



Northern California Center

Asia Society Northern California Tenth Anniversary Annual Dinner

Friday, May 17, 2013

Sponsorship Opportunities

About Asia Society Northern California's Annual Dinner

On **May 17, 2013**, Asia Society Northern California will hold its Tenth Anniversary Annual Dinner at the **Ritz-Carlton Hotel**, San Francisco. The Annual Dinner is the Society's most important fundraising event of the year. ASNC will present Leadership Awards in the fields of business, policy and education to three distinguished individuals.

The theme of this year's Annual Dinner is ***Creating Cultures of Innovation***, and Asia Society will honor three individuals who have been instrumental in forging new connections between the U.S. and Asia, particularly China. ASNC will honor **Richard Kramlich**, Founder and General Partner of New Enterprise Associates for Business Leadership; **Amory Lovins**, Chairman and Chief Scientist at the Rocky Mountain Institute for Policy Leadership; and **Sidney Rittenberg** for his pioneering contributions and accomplishments in strengthening U.S.-China relations through Educational Leadership.

This year also marks the Tenth Anniversary of our Annual Dinner. Highlights from past dinners include speeches and awards presented to *The Honorable **Madeleine Albright**, The Honorable **George Shultz**, U.S. Senator **Dianne Feinstein**, San Francisco Mayor **Gavin Newsom**, Secretary of Energy **Dr. Stephen Chu**, **George Lucas** of Lucasfilms; **Jack Ma**, CEO of Alibaba.com; **Jerry Yang** of Yahoo, **Steven Chen**, co-founder of YouTube; **Masashi Oka**, CEO of UnionBank and California Governor **Jerry Brown**.*

The Annual Dinner **accounts for over 40 percent of ASNC's revenue**. Besides supporting ASNC's mission, companies that support the Annual Dinner receive benefits – at varying levels – including **access to honorees, VIP reception tickets, name and logo visibility in marketing materials and day-of-event signage, recognition in our quarterly newsletter for a year, recognition in our annual full-page New York Times advertisement, and media coverage**. I have attached the sponsorship opportunities to this email and hope that you will consider becoming a sponsor of the Tenth Anniversary Annual Dinner.

About the Asia Society

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.

Tenth Anniversary Annual Dinner Award Winners

Business Honoree – C. Richard Kramlich



Richard Kramlich is Co-Founder of NEA and is currently Chairman of the NEA Management Company. He was Managing General Partner of the firm through NEA when he turned the reins over and became a General Partner.

Mr. Kramlich began his venture career in 1969 as a General Partner with Arthur Rock and Co. Since co-founding NEA in 1978, he has been involved in nine companies that have grown from start-up or near start-up stage to companies with market value in excess of \$1 billion, including

Juniper Networks, Ascend Communications, ImmuneX, Macromedia, Financial Engines. In 1997, Dick was an early investor in Apple Computers for his own account.

Dick and his wife Pam moved to China in January 2008 to help facilitate NEA's activities there. He then became a Director of BioVeda II, China's first Live Science Venture Fund, headed by Dr. Zhi Yang. Mr. Kramlich assisted Dr. Yang in shaping BioVeda's investment portfolio and also co-invested and became a board member of Citic Pharmaceutical, Novast – the first branded genetics company; Uni-Power Guarantee and advised NEA on other portfolio companies.

Mr. Kramlich is the recipient of numerous awards, including recognition from the National Venture Capital Association, University of California Haas School of Business, the Silicon Valley Deloitte Technology Fast 50 Program, and the Red Herring Magazine Award . He received an MBA from Harvard University and a BS in History from Northwestern University. Dick and his wife, Pamela, are noted collectors of Media Art and founded the New Art Trust to foster best practices in the field in 1997. They have four adult offspring and six grandchildren.

Policy Honoree – Amory B. Lovins



Physicist **Amory Lovins** is co-founder, Chairman, and Chief Scientist of the Rocky Mountain Institute, an independent, apolitical, non-profit think-and-do tank that drives the efficient and restorative use of resources. He has advised major firms and governments for over 40 years in more than 50 countries, including China and Japan, on advanced energy and resource efficiency and on energy's links to economy, security, development, and environment.

Author of 31 books and over 460 papers, Dr. Lovins has received the Blue Planet, Nissan, Shingo, Volvo, Zayed, Onassis, and Mitchell Prizes, MacArthur and Ashoka Fellowships, 11 honorary doctorates, and the Heinz, Lindbergh, Right Livelihood ("alternative Nobel"), National Design, and World Technology Awards. A former Oxford don and a Swedish engineering academician, he has taught at ten universities, including Peking University—most recently at Stanford's School of Engineering and currently at the U.S. Naval Postgraduate School—and continues to lecture widely across Asia and worldwide. In 2013 he was elected to Kyoto Prefecture's Earth Hall of Fame.

Dr. Lovins' latest books are *Natural Capitalism* (with Paul Hawken and L.H. Lovins), the *Economist* book of the year *Small Is Profitable: The Hidden Economic Benefits of Making Electrical Resources the Right Size*, *Winning the Oil Endgame*, *The Essential Amory Lovins*, and *Reinventing Fire*. Lovins is a member of the U.S. National Petroleum Council and of the Advisory Board for the Chief of Naval Operations. In 2009, *Time* named him one of the world's 100 most influential people, and *Foreign Policy*, one of the 100 top global thinkers.

Education Honoree – Sidney Rittenberg



Sidney Rittenberg served as a lead translator for the English language edition of Mao Zedong's *Selected Works* and was the first American citizen admitted to the Chinese Communist Party. He subsequently spent a total of sixteen years in solitary confinement under suspicion of serving as an American spy.

Born in Charleston, South Carolina in 1921, Mr. Rittenberg joined the U.S. Army during World War II. After being provided Chinese Language and Area training at Stanford University, he was sent to China in 1945 to work as a language expert in the Judge Advocate General's Office. After the war, he served as a translator of contemporary Chinese literary works, wrote for US newspapers, and served as a foreign expert with the New China News Agency.

He returned to the United States in 1980 to launch a successful career as a consultant to companies such as Microsoft, Levi Strauss, ARCO and Intel on entering the new Chinese market. His 35 years in China come to life in his 2001 book, *The Man Who Stayed Behind*, and most recently in the 2012 documentary, *The Revolutionary*.

Master of Ceremonies – Sydnie Kohara



Former CBS 5 & CNBC Anchor and Media Strategist **Sydnie Kohara** is passionate about helping corporate leaders excel in storytelling. After more than two decades as an award-winning broadcast journalist, she now develops and deploys blended media strategies for a wide range of companies and executives, coaching individuals on their presentation skills and media messaging. She is also developing women's leadership programs for a global audience.

Before returning to the San Francisco Bay Area and on-air positions at CNET and CBS Television, Sydnie covered business news around the world, anchoring and reporting from Asia, Europe and the U.S. for CNBC. In addition to her work as a consultant, multimedia host and moderator, she also serves as Guest Host on Link TV's "LinkAsia," a program about Asian media, seen on nationwide television and online. She serves on ASNC's Advisory Board.



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Asia Society Northern California Tenth 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

ASNC Advisory Board List 2013

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10th Anniversary Annual Dinner Sponsors

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Susy & Jack Wadsworth

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Silicon Valley Bank
Wells Fargo Bank

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Pacific Gas & Electric Company
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Sponsors as of April 11, 2013