



Northern California Center

## **11th Annual Dinner Sponsorship Opportunities** ***Education in a Global Era: the US-Asia Connection***

May 12, 2014 | Ritz-Carlton Hotel, San Francisco

On **May 12, 2014**, Asia Society Northern California will hold its **11th Annual Dinner** at the **Ritz-Carlton Hotel, San Francisco**. The Annual Dinner is our most prestigious and important fundraising event of the year, attended by over 400 Bay Area leaders in business and civic affairs, academia, the diplomatic corps, and the media. ASNC will present Leadership Awards in the field of education to the distinguished individuals mentioned below.

The transformation of virtually all aspects of our lives in the 21st Century's increasingly globalized world has necessitated a revolution in education - a revolution that has not yet truly taken place. Many of the skills needed for students to succeed are not well understood, and above all looms the question of how to ensure that all students have a chance to participate.

Fortunately, an emerging group of visionary leaders is addressing what is looming as one of the great challenges of the next generation – how to create a globally competent group of graduates able to take on the challenges of the increasingly interconnected world.

Join Asia Society Northern California as we honor **Wendy Kopp**, Co-founder and CEO of Teach For All; **Daphne Koller** and **Andrew Ng**, Co-founders of Coursera; and **Dr. Minxuan Zhang**, President, Shanghai Normal University and Director, Center of International Education Study and Consultation, Ministry of Education, China, for their role in transforming global education. **Sydney Kohara**, former CBS 5 & CNBC Anchor and current Media Strategist, will serve as Master of Ceremonies.

### **Sponsorship Benefits**

The Annual Dinner accounts for **more than 40% of ASNC's operating revenue**. Besides supporting our mission, companies will 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 and media coverage**. Please see below for all available sponsorship opportunities and benefits.

### **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.*

# 11th Annual Dinner Honorees



**Wendy Kopp, CEO & Co-founder, Teach For All**

Wendy Kopp is CEO and co-founder of Teach For All, a global network committed to ensuring educational excellence and equity by accelerating the impact of national organizations that are enlisting their nations' most promising future leaders in the effort.

Wendy founded Teach For America in 1989 to marshal the energy of her generation against educational inequity in the United States. After leading Teach For America's growth and development for 24 years, she moved into the role of chair of the board in 2013. In its seventh year of development, Teach For All is a growing network of 32 independent organizations around the world, including its founding partners Teach For America and the U.K.'s Teach First.

Wendy has been recognized as one of *Time Magazine's* 100 Most Influential People and is the recipient of numerous honorary degrees and awards for public service. She holds a bachelor's degree from Princeton University, where she participated in the undergraduate program of the Woodrow Wilson School of Public and International Affairs.



**Daphne Koller, Professor of Computer Science, Stanford University; Co-Founder, Coursera**

Daphne Koller is the Rajeev Motwani Professor of Computer Science at Stanford University and the co-founder and co-CEO of Coursera, a social entrepreneurship company that works with the best universities to connect anyone around the world with the best education, for free.

In her research life, she works in the area of machine learning and probabilistic modeling, with applications to systems biology and personalized medicine. She is the author of over 200 referred publications in venues that span a range of disciplines, and has given over 15 keynote talks at major conferences. She is the recipient of many awards, which include the Presidential Early Career Award for Scientists and Engineers (PECASE) and the MacArthur Foundation Fellowship. She was recently recognized as one of *Time Magazine's* 100 Most Influential People for 2012. She is also an award winning teacher, who pioneered in her Stanford class many of the ideas that underlie the Coursera user experience. She received her BSc and MSc from the Hebrew University of Jerusalem, and her PhD from Stanford in 1994.



**Andrew Ng, Director of the Stanford AI Lab; Co-Founder, Coursera**

Andrew Ng is a co-founder of Coursera, and a Computer Science faculty member at Stanford. In 2011, he led the development of Stanford University's main MOOC (Massive Open Online Courses) platform, and also taught an online Machine Learning class that was offered to over 100,000

students, leading to the founding of Coursera.

Ng's goal is to give everyone in the world access to a high quality education, for free. Today, Coursera partners with top universities to offer high quality, free online courses. With over 100 partners, over 600 courses, and 5 million students, Coursera is the largest MOOC platform in the world. Recent awards include being named to the Time 100 list of the most influential people in the world; to the CNN 10: Thinkers list; Fortune 40 under 40; and being named by Business Insider as one of the top 10 professors across Stanford University. Outside online education, Ng's research work is in machine learning; he is also the Director of the Stanford Artificial Intelligence Lab.



**Dr. Minxuan Zhang, President, Shanghai Normal University; Director, Center of International Education Study and Consultation, Ministry of Education, China**

Minxuan Zhang is currently the President of Shanghai Normal University (formerly Shanghai Teachers University); Director-General of the Shanghai Academy of Educational Sciences (SAES), an independent research organization; Director of the Center for International Education Study and Consultation in the Chinese Ministry of Education, and a scholar in the field of comparative education. From 2004 through 2011, he served as the Vice-

Director General of the Shanghai Municipal Government Education Committee.

Dr. Zhang serves on the Programme for International Student Assessment (PISA) Board and as the PISA National Project Manager for Shanghai. He has served numerous international organizations as an international expert, including the UN International Institute for Educational Planning (IIEP, Paris) as an advisory member and UNESCO Institute of Lifelong Learning (UIL, Hamburg) as a board member.

Dr. Zhang has also undertaken research and provided policy advice nationally and overseas, including "Cambodia's Fiscal Policy Advice Issues of Higher Education" (World Bank), "Cambodia's Economic Development Assistance for Primary Education, Evaluation and Investment" (UNICEF), amongst others.

Professor Zhang received his PhD from University of Hong Kong in 2001.

## 11th 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 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 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 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 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*

# 11<sup>th</sup> Annual Dinner Sponsors

## **Lead Sponsor**

Kleiner Perkins Caufield & Byers  
Reiko & Chong-Moon Lee  
New Enterprise Associates  
Susy & Jack Wadsworth

## **Patron Sponsor**

Bank of America Merrill Lynch  
Chevron  
Leslie & John McQuown  
Silicon Valley Bank  
Wells Fargo

## **Benefactor Sponsor**

Phyllis C. and William Draper  
Nexus Venture Partners  
Salesforce.com  
Southwest Airlines  
Union Bank  
Wilson Sonsini Goodrich & Rosati

## **Sponsor**

Asian Art Museum  
California College of the Arts  
Cathay Pacific  
Citibank  
Deloitte  
Dignity Health  
Fenwick & West LLP  
Buck Gee & Mary Hackenbracht  
Jeffrey Heller  
International Technological University  
Manitou Ventures  
McKinsey & Co.  
Pacific Gas & Electric  
Pillsbury Winthrop Shaw Pittman  
Veritas Investments, Inc.  
Verizon Wireless

## **Media Sponsor**

San Francisco Business Times

## **Wine Sponsor**

Parducci  
Hanson Li

*As of May 1, 2014*