



Asia Society Southern California 2018 U.S.-China Entertainment Summit and Gala Dinner

Tuesday, October 30, 2018

Skirball Cultural Center
2701 N. Sepulveda Blvd.
Los Angeles, CA 90049

Summit:

8:00 a.m. to 5:30 p.m. – Herscher Hall

Gala:

6:00 p.m. Reception – Guerin Courtyard
7:15 p.m. Dinner – Ahmanson Hall

Where the Future of Hollywood and China Meet *Honoring Michelle Yeoh, Kevin Tsujihara, Elizabeth Daley and Xu Zheng*

The U.S.-China Entertainment Summit is the most prestigious U.S. gathering of Hollywood and Chinese entertainment-industry leaders. Founded in 2010 as the U.S.-China Film Summit, it has led the conversation about co-production, cross-border investment and the integration of Chinese and American talent. The relationship has deepened and with convergence of media, the 2018 Summit will look beyond film and TV to areas where digital platforms are transforming entertainment.

We are delighted to be honoring:

- **Michelle Yeoh** will be honored for her achievements as an actress, producer and writer. A versatile talent, she has earned global acclaim in a career that spans Hong Kong, Hollywood, China and beyond, and won hearts through roles in films such as *Crouching Tiger Hidden Dragon*, *Tomorrow Never Dies*, *Memoirs of a Geisha* and most recently, *Crazy Rich Asians*.
- **Kevin Tsujihara** will be honored for his vision and leadership. As Warner Bros. Chairman and CEO, he has innovated to stay ahead in a dynamic global market and has advocated for diversity and inclusion. *Crazy Rich Asians*, which marked a cultural watershed for Asian and Asian-American talent; and *The Meg*, the most successful U.S.-China co-production to date.
- **Elizabeth Daley**, Dean of the USC School of Cinematic Arts, will be honored as an education pioneer. In a quarter century as dean, Daley has built the world's premier film school through a commitment to diversity and global education. Among her many international initiatives, USC has had partnerships with Chinese universities for over a decade.
- **Xu Zheng** will be honored for his trailblazing work as an actor, writer, director and producer. His creative range spans from comedy to drama, and his films have had both commercial success and social impact. *Lost in Thailand* (2012) grossed more than \$200 million and caused a surge in Chinese tourism to Thailand. His popular *Dying to Survive* (2018) struck a chord among the Chinese public and accelerated government efforts to lower prices for cancer drugs.



Featured Summit speakers include:

- **Albert Cheng**, COO and Co-Head of Television, Amazon Studios
- **Belle Avery**, Producer, *The Meg*
- **Glen Keane**, Academy Award-winning & Founder, Glen Keane Productions
- **Cathy Yan**, Director of *Dead Pigs* and the upcoming *Birds of Prey*
- **Catherine Ying**, Managing Director and CEO, Gravity Pictures
- **Kevin Lin**, Co-Founder, Twitch
- **Eva Jin**, Writer, Director and Producer
- **Jiang Wei**, CEO, Legendary East, & General Manager, Wanda Media
- **Melissa Cobb**, Vice President, Kids and Family, Netflix
- **Jon Turteltaub**, Director, *The Meg*
- **Ben Erwei Ji**, Exec. Prod., *The Meg*, & Managing Dir., Reach Glory Entertainment
- **John Penotti**, President, SK Global, & Producer, *Crazy Rich Asians*
- **Mike Ellis**, President & Managing Director, Asia Pacific, MPA
- **Jack Gao**, Founder & CEO, Beijing TDFT Co.
- **Spencer Baumgarten**, Partner, ICM Partners
- **Chantal Nong**, Vice President, Production, DC Films, Warner Bros.
- **David Unger**, CEO, Artist International Group
- **Christina Chou**, Motion Picture/Literary Agent and Corp. Development Executive, CAA

This signature program attracts high-level speakers thanks to our blue-chip Planning Committee:

Chair: **Janet Yang**, President, Janet Yang Productions

Co-Chairs:

- **Charles Coker**, Managing Director, DASYM Media
- **Bennett Pozil**, Executive Vice President, East West Bank
- **Stephen Saltzman**, Chair, Asia Entertainment and Media, Paul Hastings
- **Seagull Song**, Director, Asia-America Law Institute, Loyola Law School

Members:

- **Lindsay Conner**, Chair, Media/Entertainment Group, Manatt, Phelps & Phillips
- **Jonathan Landreth**, Content Strategist, Asia Society Policy Institute
- **Emily Song**, Global Strategy/Corporate Development, Creative Artists Agency
- **Simon Sun**, Executive Vice President, Suniverse Entertainment

The Entertainment Summit brings together prominent Americans and Chinese who are interested in partnerships, distribution, financing, creative development, policy, and cultural issues relevant to the Hollywood-China relationship. It is attended by some 500 people, including top executives from studios such as Warner Bros., Fox, Sony, Universal and Lionsgate, and leading U.S. and Chinese entertainment firms, including CAA, IMAX, Alibaba, Bona Film Group, Huayi Brothers, Youku Tudou and Weiyang.

The Summit draws prominent journalists, giving the event international exposure on CNBC and in publications such as the *New York Times*, *Los Angeles Times*, *Variety*, *The Hollywood Reporter*, *The Wrap.com* and several Chinese outlets, including *China Daily* and CCTV. We attract a blue-



chip roster of partners, including **China Onscreen Biennial, Beijing Film Academy, Motion Picture Association of America, Asian World Film Festival** and **Los Angeles Chinese Film Festival**.

The Summit provides sponsors with exposure and access to industry leaders. Join us to build long-term relationships and benefit from their insights into the world's two biggest entertainment markets.

Asia Society Southern California is the leading nonprofit nonpartisan, organization dedicated to strengthening relationships and forging understanding among the people of Southern California and the Asia-Pacific region. ASSC is ideally situated in America's gateway to Asia and since 1985 has played a pivotal role in enhancing cross-cultural ties. Founded in 1956 by John D. Rockefeller 3rd, Asia Society is based in New York, and has centers in Hong Kong, Houston, Los Angeles, Manila, Mumbai, San Francisco, Seoul, Shanghai, Sydney, Tokyo, Washington, DC, and Zurich.

For more information and to register, please visit: <https://asiasociety.org/us-china-entertainment-summit>

2018 U.S.-China Entertainment Summit and Gala Dinner October 30, 2018

SPONSORSHIP OPPORTUNITIES

DIAMOND SPONSOR - \$50,000

- Invitation for 6 guests to October 29 VIP reception with speakers
- Two tables of 10 each in the prime "Diamond" location for Gala Dinner
- 20 admissions to U.S.-China Entertainment Summit
- Invitation for Company/CEO to serve as Honorary Dinner Chair
- Invitation for company representative to participate in planning committee activities
- On-stage speaking role at Summit or Dinner
- Four passes to the Summit speakers' lounge
- Full-page "Diamond Sponsor" ad on the inside back cover of Summit and Gala Dinner program books
- Corporate logo displayed as "Diamond Sponsor" on event signage
- "Diamond Sponsor" recognition during multimedia presentations at Summit and Dinner
- Name, logo and corporate link featured on the U.S.-China Entertainment Summit website
- Opportunity to distribute promotional materials at Summit Luncheon and Gala Dinner
- 10 one-year individual memberships to Asia Society Southern California



PLATINUM SPONSOR - \$25,000

- Invitation for 5 guests to October 29 VIP reception with speakers
- One Table of 10 in the prime "Platinum Sponsor" location for Gala Dinner
- 15 admissions to U.S.-China Entertainment Summit
- Invitation to Company/CEO to serve as Honorary Dinner Co-Chair
- On-stage speaking role at Summit
- Three passes to the Summit speakers' lounge
- Full-page "Platinum Sponsor" ad in Gala Dinner program book
- Corporate logo listed as "Platinum Sponsor" in Summit program book and on event signage
- "Platinum Sponsor" recognition during multimedia presentations at Summit and Dinner
- Name, logo and corporate link featured on the U.S.-China Entertainment Summit website
- Opportunity to distribute promotional materials at Summit Luncheon
- 10 one-year individual memberships to Asia Society Southern California

LUNCHEON SPONSOR - \$20,000 (Limit 1)

- Invitation for 4 guests to October 29 reception with speakers
- One Table of 10 in the "Luncheon Sponsor" location each for Luncheon and Gala Dinner
- 10 admissions to U.S.-China Entertainment Summit
- On-stage speaking role at Luncheon
- Full-page "Luncheon Sponsor" ad in Gala Dinner program book
- Corporate logo listed as "Luncheon Sponsor" in Summit program book and on event signage
- "Luncheon Sponsor" recognition during multimedia presentations at Summit and Dinner
- Name, logo and corporate link featured on the U.S.-China Entertainment Summit website
- Opportunity to distribute promotional materials at Summit Luncheon
- Two passes to the Summit speakers' lounge
- 5 one-year individual memberships to Asia Society Southern California

GALA DINNER RECEPTION SPONSOR - \$17,500 (Limit 1)

- Invitation for 2 guests to October 29 VIP reception with speakers
- One Table of 10 in the "Gala Reception Sponsor" location for Gala Dinner
- 10 admissions to U.S.-China Entertainment Summit
- Corporate logo featured on cocktail napkins at Gala Dinner
- Full-page "Gala Reception Sponsor" ad in Gala Dinner program book
- Corporate logo listed as "Gala Reception Sponsor" in Summit program book
- "Gala Reception Sponsor" recognition during multimedia presentations at Summit and Dinner
- Name, logo and corporate link featured on the U.S.-China Entertainment Summit website
- Corporate logo on signage at Gala Dinner Reception
- 5 one-year individual memberships to Asia Society Southern California

GALA HONOREE SPONSOR - \$15,000 (Limit 1 per Honoree)

- Invitation for 2 guests to October 29 VIP reception with speakers
- One table of 10 in the "Gala Honoree Sponsor" location for Gala Dinner
- 10 admissions to U.S.-China Entertainment Summit
- Onstage role to introduce a Gala Honoree for award presentation
- Full-page "Gala Honoree Sponsor" ad in Gala Dinner program book
- Corporate logo listed as "Gala Honoree Sponsor" in Summit program book and on event signage
- Corporate logo on exclusive "Gala Honoree" signage at Gala
- "Gala Honoree Sponsor" recognition during multimedia presentations at Summit and Dinner
- Name, logo and corporate link featured on the U.S.-China Entertainment Summit website
- 5 one-year individual memberships to Asia Society Southern California



GOLD SPONSOR - \$10,000

- Invitation for 2 guests to October 29 VIP reception with speakers
- One Table of 10 in the “Gold Sponsor” location for Gala Dinner
- 10 admissions to U.S.-China Entertainment Summit
- Half-page “Gold Sponsor” ad in Gala Dinner program book
- Listing as “Gold Sponsor” in Summit program book and on event signage
- “Gold Sponsor” recognition during multimedia presentations at Summit and Dinner
- Name, logo and corporate link featured on the U.S.-China Entertainment Summit website
- 5 one-year individual memberships to Asia Society Southern California

SILVER SPONSOR - \$5,000

- Seating for five guests in the “Silver Sponsor” location for Gala Dinner
- 5 admissions to U.S.-China Entertainment Summit
- Half-page “Silver Sponsor” ad in Gala Dinner program book
- Listing as “Silver Sponsor” in Summit program book and on event signage
- “Silver Sponsor” recognition during multimedia presentations at Summit and Dinner
- Name and logo featured on the U.S.-China Entertainment Summit website
- 5 one-year individual memberships to Asia Society Southern California

PROGRAM ADVERTISEMENT ONLY: Full-page - \$5,000 Half-page - \$2,500 Quarter-page \$1,250

INDIVIDUAL TICKETS:

	Summit & Dinner		Summit Only		Dinner Only	
	General	AS member	General	AS member	General	AS member
Standard	\$650	\$600	\$350	\$300	\$450	\$400
Academic	\$400		\$200		\$250	
Student	\$250		\$120		\$150	



2018 U.S.-China Entertainment Summit SPONSORSHIP FORM

COMPANY: _____

CONTACT NAME: _____

PHONE: _____

E-MAIL: _____

SIGNATURE: _____ **(Required)**

We would like to participate at the following level:

_____ \$75,000 Presenting Sponsor

_____ \$50,000 Diamond Sponsor

_____ \$25,000 Platinum Sponsor

_____ \$20,000 Luncheon Sponsor

_____ \$17,500 Gala Dinner Reception Sponsor

_____ \$15,000 Gala Honoree Sponsor

_____ \$10,000 Gold Sponsor

_____ \$5,000 Silver Sponsor

Dinner Program Advertisement ONLY:

_____ \$5,000 Full-page

_____ \$2,500 Half-page

_____ \$1,250 Quarter-page

Although we cannot participate as a sponsor, we would like to make a contribution in the amount of

\$_____.

PAYMENT BY CHECK: Payable to Asia Society Southern California

WIRE TRANSFER INFORMATION:

East West Bank

135 N. Los Robles Avenue, Pasadena, CA 91101

Account name: Asia Society Southern California

Routing Number: 12224265

Account number: 80328255

Swift number: EWBBKUS66

Asia Society is a 501(c) (3) organization. All donations and sponsorship/ticket contributions over the fair-market value are tax-deductible to the fullest extent allowed by law. **Federal ID # 13-323-4632.**

Please return this form to:

Asia Society Southern California, 244 S. San Pedro Street, Suite 201, Los Angeles, CA 90012
Phone: (213) 788.4700