



2011 Strategic Partnership Proposal

Value Proposition and Benefits

August 31, 2010

Table of Contents

▶ Overview	Page 3
▶ Value Proposition	Page 4
▶ Membership Benefits	Page 5
▶ Sponsorship Levels	Page 6
▶ A Glimpse Into NAAAP-CT History	Page 7
▶ Contact Information	Page 8

Overview

Vision: We Make Leaders!

Mission

- ▶ Cultivate and empower leaders for professional excellence
- ▶ Connect accomplished professionals for mutual success
- ▶ Engage and participate with the community-at-large
- ▶ Inspire leaders to make a meaningful difference in government, education, business, and society

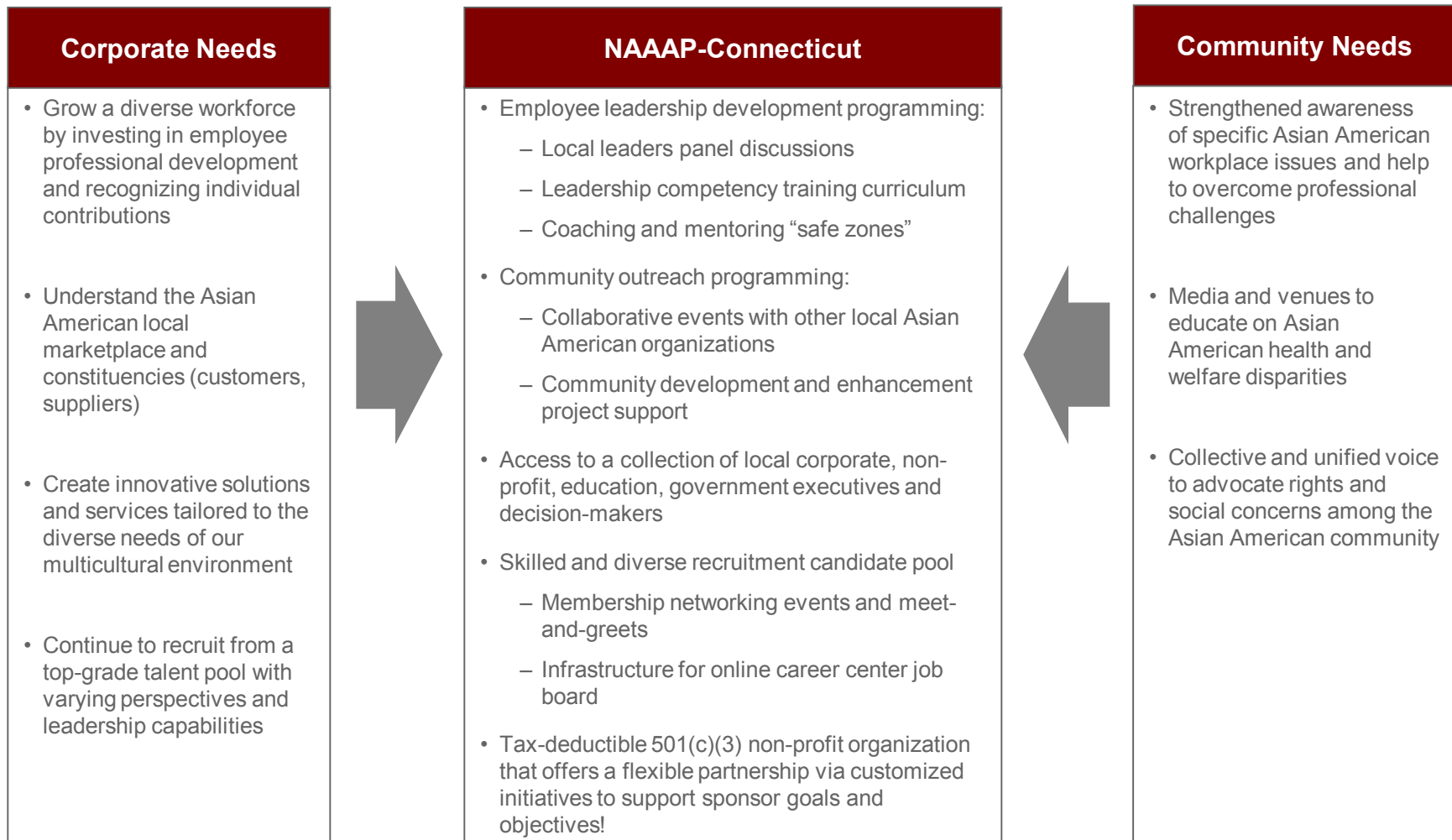
We are:

- ▶ The largest and fastest growing Asian American professional organization in North America
- ▶ Providers of tools and resources for our members to enhance their career and empower Asian Americans to become great leaders and community activists

Background:

- ▶ National organization founded in 1982 - expanded to more than 25 metropolitan cities in the United States and Canada
- ▶ National membership inclusive of a diverse group of leaders and dedicated professionals across all industries and fields - 5000+ and continuously growing
- ▶ Connecticut branch founded in 2005 - outreached to a network of 200+ Asian American professionals and executives locally
- ▶ Our membership represents many professions, such as medicine, technology, law, finance, academia, entertainment, government, etc. and all descents (North and East Asian, Middle Eastern, South Asian and Southeast Asia)

Value Proposition



Membership Benefits

- ▶ Network with individuals of diverse cultural and professional backgrounds
- ▶ Connect with leaders from various non-profit organizations, corporations and educational institutions in Connecticut
- ▶ Enhance your skills with activities that incorporate leadership training, professional development and build communication / personal branding skills
- ▶ Promote cultural awareness and community involvement through interacting with our diverse portfolio of community-driven partners
- ▶ Get involved with leading events, driving creativity and ultimately developing new initiatives for our organization

Sponsorship Levels

		Approx. Valued At:
Diamond Annual Support: \$25,000 +	<ul style="list-style-type: none"> ▶ All Platinum benefits + 1 add'l local program 	NAAAP National Convention Gold Sponsor: <ul style="list-style-type: none"> ▶ Convention Planning Participation ▶ Six (6) Convention VIP Passes ▶ Reserved Gala Dining Table ▶ 8x10 Career Fair Exhibit ▶ Fifteen (15) Online Job Postings (60-day job posts) ▶ One (1) Workshop Speaker ▶ ¼ Page B/W Program Book Acknowledgement ▶ Signage and acknowledgement during Gala event
Platinum Annual Support: \$10,000 +	<ul style="list-style-type: none"> ▶ All Gold benefits 	NAAAP National Convention Bronze Sponsor: <ul style="list-style-type: none"> ▶ Two (2) Convention VIP Passes ▶ 8x10 Career Fair Exhibit ▶ Five (5) Online Job Postings (60-day job posts) ▶ ¼ Page B/W Program Book Acknowledgement ▶ Signage and acknowledgement during Gala event
Gold Annual Support: \$5,000 +	<ul style="list-style-type: none"> ▶ All Silver benefits ▶ Complimentary admission for five (5) employees to NAAAP Connecticut professional development workshops 	<ul style="list-style-type: none"> ▶ Paid registration fees for two (2) employees to the NAAAP National Convention ▶ Two (2) tailored professional development programs
Silver Annual Support: \$2,100 +	<ul style="list-style-type: none"> ▶ All Bronze benefits ▶ Complimentary admission for two (2) employees to NAAAP Connecticut professional development workshops 	
Bronze Annual Support: \$1,900 +	<ul style="list-style-type: none"> ▶ Corporate logo (color) and URL link displayed on the NAAAP-Connecticut website ▶ Free membership for fifteen (15) employees 	<ul style="list-style-type: none"> ▶ Recognition at all events where your sponsorship dollars fund our professional development, community and cultural events
Event Sponsorship One-Time In-Kind Donations	Event based opportunity that can be beneficial to corporations with limited budget, but still would like to take advantage of the outreach opportunities NAAAP-Connecticut has to offer	<ul style="list-style-type: none"> ▶ Sponsor's corporate logo on NAAAP-CT website event page being sponsored ▶ Logo included in all NAAAP-CT marketing literature and emails for the event ▶ Sponsor's logo and ad in event program included ▶ Sponsor's literature present at event
		Platinum Package: \$10,600 Tailored Program (add'l 1): \$ 1,200 Convention Gold Sponsor: <u>\$15,000</u> \$26,800
		Gold Package: \$5,600 Convention Bronze Sponsor: <u>\$5,000</u> \$10,600
		Silver Package: \$2,165 Workshop Pass (add'l 3): \$ 135 Convention Pass (\$450x2): \$ 900 Tailored Program (\$1,200x2): <u>\$2,400</u> \$5,600
		Bronze Package: \$2,075 Workshop Pass (\$45x2): <u>\$ 90</u> \$2,165
		Website infrastructure: \$ 225 Membership (\$30pp): \$ 450 Annual events (\$700x2): <u>\$1,400</u> \$2,075
		TBD

A Glimpse Into NAAAP-CT History

- ▶ Founded in 2005
- ▶ Contributed to the creation and evolution of the Connecticut Asian American Leaders Consortium (CA2LC) as one of the founding organizations (now dissolved and transformed as APAC)
- ▶ Stimulated like-organizations to collectively take strides at creating an Asian American Affairs Commission to serve as advisors to the Governor, Legislature, state agencies, departments and commissions on the issues relating to the social, educational, health and economic community
- ▶ Celebrated Asian Pacific American Heritage Month with Aetna's Asian American Employee Network (AsiaNet) and by collaborating with NAAAP-NY's 27th Annual Heritage month festival in Union Square, NY
- ▶ Sponsored The Hartford's Innovation through Diversity and Inclusion Forum with the Asian Pacific Professionals Network (APPN)
- ▶ Participated in ING's 3rd Annual Diversity Career Fair
- ▶ Participated in the planning and cultural fair component of the 2006 Annual Dragon Boat Festival at the Connecticut Riverfront in downtown Hartford
- ▶ Partnered with NAAAP-NY in the 3rd Annual Leadership Forum: "Power Up Your Leadership Influence"
- ▶ Sponsored UCONN's Identifying the Missing Power of Asian Americans in Connecticut (IMPAACT) Conference for Asian American Students
- ▶ Held multiple professional networking / mixer events
- ▶ Hosted the 2010 NAAAP National Leadership Retreat at Mohegan Sun
- ▶ Awarded 2010 NAAAP National award for: "Venture of the Year" and "Emerging Leadership"

Contact Information

Please visit us at:

National: <http://naaap.org>

Connecticut: <http://naaapct.org>

General info email: info@naaapct.org

NAAAP-CT Leadership Team

President: Heang Tan, heang@naaapct.org

VP of Strategy and Operations: Lyna Sun, lyna@naaapct.org

- ▶ Director of Programs: Socheata Poeuv, socheata@naaapct.org
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- ▶ Director of Membership: Mimi Syharat-Long, mimi@naaapct.org
- ▶ Chair of Strategic Partnerships and Fund Development: Max Liu, max@naaapct.org

VP of Technology: Joe Xiao, joe@naaapct.org

Secretary: Jean Lo, jean@naaapct.org

Treasurer: Linda Tan, linda@naaapct.org

At-Large Board Member: Elizabeth Krause, elizabeth@naaapct.org

Legal Council: Socheth Sor, socheth@naaapct.org