



Global Corporate Network

An esteemed and diverse group of innovative global business leaders, who engage in the public and private activities at Asia Society across the arts, business, culture, education and policy.

What is Asia Society?

- Founded by John D. Rockefeller 3rd in 1956 in New York to foster greater understanding and cultural exchange between Asia and the United States.
- A world-renowned 501(c)(3) nonprofit nonpartisan organization, which seeks to build a strong, collaborative relationship between Asia and the world through programming and activities across (13) regional offices: Hong Kong, Houston, Los Angeles, Manila, Melbourne, Mumbai, New York, San Francisco, Seoul, Sydney, Tokyo, Washington, DC, Zurich and beyond.
- The leading go-to resource for learning about and engaging in Asia across the arts, business, culture, education and policy.
- Supports an extensive and engaged global network of professionals, influencers and thought leaders across arts and culture, policy and business and education, who have an interest in or are located in Asia.

Why Asia Society?

- No other organization provides a comprehensive understanding of Asia across interrelated disciplines, and offers extensive, first-class content and programming – both in-person and digitally.
- Successful companies must continuously monitor and gain knowledge about the multiple cultural, geopolitical, socio-economic and regulatory environments across Asia, and how these areas impact each other, in order to remain competitive and thrive.
- Asia Society provides an open and inclusive environment to help your company better understand and engage your employees, customers and business partners located across Asia through:
 - **Fresh, relevant and innovative programming** across the arts, business, culture, education and policy.
 - **Networking opportunities** with senior-level executives, U.S. and foreign-based public policy leaders and influencers.
 - **Connections to distinguished scholars and issue experts**, who provide direct insight into those subjects of most interest to your company.

Global Corporate Network (GCN)

- Welcomes a **diverse corporate community** across industries, from the United States and abroad, to support and directly engage in Asia Society's work and activities in New York and around the world.
- Provides a **strong value proposition for engagement** through several options for membership, each designed to offer your company the ability to choose what level of engagement holds the most value.
- Nurtures an **exceptional networking environment** to build relationships with other corporate leaders, policymakers and influencers, from throughout Asia and those who have an interest in Asia.
- Acts as a **personal concierge** to help your company gain valuable knowledge and thoughtful insight in issues of most interest to your company, and affecting or of interest to the global business community.

Membership Offerings and Enhancements

- Global Explorer - \$250,000+
- Visionary - \$100,000 to \$249,999
- Ambassador - \$50,000 to \$99,999
- Champion - \$25,000 to \$49,999
- Trailblazer - \$10,000 to \$24,999

Membership runs for (12) months from confirmed pledge date and supports Asia Society's programming and activities, while offering tangible engagement benefits that reflect the size, needs and interests of your company.

Special Incentive: Multi-year Commitments – New Members Only.

2-Year membership commitment offers a 10% discount on annual membership, is available for first time sign-up and is eligible at Ambassador level and above.

3-Year membership commitment offers a 15% discount on annual membership, is available for first time sign-up and is eligible at Ambassador level and above.

As a nonpartisan 501(c)(3) nonprofit organization, corporate membership in Asia Society's Global Corporate Network is tax deductible to the fullest extent allowed by law.

Global Explorer

- Dedicated point of contact within Asia Society’s leadership team.
- Complimentary invitations to public and private events and activities at all Asia Society’s (13) offices, featuring U.S. and global thought leaders, senior-level U.S. and foreign policymakers, and influencers: Hong Kong, Houston, Los Angeles, Manila, Melbourne, Mumbai, New York City, San Francisco, Seoul, Sydney, Tokyo, Washington, DC, Zurich and beyond; invitations typically limited to (2) representatives per event. Programming varies between offices.
- Invitation for (2) senior-level executives to attend the annual “**State of Play**”, an intimate reception and dinner hosted at Asia Society in New York by Ambassador Josette Sheeran, President and CEO of Asia Society, and Kevin Rudd, President of Asia Society Policy Institute, to discuss the current state of affairs between Asia and the global community.
- Opportunity for a C-suite executive to be considered to join Asia Society’s Board of Trustees.

Global Explorer - Continued

- Opportunity for a senior-level executive to join the Asia Society Policy Institute (ASPI) Corporate Advisory Board.
- Opportunity to customize a full-day of learning (Executive Education) for up to (30) employees on issues of interest, featuring select Asia Society program staff hosted by Asia Society in New York; additional costs may apply.
- Opportunity to collaborate and develop a custom event with Asia Society, based on mutual interests and timing; depending on scale of the event; additional costs may apply.
- Opportunities to invite Ambassador Josette Sheeran or Kevin Rudd to participate in a conversation with or provide a briefing to your C-suite executives on a specific subject of mutual interest; additional costs may apply.
- Special invitations during UNGA (United Nations General Assembly) programming, including engagement with visiting leaders from across Asia.

Global Explorer - Continued

- Receive the Asia Society UNGA Passport: Opportunity for up to (10) senior-level executives to partake in Asia Society special programming around UNGA in New York.
- Exclusive invitations to high-level briefings and to connect with Asia Society's global network to address important subjects related to Asia.
- Opportunity for (2) senior-level executives to join an Asia Society staff-led tailored overseas trip; travel expenses not covered by Asia Society.
- Private curated-led tour of Asia Society Museum in New York for up to (15) people.
- Prominent listing as a Global Explorer on Asia Society's website, at the office in New York and associated with major events (TBD).
- Opportunity to bring up to (10) guests to select Asia Society events and activities; based on spacing and availability.

Global Explorer - Continued

- A digital bi-monthly update on Asia Society programming and publications.
- Custom additional engagement benefits, as discussed.
- Membership benefits listed at Visionary level and below.

Visionary

- Dedicated point of contact within Asia Society’s leadership team.
- Complimentary invitations to public and private events and activities at Asia Society’s New York office and up to (4) additional regional offices, featuring U.S. and global thought leaders, senior-level U.S. and foreign policymakers, and influencers; invitations typically limited to (2) representatives per event. Programming varies between offices.
- Invitation for (1) senior-level executive to attend the annual “**State of Play**”, an intimate reception and dinner hosted at Asia Society in New York by Ambassador Josette Sheeran, President and CEO of Asia Society, and Kevin Rudd, President of Asia Society Policy Institute, to discuss the current state of affairs between Asia and the global community.
- Opportunity to customize a full-day of learning (Executive Education) for up to (15) employees on issues of interest, featuring select Asia Society program staff hosted by Asia Society in New York; additional costs may apply.

Visionary - Continued

- Special invitations during UNGA (United Nations General Assembly) programming, including engagement with visiting leaders from across Asia.
- Receive the Asia Society UNGA Passport: Opportunity for up to (4) senior-level executives to partake in Asia Society programming around UNGA in New York.
- Exclusive invitations to high-level briefings and to connect with Asia Society's global network to address important subjects related to Asia.
- Opportunity for (1) person to join an Asia Society program staff-led tailored overseas trip; travel expenses not covered by Asia Society.
- Private curated-led tour of Asia Society Museum in New York for up to (15) people.
- Prominent listing as a Visionary on Asia Society's website and at the office in New York.

Visionary - Continued

- Opportunity to bring up to (5) guests to Asia Society events and activities, based on spacing and availability.
- A digital bi-monthly update on Asia Society programming and publications.
- Membership benefits listed at Ambassador level and below.

Ambassador

- Dedicated point of contact.
- Complimentary invitations to public and private events and activities at Asia Society's New York office and (2) additional regional offices, featuring U.S. and global thought leaders, senior-level U.S. and foreign policymakers, and influencers; invitations typically limited to (2) representatives per event. Programming varies between offices.
- Opportunity to participate in a leadership capacity (Chair or Co-Chair) on the following members-driven working groups; leadership position limited to (1) senior-level representative:

Business Council (BC): Participation limited to (2) senior-level executives

Global Talent and Diversity Council (GTDC): Participation limited to (2) senior-level executives

Rising Executives Network (REN): Participation limited to (4) rising leaders

Ambassador - Continued

- Exclusive invitations to high-level briefings and to connect with Asia Society's global network to address important subjects related to Asia.
- Prominent listing as an Ambassador on Asia Society's website and at the office in New York.
- Opportunity to bring up to (2) guests to Asia Society events and activities, based on spacing and availability.
- A digital bi-monthly update on Asia Society programming and publications.
- Membership benefits listed at Champion level and below.

Champion

- Dedicated point of contact.
- Complimentary invitations to public and private events and activities at Asia Society's New York office, featuring U.S. and global thought leaders, senior-level U.S. and foreign policymakers, and influencers; invitations typically limited to (2) representatives per event.
- Opportunity to participate on the following (3) members-driven working groups:

Business Council (BC): (1) senior-level executive

BC is a members-driven working group that meets quarterly to address the most pressing issues and opportunities facing the global business community. It acts as an ideas incubator to explore topics for programming and advises Asia Society how to both expand and enhance cutting-edge programming that is timely and relevant.

Champion - Continued

Global Talent and Diversity Council (GTDC): (1) senior-level executive

GTDC is a members-driven working group that meets quarterly and seeks to 1) raise visibility of the importance of nurturing Asian talent and diversity in the business community world-wide, 2) acts as a go-to business resource to expose cutting-edge, innovative and applicable best practices and trends that achieve real, measurable outcomes in attracting, retaining and promoting Asian talent across the global business landscape, and 3) advises Asia Society and external stakeholders how they can best leverage their respective roles within the public arena as an advocate for inclusive Asian talent and diversity in the business community.

Rising Executives Network (REN): (2) rising leaders

Designed to bring professionals of Asian descent under the age of 40 together, REN is a members-driven community that discusses issues tied to Asia and actively supports collaboration and relationship-building within an intentionally intercultural setting. It exposes participants to fresh ideas about contemporary Asian culture, markets and life, leveraging such topics as a starting point for activities that teach participants how to work together across cultural lines.

Champion - Continued

- Exclusive invitations to high-level briefings and to connect with Asia Society's global network to address important subjects related to Asia.
- Prominent listing as a Champion on Asia Society's website and at the office in New York.
- Opportunity to bring up to (2) guests to Asia Society events and activities, based on spacing and availability.
- Special discount pricing on space rental at the Asia Society office in New York; based on availability.
- A digital bi-monthly update on Asia Society programming and publications.
- Membership benefits listed at Trailblazer level.

Trailblazer

- Dedicated point of contact.
- Complimentary invitations to public and private events and activities at Asia Society's New York office, featuring U.S. and global thought leaders, senior-level U.S. and foreign policymakers, and influencers; invitations typically limited to (2) representatives per event.
- Prominent listing as a Trailblazer on Asia Society's website and at the office in New York.
- A digital bi-monthly update on Asia Society programming and publications.
- Special members-discount to public programming for all employees.
- Complimentary admission to Asia Society Museum in New York for all employees, plus (1) guest.

Enhancements to Membership

The following areas of engagement, available to active corporate members for an additional contribution, strengthen Asia Society's impact by supporting its ability to reach and engage a wider, diverse audience in New York and around the world.

Each listed opportunity below provides visibility, branding and recognition related to that activity, and targets both the Asia Society community and global external stakeholders for the duration of a company's annual membership:

Sponsorship of **Asia Society's 2020 Triennial** – a festival of art, ideas and innovation that will take place in New York City from June to August 2020.

- ✓ The initiative aims to reach over 1M people.
- ✓ Supports newly commissioned, site-specific projects and works not yet introduced to American audiences.
- ✓ Brings in 40+ artists from throughout Asia and representing 17 countries.

Sponsorships range from \$25,000 to \$500,000; based on availability.

Enhancements - Continued

2020 Asia Game Changer Awards – Sponsorships range from \$25,000 to \$100,000. (Scheduled to take place the evening of Thursday, October 22nd)

Launched by Asia Society in 2014 and held each Fall in New York, this annual gala event is designed to fill a vital gap by identifying and honoring true leaders who are making a positive contribution to the future of Asia.

These awards are bestowed to individuals, organizations and social movements for good that have inspired, enlightened and shown leadership in areas that reflect Asia Society's core pillars of the arts, business, culture, education and policy. Past honorees include: Jack Ma, Co-Founder and Former Executive Chairman of Alibaba Group, and Malala Yousafzai, Pakistani Activist.

Asia In-Depth Weekly Podcast – \$7,500 (3 Sponsorships Available)

Asia has never been more vital now or more challenging. We talk to the people who know it best and deliver conversations with the world's leading experts on politics, economics and culture providing incisive, illuminating coverage of real-time stories that matter.

Enhancements - Continued

Asia 21 Young Leaders Network – \$25,000 (4 Sponsorships Available)

Asia 21 is the only network of young leaders (under the age of 40) focused on shaping a brighter future for the Asia-Pacific region. It represents a robust Asia-Pacific community capable of tackling the most important challenges facing the region—one leader, one connection, one project at a time. Promoting mutual understanding and effective collaboration among the next generation's most important and influential leaders, the Asia 21 Young Leaders Network stands as the Asia-Pacific's foremost young leaders community.

Asia Briefing Monthly Series – \$50,000 (2 Sponsorships Available)

Get the insights you need on key trends in Asia at this series of monthly breakfast briefings hosted in New York, featuring U.S. and foreign-based business and policy insiders and thought leaders. Conversations are moderated by Asia Society Executive Vice President, Tom Nagorski.

Enhancements - Continued

LGBTQ+ Connections Night at Leo Bar – \$20,000 (3 Sponsorships Available)

Taking place the 3rd Friday of each month from 6:00 to 9:00pm, this activity supports an evening of networking, fun and culture at Asia Society by bringing together the LGBTQ+ community. The museum stays open late with free admission, exhibition tours, food and drinks.

Free Fridays – \$5,000 (5 Sponsorships Available)

Support Asia Society networking and social events for local cultural enthusiasts and Asian-American professionals on Fridays from 6:00 to 9:00pm. The museum stays open late with free admission. Evenings also feature performances, readings and other special activities.

Family Days – \$15,000 (5 Sponsorships Available)

Dedicated to bringing family and friends together to make meaningful connections, learn about and experience Asian culture hands-on, Family Days feature performances, storytelling, arts and crafts, educational workshops and games for guests of all ages to learn about Asian holidays and traditions.

