



Global Talent Programming

SPONSORSHIP



Global Talent Program

May 15, 2024 and through December 2024

Since 2009, Asia Society has hosted an annual forum of corporate leaders to exchange innovative ideas and best practices around leveraging diverse talent.

Asia Society New York

For over 60 years, Asia Society has promoted mutual understanding and collaboration between the US and Asian countries through dynamic programming on Asia-related topics that span the arts, education, and policy.

Originally a one-day conference, Global Talent has evolved into a year-long program starting in 2024. Global Talent will kick off with the Symposium, a launch event and awards ceremony on May 15. The Speaker Series will continue throughout the year, offering six additional public programs in-person and on-line.

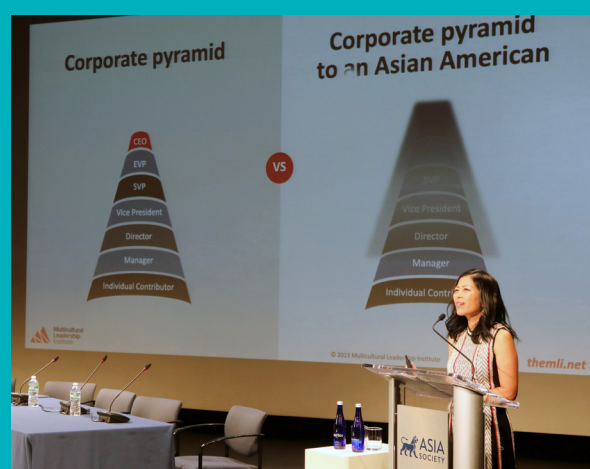
Past speakers include Maria Torres-Springer, New York City Deputy Mayor for Economic and Workforce Development; fashion designer Prabal Gurung; and Bing Chen, President & Co-Founder of Gold House.



Sean Gupta, Anjula Acharia, and Prabal Gurung in conversation



NYC Deputy Mayor Maria Torres-Springer gives keynote address.





Recent Sponsors



Symposium

This year's Symposium on May 15 will be a compelling morning program featuring leading perspectives across the sector as they discuss how to re-think their approaches around the business case for DEI in 2024. This will be followed by the Drivers for Diversity Awards, a networking luncheon to recognize individuals and companies who have made ground-breaking changes in their respective companies and communities. This event and the programs throughout the year are opportunities to showcase your company's success and leading practices at attracting, developing, and retaining AAPI talent.

Speaker Series

Global Talent will continue throughout the year at Asia Society with the Speaker Series, where leaders and experts will dive into tactical, strategic solutions to the challenges companies face in unlocking the full potential of Asian workers and professionals.

Programs will be presented in-person at Asia Society New York, and then edited and shared on-line globally to Asia Society's 360,000 YouTube subscribers, thus serving as a valuable resource for leadership coaching, professional development, and motivation for employees, employee networks, and beyond.



Your company's tax-deductible donation unlocks incredible access to Global Talent Initiatives, while also providing critical support toward exhibitions, public programs, and policy work at Asia Society.

LEAD SPONSOR / \$50,000

SYMPOSIUM BENEFITS

- > Registration for up to (20) employees to Symposium, and one table of (10) for the Awards.
- > Opportunity to shape May 15 program content.
- > Access to livestreaming link to view Symposium in real time.
- > Lead logo placement on all Symposium materials, including but not limited to: Step and Repeat (used at Symposium and all future speaker series programs); Digital Save the Date; Digital Invite; Advertising on LinkedIn and X (Twitter) promoting event; Global Talent and Diversity Council web page; 2024 Symposium web page.

SPEAKER SERIES BENEFITS

- > Opportunity to shape (2) Speaker Series programs, which will offer thought leadership opportunities for executives; this includes the ability to provide speakers and/or presenters for the program.
- > (2) Private networking receptions post-public programs for employees, clients, and guests.
- > (50) Tickets to each Speaker Series program.
- > Opportunity for Asia Society to facilitate (2) virtual lunch and learn and discussions, either onsite or virtually for employees, that features one of the Speaker Series videos.
- > Featured logo placement on Speaker Series YouTube videos (360,000 subscribers). Priority access to virtual Speaker Series YouTube content.
- > Featured logo placement on Speaker Series materials including, but not limited to: Step and Repeat (used at Symposium and all future speaker series programs); event program page; email promotion; Diversity Leadership Initiatives website.

SERIES SPONSOR / \$25,000

SYMPOSIUM BENEFITS

- > Registration for up to (15) employees to Symposium, and one table of (10) for the Awards.
- > Opportunity to shape May 15 program content.
- > Access to livestreaming link to view Symposium in real time.
- > Prominent logo placement on all Symposium materials, including but not limited to: Step and Repeat (used at Symposium and all future speaker series programs); Digital Save the Date; Digital Invite; Advertising on LinkedIn and X (Twitter) promoting event; Global Talent and Diversity Council web page; 2024 Symposium web page.

SPEAKER SERIES BENEFITS

- > Opportunity to shape (1) Speaker Series program, which will offer thought leadership opportunities for executives; this includes the ability to provide speakers and/or presenters for the program.
- > (1) Private networking reception post-public programs for employees, clients, and guests.
- > (25) Tickets to each Speaker Series program.
- > Opportunity for Asia Society to facilitate (1) virtual lunch and learn and discussion, either onsite or virtually for employees, that features one of the Speaker Series videos.
- > Prominent logo placement on Speaker Series YouTube videos (360,000 subscribers). Priority access to virtual Speaker Series YouTube content.
- > Prominent logo placement on Speaker Series materials including, but not limited to: Step and Repeat (used at Symposium and all future speaker series programs); email promotion; event program page; Diversity Leadership Initiatives website.

EVENT SPONSOR / \$15,000

SYMPOSIUM BENEFITS

- > Registration for up to (15) employees to Symposium, and (5) seats for the Awards.
- > Access to livestreaming link to view Symposium in real time.
- > Logo inclusion on all Symposium materials, including but not limited to: Step and Repeat (used at Symposium and all future speaker series programs); Digital Save the Date; Digital Invite; Advertising on LinkedIn and X (Twitter) promoting event; Global Talent and Diversity Council web page; 2024 Symposium web page.

SPEAKER SERIES BENEFITS

- > (15) Tickets to each Speaker Series program.
- > Opportunity for Asia Society to facilitate (1) virtual lunch and learn and discussion, either onsite or virtually for employees, that features one of the Speaker Series videos.
- > Priority access to virtual Speaker Series YouTube content
- > Logo inclusion on Speaker Series materials including, but not limited to: Step and Repeat (used at Symposium and all future speaker series programs); email promotion; Diversity Leadership Initiatives website.



Marketing: In-Person Visibility Metrics

| Category | Attendees |
|-----------------------|-----------|
| Symposium on May 15 | 150-180 |
| Speaker Series Events | 1500 |
| Lunch and Learns | Varies |

Marketing: Virtual Visibility Metrics

| Platform | Followers / Subscribers |
|---|----------------------------|
| Website traffic | 6,000,000+ visits annually |
| Advertising Reach | 100,000+ Views |
| E-mail Subscribers | 100,000+ |
|  Twitter.com/AsiaSociety | 70,500+ |
|  Instagram.com/AsiaSociety | 31,400 |
|  Global: Facebook.com/AsiaSociety | 187,000 |
| NY: Facebook.com/AsiaSocietyNY | 25,000 |