Lang Lang is a leading figure in classical music today – as a pianist, educator and philanthropist he has become one of the world’s most influential and committed ambassadors for the arts in the 21st century. Equally happy playing for billions of viewers at the 2008 Olympic Opening Ceremony in Beijing or just for a few hundred children in the public schools, he is a master of communicating through music.

Sessions

Animation | China | Diversity & Inclusion in Hollywood | Esports | India | Indonesia | Japan | South Korea | Streaming | Much More!

Participants

Rick Ambros, International Media & Entertainment Executive and Consultant
Peilin Chou, Producer at Netflix Animation
Boyao Chu, Senior Vice President, Universal Beijing Resort
Patrick Frater, Asia Editor, Variety
Sameer Nair, CEO, Applause Entertainment
John Oliverius, President, Verius Ventures, LLC
Angga Dwimas Sasongko, Film Director and Founder of Visinema Pictures
Raline Shah, actor, Polis Evo 2
Jesse Sisgold, President and Chief Operating Officer, Skydance Media
Miao Zhang, General Manager, Beijing Culture
The U.S.-Asia Entertainment Summit is the most prestigious gathering of dealmakers, thought leaders, and content creators in the U.S. and Asian entertainment industries. Now in its 11th year, this signature Asia Society Southern California event, originally created as a forum for filmmakers from the U.S. and China to collaborate, has expanded to a conference analyzing the trends and forces transforming entertainment – across all of Asia and beyond film to television, digital streaming and content, music, and gaming.

In 2019, we introduced the Entertainment Game Changer Awards, extending the global Asia Society’s highest honor to our Summit in Los Angeles.

Each year, our Summit attracts the most important and interesting speakers in U.S. and Asian entertainment. We are proud to have honored pioneers on both sides of the Pacific.

HIGHLIGHTS OF PREVIOUS YEARS
U.S.-Asia Entertainment Summit & Game Changers Awards Dinner

Michelle Yeoh
Actor, Producer, Writer

Dawn Hudson, CEO, Academy of Motion Picture Arts and Sciences

Zhang Yimou, China’s Most Acclaimed Director

Daniel Dae Kim
Actor and Producer

Billy Bob Thornton, Actor, Writer, Director, and Musician
SPONSORSHIP OPPORTUNITIES

Your support of the U.S.-Asia Entertainment Summit allows us to continue creating quality programming that produces impact.

Audience Reach: In addition to the more than 1,000 persons who we expect to tune in live, the recording will be available on the Asia Society Global YouTube Channel, which has 197,000 subscribers from around the world.

Thank you for helping Asia Society further its global mission of building bridges between the United States and Asia.

Asia Society is a 501(c)(3) organization and donations are 100% are tax deductible.

PREVIOUS HIGH-PROFILE PARTICIPANTS & SPONSORS INCLUDE

20th Century Fox | Alibaba Pictures| Amazon Studios | Comcast-NBCUniversal
Creative Artists Agency| East West Bank | Endeavor | Gravity Pictures
HBO | ICM Partners | IMAX | Legendary| Lionsgate | MPAA
Netflix | Sony Pictures| Twitch | United Talent Agency | Variety
Walt Disney Studios | Wanda Media | Warner Bros. | Youku Tudou

The virtual-only U.S.-Asia Entertainment Summit builds upon the success of over a dozen virtual programs hosted by Asia Society Souther California since the onset of the pandemic.

Recordings of these programs can be viewed on the Past Events section of our website or by accessing this YouTube playlist.

Asia Society is a nonpartisan nonprofit organization with 13 centers in the U.S., Europe, and Asia. Founded by John D. Rockefeller 3rd in 1956, we build connections between Asia and the West, and among Asians, through programs on business, policy, education, and the arts. Our center in Los Angeles was established more than 30 years ago and serves arguably the biggest and most diverse audience within the global network.

For sponsorship opportunities, please contact asharan@asiasociety.org or 213-788-4712
PLATINUM SPONSOR – $25,000
• Opportunity to feature sponsor-produced 30–60 second video spot in the 2020 U.S.-Asia Entertainment Summit.
• Verbal recognition of sponsorship from Executive Director or Board Member or Host at the 2020 U.S.-Asia Entertainment Summit.
• Full-page advertisement in the electronic 2020 U.S.-Asia Entertainment Summit Program.
• Company name, logo, and link included on website under “Corporate Sponsors” for 1 year.
• Acknowledgement of sponsorship during the live program, on our website, in our e-blasts, and on social media.
• Eight (8) invitees to the VIP, off-the-record, private discussion following the event.

VIP RECEPTION SPONSOR – $20,000
• Opportunity to place a static digital ad to be displayed at the opening of the VIP reception.
• Verbal recognition of sponsorship from Executive Director or Board Member or Host at the 2020 U.S.-Asia Entertainment Summit VIP Reception.
• Full-page advertisement in the electronic 2020 U.S.-Asia Entertainment Summit Program.
• Acknowledgement of sponsorship during the live program, on our website, in our e-blasts, and on social media.
• Eight (8) invitees to the VIP, off-the-record, private discussion following the event.

GOLD SPONSOR – $15,000
• Opportunity to place a static digital ad to be displayed at the opening of the program.
• Full-page advertisement in the electronic 2020 U.S.-Asia Entertainment Summit Program.
• Company name, logo, and link included on website under “Corporate Sponsors” for 1 year.
• Acknowledgement of sponsorship during the live program, on our website, in our e-blasts, and on social media.
• Five (5) invitees to the VIP, off-the-record, private gathering following the event.

SILVER SPONSOR – $10,000
• Half-page advertisement in the electronic 2020 U.S.-Asia Entertainment Summit Program.
• Acknowledgement of sponsorship during the live program, on our website, in our e-blasts, and on social media.
• Three (3) invitees to the VIP, off-the-record, private discussion following the event.

BRONZE SPONSOR – $5,000
• Half-page advertisement in the electronic 2020 U.S.-Asia Entertainment Summit Program.
• Acknowledgement of sponsorship during the live program, on our website, in our e-blasts, and on social media.
• One (1) invitee to the to the VIP, off-the-record, private discussion following the event.
Program Book Size
8” x 8” Square

Full Page Ad
7” x 7” Square
$5000

Half Page Ad
6.5” wide x 3.3” height
(Landscape)
$2750

Quarter Page Ad
3” x 3.3”
(Portrait)
$1500

- Four color process (CMYK)
- Ad live area is 7” x 7”
- Ad will appear with an outer border on the 8” x 8” page
- Ads should be submitted as print-ready, press-quality PDF files, from a Mac or PC
- Please send all ads to Li Huang, lhuang@asiasociety.org
- Please include company name on file name, for example: Skadden-fullpgad.pdf

ALL ADS MUST BE RECEIVED BY THURSDAY, NOVEMBER 12, 2020

For any additional information, please contact us at:
Asia Society Southern California
c/o Li Huang
633 West Fifth Street, Suite 3230
Los Angeles, CA 90071
(213) 788-4711
lhuang@asiasociety.org

For sponsorship opportunities, please contact asharan@asiasociety.org or 213-788-4712