Diversity Leadership Forum & Awards Ceremony

2016 Sponsorship Prospectus

JUNE 9-10, 2016
NEW YORK CITY

Powering Asian Talent
What We Do

- Join companies to explore how to develop Asian Pacific American emerging leaders to gain a competitive edge in the U.S. and global marketplaces.

- Learn how leveraging your perspectives as an Asian Pacific American leader can position your company for success.

- The forum includes interactive discussions with an emphasis on the skills and competencies future leaders will need as we enter into a complex and rapidly-evolving business era.

Powering Asian Talent
Who Should Attend

- Asian Pacific American line managers and other executives who are responsible for growing global market share.

- Asian Pacific American business executives who have Profit & Loss responsibility and contribute to growing shareholder value.

- Executive sponsors of Asian Pacific American business resource groups [BRGs] as well as their cohort leaders who contribute to the bottom line and demand innovative strategies.

- Business leaders, Chief Diversity Officers, and senior HR tasked with implementing training and development programs.
2015 Attendees

**Job Level**
- Mid-level Manager/Director: 34%
- Executive Officer: 7%
- Professional/Technical: 12%
- Other/Prefer not to answer: 12%
- First-level Manager: 3%
- Administrative/Clerical: 2%

**Industry**
- Finance/Accounting: 21%
- Human Resources: 19%
- Information Technology: 11%
- Academic/Non-Profit: 11%
- Marketing/Advertising: 18%
- Development/Fundraising: 11%
- Legal: 7%
- Sales: 5%
- Manufacturing: 4%
- Other/Prefer not to answer: 2%

*Powering Asian Talent*
2015 Sponsors

Platinum Level

Time Warner

Goldman Sachs

Silver Level

BNY Mellon

GE

Marriott

Prudential

Bronze Level

AIG

at&t

Cardinal Health

Chevron

Colgate-Palmolive Company

EY

Freddie Mac

IBM

KPMG

L’Oréal USA

Medtronic

National Grid

Skadden
Sponsorship
Platinum
$80,000
<Exclusive Sponsor>

ATTENDANCE AND TRAINING
- Twenty [20] registrations to the Diversity Leadership Forum*
- Two tables of ten [10] dinner seats to the 2016 Best Asian Pacific Americans Employer Awards in prime location*
- Unlimited complimentary registrations to attend 3 web seminars

LEADERSHIP
- Two [2] dinner seats at the head table for the 2016 Best Asian Pacific Americans Employer Awards *
- Two [2] registrations to attend the Executive Leadership Round Table*
- Two [2] Asian or APA company leaders to be a subject expert or panelist at the Forum
- Opportunity to brand the Opening Panel or Awards Ceremony – subject to availability

AWARENESS AND MARKETING
- Listed as Research Sponsor for the 2016 Asian Pacific Americans Corporate Survey ($15,000 value)
  - Access to topline and deep dive data reports
  - Company name and logo acknowledged prominently as Research Sponsor on materials and outreach
- Asia Society’s May 2016 Wall Street Journal ad to a distribution of 700,000
- Asia Society’s spring Diversity Woman ad to a distribution of 100,000 and tweets to 10,000
- Program promotional materials acknowledging Company as Sponsor, includes:
  - Banner Ad in Conference App
  - Logo and link from DLF webpage
  - Press release sent to approximately 1,600 relevant news sources
  - Asia Society Eblasts to over 800 senior HR executives and 15,000 Asia Society constituents
  - Brand recognition in both printed material and Awards Ceremony audio visual and table-top signage
- Product placement at the DLF, as appropriate, or giveaways in the DLF bag

*Tickets to the Diversity Leadership Forum and Awards Dinner are not interchangeable. Speakers from sponsored companies count towards the sponsor registrations.
Sponsorship

Gold

$60,000

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ATTENDANCE AND TRAINING

▶ Sixteen [16] registrations to the Diversity Leadership Forum
▶ Two tables with sixteen [16] dinner seats to the 2016 Best Asian Pacific Americans Employer Awards
▶ Unlimited complimentary registrations to attend web seminars

LEADERSHIP

▶ Two [2] dinner seats at the head table for the 2016 Best Asian Pacific Americans Employer Awards
▶ Two [2] registrations to attend the Executive Leadership Round Table
▶ Two [2] Asian or APA company leaders to be a subject expert or panelist at the Forum
▶ Opportunity to brand a Breakout Session or Afternoon Panel during the general session

AWARENESS AND MARKETING

▶ Asia Society’s May 2016 Wall Street Journal ad to a distribution of 700,000
▶ Asia Society’s spring Diversity Woman ad to a distribution of 100,000 and tweets to 10,000
▶ Program promotional materials acknowledging Company as Sponsor, includes:
  ▶ Banner Ad in Conference App
  ▶ Logo and link from DLF webpage
  ▶ Press release sent to approximately 1,600 relevant news sources
  ▶ Asia Society Eblasts to over 800 senior HR executives and 15,000 Asia Society constituents
  ▶ Brand recognition in both printed material and Awards Ceremony audio visual and table-top signage
  ▶ Product placement at the DLF, as appropriate, or giveaways in the DLF bag

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Sponsorship
Silver
$40,000

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ATTENDANCE AND TRAINING
- Ten [10] registrations to the Diversity Leadership Forum
- Ten [10] dinner seats to the 2016 Best Asian Pacific Americans Employer Awards
- Unlimited complimentary registrations to attend web seminars

LEADERSHIP
- One [1] dinner seat at the head table for the 2016 Best Asian Pacific Americans Employer Awards
- One [1] registration to attend the Executive Leadership Round Table
- One [1] Asian or APA company leader to be a subject expert or panelist at the Forum

AWARENESS AND MARKETING
- Asia Society’s May 2016 Wall Street Journal ad to a distribution of 700,000
- Asia Society’s spring Diversity Woman ad to a distribution of 100,000 and tweets to 10,000
- Program promotional materials acknowledging Company as Sponsor, includes:
  - Banner Ad in Conference App
  - Logo and link from DLF webpage
  - Press release sent to approximately 1,600 relevant news sources
  - Asia Society Eblasts to over 800 senior HR executives and 15,000 Asia Society constituents
  - Brand recognition in both printed material and Awards Ceremony audio visual and table-top signage
  - Product placement at the DLF, as appropriate, or giveaways in the DLF bag

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Sponsorship
Bronze
$25,000

POWERING ASIAN TALENT

ATTENDANCE AND TRAINING

► Five [5] registrations to the Diversity Leadership Forum
► Two [2] dinner seats to the 2016 Best Asian Pacific Americans Employer Awards
► Ten [10] registrations to attend web seminars

LEADERSHIP

► One [1] registration to attend the Executive Leadership Round Table
► Consideration for company Asian or APA leaders to be a subject expert or panelists, as appropriate, (and as available after Platinum, Gold, and Silver Sponsor selection)

AWARENESS AND MARKETING

► Asia Society’s May 2016 Wall Street Journal ad to a distribution of 700,000
► Asia Society’s spring Diversity Woman ad to a distribution of 100,000 and tweets to 10,000
► Program promotional materials acknowledging Company as Sponsor, includes:
  ► Logo and link from DLF webpage
  ► Press release sent to approximately 1,600 relevant news sources
  ► Asia Society Eblasts to over 800 senior HR executives and 15,000 Asia Society constituents
  ► Brand recognition in both printed material and Awards Ceremony audio visual and table-top signage
► Product placement at the DLF, as appropriate, or giveaways in the DLF bag

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Contact Us

Questions or need additional information?

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