of APA Survey results to your company's Employee Engagement survey (will require company engagement survey data to be available)
 - Roundtable includes opportunity to select up to 2 cross-tabs of data for further analysis during the meeting
- 2 complimentary participants (senior ERG leadership) in multi-company strategy workshop for APA ERGs to develop business-relevant, strategic programming. (And up to 2 other participants for an additional charge.)
- Access to deep dive data reports from 2012 APA Survey
- Topline report from pre and post-Forum attendee survey offering feedback on the topics discussed during workshops and plenaries

● LEADERSHIP

- 2 senior leadership attendees at CEO-level discussion with senior Asian and APA business or political leaders
- First consideration for company Diversity Officer and/or ERG leaders to be a subject matter expert or panelist during Forum breakout sessions, as appropriate
- Opportunity for Senior Executive to have a prominent role in the Forum program, e.g. introduction of keynote speaker and/or plenary panel speaker
- Opportunity to provide company spokesperson and input on media and marketing activities being developed by Asia Society
 - Marketing activities could include:
 - Conference speaking opportunities
 - Articles/op-eds
 - Media outreach, interviews
- Opportunity to provide recommendations on Forum breakout session content

● AWARENESS AND MARKETING

- Company name and logo acknowledged prominently as Gold Sponsor on materials and outreach around the 2012 APA Corporate Survey, beginning in Fall 2011
- Diversity Leadership Forum and Awards Ceremony (All activities to begin in Spring 2012 unless otherwise noted.)
 - Introduce one of the Best in Class award winners at the 2012 Diversity Awards Ceremony

- Company logo acknowledged as Gold Sponsor in Asia Society's spring *Wall Street Journal* ad and *New York Times* ad
- Opportunity to provide a webcast highlighting diversity initiatives to post on Forum website (submission guidelines will be provided)
- Opportunity to provide information on company ERG activities, and company logo on a table at the Diversity Luncheon
- Opportunity to provide digital promotional material for display in Diversity Luncheon and networking areas (submission guidelines will be provided)
- Opportunity for product placement at the Forum, as appropriate; and to provide literature and branded giveaways in Forum bag
- 1 Full-page color advertisement in Forum program book
- Recognition as Gold Sponsor with company logo inclusion in:
 - Forum website with hyperlink to company website
 - Diversity Leadership Forum promotional materials, including press release, promotional brochures, flyers, event calendars
 - Key placement of logo on all Diversity Leadership Forum signage and program book
- **ATTENDANCE AND REPORT ACCESS**
 - 15 complimentary registrations to the Diversity Leadership Forum and Awards Ceremony (Host Company receives 20)
 - 30 complimentary copies of the 2012 *Asian Pacific Americans Corporate Survey Report*
 - Access to the 2012 *Asian Pacific Americans Corporate Survey Report*, before it is available to the public

SILVER SPONSORS \$35,000 (\$30,000 Early Bird Sponsorship by February 24, 2012)

- **CUSTOMIZATION**
 - 1 complimentary participant (senior ERG leadership) in multi-company strategy workshop for APA ERGs to develop business-relevant, strategic programming. (And 1 other participant for an additional charge.)
 - Access to deep dive data reports from 2012 APA Survey
 - Topline report from pre and post-Forum attendee survey offering feedback on the topics discussed during workshops and plenaries
- **LEADERSHIP**
 - 1 senior leadership attendee at CEO-level discussion with senior Asian and APA business or political leaders
 - Consideration for company Diversity Officer or ERG leaders to be a subject matter expert or panelist during Forum breakout sessions, as appropriate
 - Opportunity for Senior Executive to have a prominent role in the Forum program, e.g. introduction of keynote speaker and/or plenary panel speaker, as available after Gold Sponsor selection
 - Opportunity to provide company spokesperson and input on media and marketing activities being developed by Asia Society
 - Marketing activities could include:
 - Conference speaking opportunities
 - Articles/op-eds
 - Media outreach, interviews
 - Opportunity to provide recommendations on Forum breakout session content

- **AWARENESS AND MARKETING**

- Company name and logo acknowledged prominently as Silver Sponsor on materials and outreach around the 2012 APA Corporate Survey, beginning in Fall 2011
- Diversity Leadership Forum and Awards Ceremony (All activities to begin in Spring 2012 unless otherwise noted.)
 - Introduce one of the Best in Class award winners at the 2012 Diversity Awards Ceremony, as available
 - Company logo acknowledged as Silver Sponsor in Asia Society's spring *Wall Street Journal* ad and in *New York Times* ad
 - Opportunity to provide a webcast highlighting diversity initiatives to post on Forum website (submission guidelines will be provided)
 - Opportunity to provide information on company ERG activities, and company logo on a table at the Diversity Luncheon
 - Opportunity to provide digital promotional material for display in Diversity Luncheon and networking areas (submission guidelines will be provided)
 - Opportunity for placement of company literature and branded giveaways in Forum bag
 - 1 Half-page color advertisement in Forum program book
 - Recognition as Silver Sponsor with company logo inclusion in:
 - Forum website with hyperlink to company website
 - Diversity Leadership Forum promotional materials, including press release, promotional brochures, flyers, event calendars
 - Key placement of logo on all Diversity Leadership Forum signage and program book

- **ATTENDANCE AND REPORT ACCESS**

- 12 complimentary registrations to the Diversity Leadership Forum and Awards Ceremony
- 20 complimentary copies of the 2012 *Asian Pacific Americans Corporate Survey Report*
- Access to the 2012 *Asian Pacific Americans Corporate Survey Report*, before it is available to the public

BRONZE SPONSORS \$20,000 (\$15,000 Early Bird Sponsorship by February 24, 2012)

- **CUSTOMIZATION**

- Topline report from pre and post-Forum attendee survey offering feedback on the topics discussed during workshops and plenaries

- **LEADERSHIP**

- Consideration for company Diversity Officer or ERG leaders to be a subject matter expert or panelist during Forum breakout sessions, as appropriate
- Opportunity for Senior Executive to have a role in the Forum program, e.g. introduction of keynote speaker and/or plenary panel speaker, as available after Gold Sponsors and Silver Sponsor selection
- Opportunity to provide recommendations on Forum breakout session content

- **AWARENESS AND MARKETING**

- Company name and logo acknowledged prominently as Bronze Sponsor on materials and outreach around the 2012 APA Corporate Survey, beginning in Fall 2011
- Diversity Leadership Forum and Awards Ceremony (All activities to begin in Spring 2012 unless otherwise noted.)

- Company name acknowledged as Bronze Sponsor in Asia Society's spring *Wall Street Journal* ad and *New York Times* ad
- Opportunity to provide a webcast highlighting diversity initiatives to post on Forum website (submission guidelines will be provided)
- Opportunity to provide information on company ERG activities, and company logo on a table at the Diversity Luncheon
- Opportunity to provide digital promotional material for display in Diversity Luncheon and networking areas (submission guidelines will be provided)
- Opportunity for placement of company literature and branded giveaways in Forum bag
- 1 Quarter-page color advertisement in Forum program book
- Recognition as Bronze Sponsor with company logo inclusion in:
 - Forum website with hyperlink to company website
 - Diversity Leadership Forum promotional materials, including press release, promotional brochures, flyers, event calendars
 - Key placement of logo on all Diversity Leadership Forum signage and program book
- **ATTENDANCE AND REPORT ACCESS**
 - 8 complimentary registrations to the Diversity Leadership Forum and Awards Ceremony
 - 10 complimentary copies of the *2012 Asian Pacific Americans Corporate Survey Report*
 - Access to the *2012 Asian Pacific Americans Corporate Survey Report*, before it is available to the public