



Asia
Society

GLOBAL
TALENT
INITIATIVES

Diversity Leadership Forum West 2016 Sponsorship Prospectus

December 2016
San Francisco

Powering Asian Talent



DECEMBER 5, 2016
| SPONSOR DINNER |
| CRYSTAL JADE RESTAURANT |

DECEMBER 6, 2016
| DIVERSITY LEADERSHIP FORUM |
| ZENDESK | SAN FRANCISCO |

Why don't more APAs reach the upper echelons of leadership? To answer this question, Asia Society created the Diversity Leadership Forum and the Asian Pacific Americans Corporate Survey to identify what makes a favorable working experience for APA employees and to develop pipelines to the C-Suite.

The **inaugural West Coast Diversity Leadership Forum** features a **day-long conference at Zendesk in San Francisco**, and builds off the success of New York's 8 previous forums with a focus on the demographic, cultural, and business strengths and challenges of California and Silicon Valley. As home to the largest population of APAs in the nation (15%), and APAs making up approximately 31% of the professional workforce, Fortune 500 companies in California have an opportunity to play a leading role in developing strategies for cultivating APA talent.

Goals:

- Explore award-winning strategies for promoting Asian Pacific American as well as Asian talent into senior leadership positions, retaining the best APA talent, becoming an employer of choice, and promoting high-potential APA leaders
- Develop the skills future leaders will need in an evolving global business world
- Provide networking opportunities with APA leaders and Diversity and Inclusion professionals

Who Should Attend:

- Business leaders, Chief Diversity Officers, and senior HR tasked with implementing training and development programs
- Asian Pacific American business and technology leaders
- Executive sponsors of Asian Pacific American business resource groups [BRGs]



2016 Sponsorship Opportunities

Platinum Presenting Sponsorship - \$50,000 (one per industry)

Attendance and Training

- Twenty [20] registrations to the Diversity Leadership Forum (valued at \$450 each)*
- Ten [10] invitations to Executive Leadership Dinner on Dec. 5
- Twenty [20] complimentary copies of the 2016 Asian Pacific Americans Corporate Survey Report (unavailable to public)

Leadership

- Priority seating at Forum
- Five [5] reserved seats at Executive Roundtable (invite only)
- Five [5] reserved seats at each workshop (limited seating)
- Three [3] Asian or APA company leaders to be a subject expert or panelist at the Forum

Awareness & Marketing

- Verbal recognition at DLF opening remarks
- Company logo as Platinum Presenting Sponsor on all DLF marketing materials
- Company logo in Asia Society Northern California's Annual Report
- Opportunity to brand private opening dinner, keynote, or opening panel (subject to availability)
- Program promotional materials acknowledging Company as Sponsor, includes:
 - Logo and link on DLF webpage
 - Press release sent to approximately 100+ relevant news sources
 - Asia Society e-blasts to over 6,000+ Asia Society constituents
 - Brand recognition in printed material and Forum audio visual and table-top signage



Gold Sponsorship - \$35,000

Attendance and Training

- Fifteen [15] registrations to the Diversity Leadership Forum (valued at \$450 each)*
- Five [5] invitations to private Executive Leadership Dinner on December 5
- Fifteen [15] complimentary copies of the 2016 Asian Pacific Americans Corporate Survey Report (unavailable to public)

Leadership

- Priority seating at Forum
- Three [3] reserved seats at Executive Roundtable (invite only)
- Three [3] reserved seats at each workshop (limited seating)
- Two [2] Asian or APA company leaders to be a subject expert or panelist at the Forum

Awareness & Marketing

- Verbal recognition at DLF opening remarks
- Company logo as Gold Sponsor on all DLF marketing materials
- Company logo in Asia Society Northern California's Annual Report
- Opportunity to brand a breakout session or afternoon panel
- Program promotional materials acknowledging Company as Sponsor, includes:
 - Logo and link on DLF webpage
 - Press release sent to approximately 100+ relevant news sources
 - Asia Society e-blasts to over 6,000+ Asia Society constituents
 - Brand recognition in printed material and Forum audio visual and table-top signage



Silver Sponsorship - \$20,000

Attendance and Training

- Ten [10] registrations to the Diversity Leadership Forum (valued at \$450 each)*
- Three [3] invitations to private Executive Leadership Dinner on December 5
- Ten [10] complimentary copies of the 2016 Asian Pacific Americans Corporate Survey Report (unavailable to public)

Leadership

- Priority seating at Forum
- Two [2] reserved seats at Executive Roundtable (invite only)
- Two [2] reserved seats at each workshop (limited seating)
- One [1] Asian or APA company leader to be a subject expert or panelist at the Forum

Awareness & Marketing

- Verbal recognition at DLF opening remarks
- Company logo as Silver Sponsor on all DLF marketing materials
- Company logo in Asia Society Northern California's Annual Report
- Program promotional materials acknowledging Company as Sponsor, includes:
 - Logo and link on DLF webpage
 - Press release sent to approximately 100+ relevant news sources
 - Asia Society e-blasts to over 6,000+ Asia Society constituents
 - Brand recognition in printed material and Forum audio visual and table-top signage

Bronze Sponsorship - \$10,000

Attendance and Training

- Five [5] registrations to the Diversity Leadership Forum (valued at \$450 each)*
- Two [2] invitations to private Executive Leadership Dinner on December 5
- Five [5] complimentary copies of the 2016 Asian Pacific Americans Corporate Survey Report (unavailable to public)

Leadership

- Priority seating at Forum
- One [1] reserved seat at each workshop (limited seating)
- 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 & Marketing

- Company name as Bronze Sponsor on all DLF marketing materials
- Company logo in Asia Society Northern California's Annual Report
- Program promotional materials acknowledging Company as Sponsor, includes:
 - Logo and link on DLF webpage
 - Press release sent to approximately 100+ relevant news sources
 - Asia Society e-blasts to over 6,000+ Asia Society constituents
 - Brand recognition in printed material and Forum audio visual and table-top signage



Additional Sponsorship Opportunities

The following opportunities are available as add-ons to any of the above sponsorship levels or as an exclusive sponsorship:

Executive Leadership Dinner Host - \$15,000

- Branding opportunity at private opening dinner on December 5
- Opportunity to provide 2-3 minute welcome remarks at Executive Leadership Dinner
- Two [2] invitations to your sponsored Executive Leadership Dinner
- Two [2] registrations to the Diversity Leadership Forum (valued at \$450 each)*
- Five [5] complimentary copies of the 2016 Asian Pacific Americans Corporate Survey Report (unavailable to public)
- Company logo in Asia Society Northern California's Annual Report
- Program promotional materials acknowledging Company as Sponsor, includes:
 - Logo and link on DLF webpage
 - Press release sent to approximately 100+ relevant news sources
 - Asia Society e-blasts to over 6,000+ Asia Society constituents

Cocktail Networking Reception Host - \$10,000 (one available)

- Exclusive branding opportunity at closing Cocktail Networking Reception on December 6
- Opportunity to provide 2-3 minute welcome remarks at Cocktail Networking Reception
- Two [2] registrations to the Diversity Leadership Forum (valued at \$450 each)*
- Five [5] complimentary copies of the 2016 Asian Pacific Americans Corporate Survey Report (unavailable to public)
- Company logo in Asia Society Northern California's Annual Report
- Program promotional materials acknowledging Company as Sponsor, includes:
 - Name and link on DLF webpage
 - Press release sent to approximately 100+ relevant news sources
 - Asia Society e-blasts to over 6,000+ Asia Society constituents

Contact Us

Questions or need additional information?

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