



Asia

Society

Northern California

Asia Society Eighth Annual Dinner

SPONSORSHIP OPPORTUNITIES



May 5, 2011 • Four Seasons Hotel San Francisco



Asia Society Northern California Eighth Annual Dinner

Thursday, May 5, 2011

Sponsorship Opportunities

About Asia Society and the Annual Dinner

Founded in 1956 by John D. Rockefeller III, Asia Society is the leading global organization committed to fostering dialogue and building a community for all those with a passionate interest in Asia. As one of eleven Asia Society centers worldwide, Asia Society Northern California offers fresh perspectives on the forces and issues shaping the US-Asia relationship. From food, fashion and film to politics, business and social issues, we present innovative, multi-disciplinary programs that bring together members and experts to create an active and informed community.

On May 5, 2011, Asia Society Northern California will hold its Eighth Annual Dinner at Four Seasons Hotel San Francisco. The Annual Dinner is the Society's primary fundraising event of the year. ASNC will present Leadership Awards in the fields of Arts & Culture and Business & Policy to distinguished individuals.

Education • Innovation • Leadership

In this increasingly dynamic and interconnected world, it is more apparent than ever that diverse perspectives, innovative ideas and strong leadership are imperatives for the next generation. Organizations such as Asia Society play a key role in bridging the cultural and intellectual differences among diverse communities, and in seeking out innovative, fresh viewpoints for public discourse. This evening will celebrate leaders who have broken new ground and crossed these divides.

2011 Annual Dinner Leadership Awards

Keynote Speaker

Invited: Mayor Edwin M. Lee



Edwin M. Lee is the 43rd Mayor of the City and County of San Francisco, and is the first Asian American mayor in San Francisco history.

A long-time advocate for Asian American issues and human rights, Lee began his career of service as Managing Attorney for the San Francisco Asian Law Caucus. Mayor Lee has served as the Executive Director of the Human Rights Commission, Director of City Purchasing, and Director of the Department of Public Works before he was appointed as City Administrator in 2005.

As City Administrator, Mayor Lee spearheaded government efficiency measures and reforms that reduced the size and cost of government. He implemented the City's move to cleaner vehicles and an infrastructure to support electric vehicles and green City government.

He graduated Summa Cum Laude from Bowdoin College and from Boalt Hall School of Law, University of California, Berkeley.

Arts & Culture

Honoree: Steve Chen



Steve Chen co-founded YouTube in 2005. YouTube serves hundreds of millions of videos daily and has created a new market for discovering, sharing and distributing videos around the globe. As the company's key technologist, Chen is credited with developing the company's massive data centers and helping build YouTube into a premier entertainment destination and one of the most popular Web sites on the Internet today. Chen has received several prestigious honors and acknowledgements from the business and entertainment communities including: Business 2.0's "50 Most Influential People," GQ's "Men of the Year," and Fortune's "Most Powerful People in Business."

Business & Policy

Honoree: Naren Gupta



Dr. Naren Gupta launched Nexus Venture Partners in 2006. Nexus invests in innovative companies to serve both the Indian and the global markets. The fund has made more than twenty investments in technology, Internet/media, agricultural/rural, consumer products, and business services sectors.

Prior to launching Nexus, Gupta co-founded Integrated Systems Inc (ISI), a leading embedded software company in 1980 and took it public in 1990. He served as ISI President/CEO till 1994 and as its Chairman till ISI merger with Wind River in 2000. He subsequently served as Vice-Chairman and interim CEO of Wind River Systems.

Gupta serves on the boards Tibco Software, Red Hat Inc., Silicon Valley Community Foundation and several privately held companies. He is an active advisor to entrepreneurs as well as large company CEOs worldwide.

Education

Honoree: SF Hep B Free



The SF Hep B Free campaign has put San Francisco at the forefront of the nation in fighting chronic hepatitis B, a disease that disproportionately affects Asian Pacific Islanders. It is the largest and most intensive healthcare campaign for Asian Pacific Islanders in the US, providing free and low-cost hepatitis B testing and vaccinations to Asian and Pacific Islander (API) adults at locations throughout San Francisco. In addition, it has worked tirelessly to educate the public on preventing hepatitis B through multilingual and evocative education campaigns.

Mistress of Ceremonies: Sydnie Kohara



Sydnie Kohara, regional Emmy award-winning broadcast journalist, has received numerous honors for her local and international reporting. A CBS news anchor, Kohara also contributes stories to CBS 5 documentaries and specials and has been sent to the frontlines of natural disasters like Hurricane Katrina and the devastating wildfires in Southern California.

Kohara has lived and reported all over the world. She previously served as CNBC's international correspondent reporting on overseas financial markets. From Tokyo and Hong Kong to Frankfurt, Paris and London, Kohara provided the latest market news and information on Asian and European corporations for CNBC. Kohara also anchored CNBC-Asia's flagship news show, "Asia Nightly News" based in Singapore and serving more than 20 million viewers in the Asia-Pacific region.



Asia Society

Northern California Center

Asia Society Northern California Eighth Annual Dinner Sponsorship Levels and Benefits

Presenting Sponsor (Limit 1): \$50,000

- Name featured on front cover of printed program as exclusive "presenting sponsor"
- Speaking opportunity at Annual Dinner
- Special recognition by Annual Dinner Emcee
- Invitation to Company/CEO to serve as Honorary Dinner Co-Chair
- 2 seats at the head table with ASNC Honorary Chairman, Co-Chairmen, Trustees, and honorees
- Table of 10 in premier "presenting sponsor" location
- 10 tickets to VIP reception
- Full-page advertisement in Annual Dinner program
- Company profiled in ASNC newsletter
- Company logo featured in Annual Report
- Company name featured in New York Times full-page advertisement produced by Asia Society
- Company logo featured in San Francisco Business Times advertisement produced by Asia Society
- Opportunity to insert promotional material in gift bag
- Name and logo displayed as exclusive "presenting sponsor" on event signage
- Name and logo displayed as exclusive "presenting sponsor" on event program
- Name and logo displayed as exclusive "presenting sponsor" on event PowerPoint loop
- Name featured as exclusive "presenting sponsor" of Asia Society Northern California Annual Dinner on official invitation, promotional materials, and press releases
- Company listed in Asia Society Northern California's quarterly newsletter as program underwriter for 1 year
- Company logo and hyperlink featured on ASNC website & ASNC Annual Dinner webpage
- Company name displayed on corporate table tents at Annual Dinner

Lead Sponsor: \$25,000

- Invitation to Company/CEO to serve as Honorary Dinner Co-Chair
- A seat at the head table with ASNC Honorary Chairman, Co-Chairmen, Trustees, and honorees
- Special recognition by Annual Dinner Emcee
- Table of 10 in premier "lead sponsor" location
- 10 tickets to VIP reception
- Full-page advertisement in Annual Dinner program
- Company profiled in ASNC newsletter
- Company logo featured in Annual Report
- Company name featured in New York Times full-page advertisement produced by Asia Society
- Company logo featured in San Francisco Business Times advertisement produced by Asia Society
- Opportunity to insert promotional material in gift bag
- Name and logo displayed as "lead sponsor" on event signage
- Name and logo displayed as "lead sponsor" on event program
- Name and logo displayed as "lead sponsor" on event PowerPoint loop
- Name featured as 'lead sponsor within Asia Society Northern California Annual Dinner official invitation, promotional materials, and press releases
- Company listed in Asia Society Northern California's quarterly newsletter as program underwriter for 1 year
- Company logo and hyperlink featured on ASNC website & ASNC Annual Dinner webpage
- Company name displayed on corporate table tents at Annual Dinner

Patron: \$15,000

- *Table of 10 at dinner in priority location*
- *6 tickets to VIP reception*
- *Half-page advertisement in Annual Dinner program*
- *Company profiled in ASNC newsletter*
- *Company logo featured in Annual Report*
- *Company name featured in New York Times full-page advertisement produced by Asia Society*
- *Company logo featured in San Francisco Business Times advertisement produced by Asia Society*
- *Opportunity to insert promotional material in gift bag*
- *Name and logo displayed as "patron sponsor" on event signage*
- *Name and logo displayed as "patron sponsor" on event program*
- *Name and logo displayed as "patron sponsor" on event PowerPoint loop*
- *Name included within Asia Society Northern California official invitation, promotional materials, and press releases*
- *Company listed in Asia Society Northern California's quarterly newsletter as program underwriter for 1 year*
- *Company logo featured on ASNC website & ASNC Annual Dinner webpage*
- *Company name displayed on corporate table tents at Annual Dinner*

Benefactor: \$10,000

- *Table of 10 in choice location*
- *4 tickets to VIP reception*
- *Quarter-page advertisement in Annual Dinner program*
- *Company logo featured in Annual Report*
- *Company name featured in New York Times full-page advertisement produced by Asia Society*
- *Company name featured in San Francisco Business Times advertisement produced by Asia Society*
- *Opportunity to insert promotional material in gift bag*
- *Name and logo displayed as "Benefactor sponsor" on event signage*
- *Name and logo displayed as "Benefactor sponsor" on event program*
- *Name and logo displayed as "Benefactor sponsor" on event PowerPoint loop*
- *Name included within Asia Society Northern California Annual Dinner official invitation, promotional materials, and press releases*
- *Company listed in Asia Society Northern California's quarterly newsletter as program underwriter for 1 year*
- *Company logo featured on ASNC website & ASNC Annual Dinner webpage*
- *Company name displayed on corporate table tents at Annual Dinner*

Sponsor: \$5,000

- *Table of 10*
- *2 tickets to VIP reception*
- *Name displayed as "sponsor" on event signage*
- *Name displayed as "sponsor" on event program*
- *Name displayed as "sponsor" on event PowerPoint loop*
- *Company listed in Asia Society Annual Report*
- *Company listed in Asia Society Northern California's quarterly newsletter as program underwriter for one year*
- *Company name featured on Annual Dinner webpage*
- *Company name displayed on corporate table tents at Annual Dinner*

Notes:

- *Sponsor names and logos will be printed on materials and appear within dinner program provided the information is received by printing deadline dates*
- *For all tables of ten, the table buyer has the option of the Asia Society Northern California assigning two Asia Society guests to table*
- *Seating arrangements will be made according to the level of sponsorship, with priority given to highest-level sponsors*



Asia Society Northern California Eighth Annual Dinner

Asia Society Northern California Advisory Board

Honorable George P. Shultz

Thomas W. and Susan B. Ford
Distinguished Fellow
Hoover Institution
Stanford University

Mr. John S. Wadsworth, Jr.

Advisory Director
Morgan Stanley
Co-Chairman & Trustee

Mr. Chong-Moon Lee

Founder & Chairman
Ambex Ventures
Co-Chairman & Trustee

Mr. Richard C. Blum

Chairman
Blum Capital Partners

Mr. Daniel A. Carroll

Managing Director
TPG Capital

Ms. Iris S. Chan

Former Executive VP & Group Head
Commercial Banking Group
Wells Fargo

Ms. Carmen Chang

Partner
Wilson Sonsini Goodrich & Rosati

Mr. Howard Chao

Partner
O'Melveny & Myers LLP

Mr. David A. Coulter

Managing Director &
Senior Advisor
Warburg Pincus LLC

Mr. Mark Edmunds

Vice Chairman & Regional Managing
Partner,
Northern Pacific
Deloitte & Touche USA LLP

Mr. William P. Fuller

President Emeritus
The Asia Foundation

J. Robert Garrett

Vice President
Global Division Manager
Union Bank

Mr. Buck Gee

Former Vice President
Cisco

Dr. Thomas B. Gold

Professor of Sociology
University of California, Berkeley

Mr. Jeff Heller

President
Heller Manus Architects

Ms. Mary Huss

Publisher
San Francisco Business Times

Sydney Kohara

News Anchor
CBS-5 News

Mr. C. Richard Kramlich

Co-Founder &
General Partner
New Enterprise Associates

Mr. David W. Lyon

Founding President Emeritus
Public Policy Institute of California

Mr. John McQuown

Partner
Diversified Credit Investments

Mr. Lenny Mendonca

Director
McKinsey & Company, Inc

Mr. Alexander Ong

Executive Chef & Owner
Betelnut Restaurant

Honorable William J. Perry

Michael & Barbara Berberian
Professor, Senior Fellow
Freeman Spogli
Institute for International Studies,
Stanford University

Mr. Gary E. Rieschel

Founder & Managing Director
Qiming Venture Partners

Mr. Wade Rose

Vice President, External &
Government Relations
Catholic Healthcare West

Mr. Sanjiv Sanghvi

Executive Vice President, Business
Head
International Banking & Trade
Solutions
Wells Fargo & Company

Dr. Orville Schell

Arthur Ross Director
Asia Society Center on US-China
Relations

Mr. Lip-Bu Tan

Chairman
Walden International Investment
Group

Dr. Kenneth P. Wilcox

President & CEO
Silicon Valley Bank

Mr. Jay Xu

Director
Asian Art Museum of San Francisco

Mr. James Yee

Senior Executive Vice President &
Chief Information Officer
Union Bank of California

Ms. Kyung H. Yoon

Chief Executive Officer
Talent Age Associates

Eighth Annual Dinner Sponsors to date
March 23, 2011

Lead Sponsors

Reiko & Chong-Moon Lee
Susy & Jack Wadsworth

Patron Sponsors

Chevron
Wells Fargo Bank

Benefactor Sponsors

Senator Dianne Feinstein & Richard Blum
Iris S. Chan & Michael Chan, M.D.
New Enterprise Associates
Pacific Gas and Electric Company
Silicon Valley Bank
Union Bank
Wilson Sonsini Goodrich & Rosati

Sponsors

Asian Art Museum
Bank of America
Ceyuan
Citi
Susan Weeks & David Coulter
East West Bank
Ernst & Young
David & Sharon Seto/Jennifer Beckett & William Fuller
Mary Hackenbracht & Buck Gee
Gensler
Hanson Bridgett LLP
Heller Manus Architects
Hewlett-Packard Company
JP Morgan
Betty & Hiro Ogawa
Verizon Wireless
ZAP Jonway

Contributors

Phyllis C. & William H. Draper