



Asia
Society

GLOBAL
TALENT
INITIATIVES

Diversity Leadership Forum & Awards Ceremony

Powering Asian Talent: Leveraging Intersections to Drive Marketplace Solutions

2016 Sponsorship Prospectus



JUNE 9-10, 2016

NEW YORK CITY

Powering Asian Talent

What We Do

- ▶ Join companies to explore how to develop Asian Pacific American emerging leaders to gain a competitive edge in the U.S. and global marketplaces.
- ▶ Learn how leveraging your perspectives as an Asian Pacific American leader can position your company for success.
- ▶ The forum includes interactive discussions with an emphasis on the skills and competencies future leaders will need as we enter into a complex and rapidly-evolving business era.



Who Should Attend

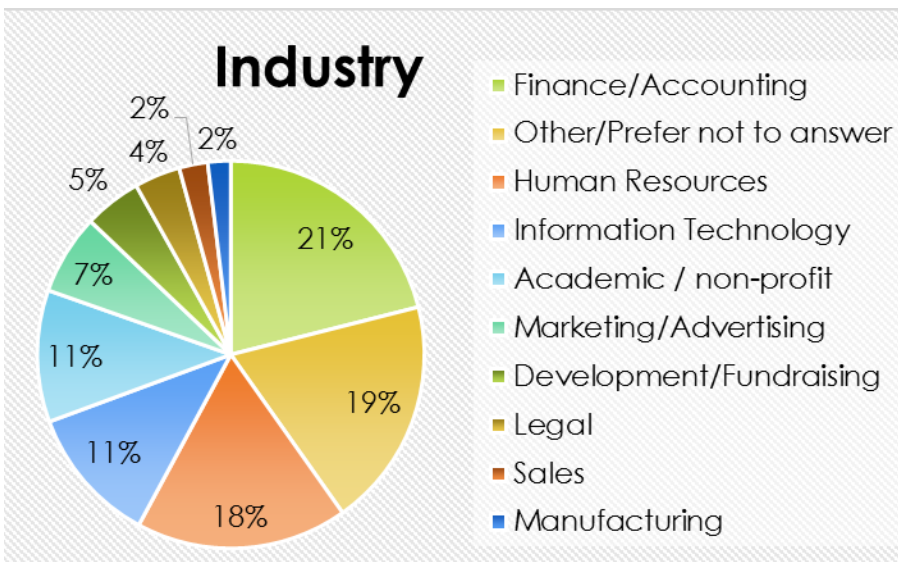
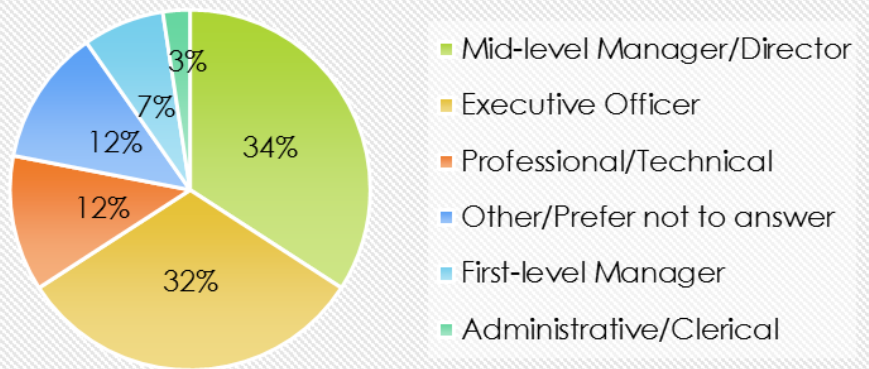
- ▶ Asian Pacific American line managers and other executives who are responsible for growing global market share.
- ▶ Asian Pacific American business executives who have Profit & Loss responsibility and contribute to growing shareholder value.
- ▶ Executive sponsors of Asian Pacific American business resource groups [BRGs] as well as their cohort leaders who contribute to the bottom line and demand innovative strategies.
- ▶ Business leaders, Chief Diversity Officers, and senior HR tasked with implementing training and development programs.



2015 Attendees



Job Level



2015 Sponsors

Platinum Level

Time Warner

Gold Level

Goldman Sachs

Silver Level



BNY MELLON



Marriott



Prudential

Bronze Level



CardinalHealth



**L'ORÉAL
USA**



Medtronic

nationalgrid

Skadden

10% off for Corporate Members
10% off by October 30th
5% off by December 30th

Sponsorship

Platinum
\$80,000

<Exclusive Sponsor>

ATTENDANCE AND TRAINING

- ▶ Twenty [20] registrations to the Diversity Leadership Forum*
- ▶ Two tables of ten [10] dinner seats to the 2016 Best Asian Pacific Americans Employer Awards in prime location*
- ▶ Thirty [30] complimentary copies of the 2016 Asian Pacific Americans Corporate Survey Report
- ▶ Unlimited complimentary registrations to attend 3 web seminars

LEADERSHIP

- ▶ Two [2] dinner seats at the head table for the 2016 Best Asian Pacific Americans Employer Awards *
- ▶ Two [2] registrations to attend the Executive Leadership Round Table*
- ▶ Two [2] Asian or APA company leaders to be a subject expert or panelist at the Forum
- ▶ Opportunity to brand the Opening Panel or Awards Ceremony – subject to availability

AWARENESS AND MARKETING

- ▶ Listed as Research Sponsor for the 2016 Asian Pacific Americans Corporate Survey (\$15,000 value)
 - ▶ Access to topline and deep dive data reports
 - ▶ Company name and logo acknowledged prominently as Research Sponsor on materials and outreach
- ▶ Asia Society's May 2016 Wall Street Journal ad to a distribution of 700,000
- ▶ Asia Society's spring Diversity Woman ad to a distribution of 100,000 and tweets to 10,000
- ▶ Program promotional materials acknowledging Company as Sponsor, includes:
 - ▶ Banner Ad in Conference App
 - ▶ Logo and link from DLF webpage
 - ▶ Press release sent to approximately 1,600 relevant news sources
 - ▶ Asia Society Eblasts to over 800 senior HR executives and 15,000 Asia Society constituents
 - ▶ Brand recognition in both printed material and Awards Ceremony audio visual and table-top signage
- ▶ Product placement at the DLF, as appropriate, or giveaways in the DLF bag

Powering Asian Talent

**Tickets to the Diversity Leadership Forum and Awards Dinner are not interchangeable. Speakers from sponsored companies count towards the sponsor registrations.*

Sponsorship

Gold \$60,000

Powering Asian Talent

10% off for Corporate Members
10% off by October 30th
5% off by December 30th

ATTENDANCE AND TRAINING

- ▶ Sixteen [16] registrations to the Diversity Leadership Forum
- ▶ Two tables with sixteen [16] dinner seats to the 2016 Best Asian Pacific Americans Employer Awards
- ▶ Twenty [20] complimentary copies of the 2016 Asian Pacific Americans Corporate Survey Report
- ▶ Unlimited complimentary registrations to attend web seminars

LEADERSHIP

- ▶ Two [2] dinner seats at the head table for the 2016 Best Asian Pacific Americans Employer Awards
- ▶ Two [2] registrations to attend the Executive Leadership Round Table
- ▶ Two [2] Asian or APA company leaders to be a subject expert or panelist at the Forum
- ▶ Opportunity to brand a Breakout Session or Afternoon Panel during the general session

AWARENESS AND MARKETING

- ▶ Asia Society's May 2016 Wall Street Journal ad to a distribution of 700,000
- ▶ Asia Society's spring Diversity Woman ad to a distribution of 100,000 and tweets to 10,000
- ▶ Program promotional materials acknowledging Company as Sponsor, includes:
 - ▶ Banner Ad in Conference App
 - ▶ Logo and link from DLF webpage
 - ▶ Press release sent to approximately 1,600 relevant news sources
 - ▶ Asia Society Eblasts to over 800 senior HR executives and 15,000 Asia Society constituents
 - ▶ Brand recognition in both printed material and Awards Ceremony audio visual and table-top signage
- ▶ Product placement at the DLF, as appropriate, or giveaways in the DLF bag

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Sponsorship

Silver \$40,000

Powering Asian Talent

10% off for Corporate Members
10% off by October 30th
5% off by December 30th

ATTENDANCE AND TRAINING

- ▶ Ten [10] registrations to the Diversity Leadership Forum
- ▶ Ten [10] dinner seats to the 2016 Best Asian Pacific Americans Employer Awards
- ▶ Ten [10] complimentary copies of the 2016 Asian Pacific Americans Corporate Survey Report
- ▶ Unlimited complimentary registrations to attend web seminars

LEADERSHIP

- ▶ One [1] dinner seat at the head table for the 2016 Best Asian Pacific Americans Employer Awards
- ▶ One [1] registration to attend the Executive Leadership Round Table
- ▶ One [1] Asian or APA company leader to be a subject expert or panelist at the Forum

AWARENESS AND MARKETING

- ▶ Asia Society's May 2016 Wall Street Journal ad to a distribution of 700,000
- ▶ Asia Society's spring Diversity Woman ad to a distribution of 100,000 and tweets to 10,000
- ▶ Program promotional materials acknowledging Company as Sponsor, includes:
 - ▶ Banner Ad in Conference App
 - ▶ Logo and link from DLF webpage
 - ▶ Press release sent to approximately 1,600 relevant news sources
 - ▶ Asia Society Eblasts to over 800 senior HR executives and 15,000 Asia Society constituents
 - ▶ Brand recognition in both printed material and Awards Ceremony audio visual and table-top signage
- ▶ Product placement at the DLF, as appropriate, or giveaways in the DLF bag

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Sponsorship

Bronze \$25,000

Powering Asian Talent

10% off for Corporate Members
10% off by October 30th
5% off by December 30th

ATTENDANCE AND TRAINING

- ▶ Five [5] registrations to the Diversity Leadership Forum
- ▶ Two [2] dinner seats to the 2016 Best Asian Pacific Americans Employer Awards
- ▶ Five [5] complimentary copies of the 2016 Asian Pacific Americans Corporate Survey Report
- ▶ Ten [10] registrations to attend web seminars

LEADERSHIP

- ▶ One [1] registration to attend the Executive Leadership Round Table
- ▶ 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 AND MARKETING

- ▶ Asia Society's May 2016 Wall Street Journal ad to a distribution of 700,000
- ▶ Asia Society's spring Diversity Woman ad to a distribution of 100,000 and tweets to 10,000
- ▶ Program promotional materials acknowledging Company as Sponsor, includes:
 - ▶ Logo and link from DLF webpage
 - ▶ Press release sent to approximately 1,600 relevant news sources
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Contact Us

Questions or need additional information?

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