

# SPONSORSHIP PACKET

**9th ANNUAL VIA-1**  
A Story of Our Own

**8th ANNUAL VIA-1**  
From Possibility to Actuality

**7th ANNUAL VIA-1**  
Come Together



**3rd ANNUAL VIA-1**  
Action in Unity

**2nd ANNUAL VIA-1**  
Lead to Succeed

**1st ANNUAL VIA-1**  
A Standing Start



**6th ANNUAL VIA-1**  
Golden Dreams

**5th ANNUAL VIA-1**  
Embrace the Past,  
Empower the Future

**4th ANNUAL VIA-1**  
Con Rồng Châu Tiên – The  
Best of Both Worlds: The  
Merging of Two Cultures



## University of Cincinnati 10th Annual VIA-1 Conference A Decade of Progress



## ABOUT THE VIA-1 CONFERENCE

The Vietnamese Student Association (VSA) at the University of Cincinnati, in addition to the Union of Vietnamese Student Associations of the Midwest (UVSA-Midwest), is proud to have the privilege to host the tenth annual Vietnamese Interacting As One (VIA-1) Conference. The annual VIA-1 conference is considered to be one of the premier youth conferences in the country where hundreds of students partake in activities and workshops to build their leadership skills and cultural awareness that are brought back to their respective communities. Through the conference, the Collective Philanthropy Project, and other leadership development initiatives, participants raise appreciation for Vietnamese culture, take part in a philanthropy project, and network to make connections that will last a lifetime.



9<sup>th</sup> VIA-1 Conference

March 2011

University of Illinois  
At Urbana-Champaign

## ABOUT UVSA MIDWEST

The Union of Vietnamese Student Associations of the Midwest (UVSA Midwest), a non-profit, non-partisan, community-based organization, was founded in 2007 as a means for Vietnamese youth organizations from across Midwest United States to network with one another, share common resources, and collaborate on philanthropy projects. Composed of college students and young professionals, UVSA Midwest is committed to empowering emerging youth leaders within the Vietnamese community in the Midwest United States. Servicing the Vietnamese American community in the Midwest, UVSA-Midwest works as an umbrella organization, and collaborates with individual student associations and other related Vietnamese community organization to conduct events and projects. To these ends, we organize conferences and retreats focused on leadership, cultural identity, social and community issues in addition to a collective philanthropy project that involves the participation of all member groups.

UVSA Midwest

Executive Board  
and  
Council of State  
Representatives



# EVENT OVERVIEW

## EVENT NAME

Vietnamese Interacting as One Conference

## EVENT THEME

### *A Decade of Progress*

Ten years ago, the VSA at the University of Cincinnati hosted the first ever Vietnamese Interacting as One Conference. The theme was "A Standing Start", marking the beginning of the development of the Union of Vietnamese Student Associations of the Midwest. In honor of the past ten years of continuous hard work, we now come together to where it all began to celebrate the struggles and triumphs of the UVSA community and its supporters to uphold the identity and the culture of Vietnamese Americans in the Midwest.

## DATE

March 16-18, 2012

## LOCATION

University of Cincinnati  
Cincinnati, Ohio

## CO-EXECUTIVE DIRECTORS

Chan Huynh – chan.huynh@uvsamidwest.org  
Thuy Tran – thuy.tran@uvsamidwest.org

## ATTENDANCE

Approximately 300 guests comprised of college students, young professionals, well-respected performance artists, and corporate and civic leaders from the Midwest community.

# BUDGET BREAKDOWN

## Where Do Your Dollars Go?

Percentage Breakdown of a \$40,000 Budget

|                    |     |
|--------------------|-----|
| Food and Beverage  | 36% |
| Venue Space Rental | 31% |
| Workshop Speakers  | 14% |
| Marketing          | 12% |
| Entertainment      | 5%  |
| Transportation     | 1%  |
| Miscellaneous      | 1%  |

*(Figures based on an approximate budget of \$40k for a 3-day conference)*

## Where Do Our Dollars Come From?



- 58 percent of the total income we derive comes from registration fees.
- The remaining 42 percent is from individual, foundation, and corporate contributions.

## SPONSORSHIP OPPORTUNITIES

|           |          |
|-----------|----------|
| Visionary | \$10,000 |
| Champion  | \$5,000  |
| Leader    | \$1,000  |
| Friend    | \$500    |
| Supporter | \$100    |

### OVERALL SPONSORSHIP BENEFITS

- Visible association with a leader in the Vietnamese American Youth Community in the Midwest
- Commitment to the education in diversity and culture of youths and young adults
- Fostering a culture of philanthropy in Cincinnati and the Midwest
- Enhance the reputation and philanthropic profile of your corporation
- Access to college students, young professionals, artistic, civic, cultural, and business leaders

### SPECIAL NOTE FOR SPONSORS

- UVSA Midwest and the VIA-1 Planning Committee will customize all sponsorships to specifically meet your company's marketing objectives. If you desire a different level of contribution, such as an in-kind sponsorship, please contact us about unique sponsorship opportunities.

To be included in all public relations releases and paid advertising, sponsorship agreements must be received by Friday, January 16, 2012. If you have any questions or concerns about your unique underwriting opportunity, please contact: Chan Huynh at 219-440-2426 or [chan.huynh@uvsamidwest.org](mailto:chan.huynh@uvsamidwest.org).

## SPONSOR BENEFITS SUMMARY

|                                               | Visionary<br>\$10,000+ | Champion<br>\$5,000 | Leader<br>\$1,000 | Friend<br>\$500 | Supporter<br>\$100 |
|-----------------------------------------------|------------------------|---------------------|-------------------|-----------------|--------------------|
| # of Invitations to Banquet                   | 10                     | 4                   | 2                 | -               | -                  |
| Banner at Registration Area                   | ✓                      | -                   | -                 | -               | -                  |
| Product Inclusion in Attendee Goodie Bags     | ✓                      | ✓                   | -                 | -               | -                  |
| Logo in Promotional Videos                    | ✓                      | ✓                   | -                 | -               | -                  |
| Logo Placement on Printed Marketing Materials | ✓                      | ✓                   | -                 | -               | -                  |
| Vendor/Informational Booth                    | ✓                      | ✓                   | -                 | -               | -                  |
| Logo at Banquet Venue                         | ✓                      | ✓                   | ✓                 | -               | -                  |
| Logo on Conference T-Shirts                   | ✓                      | ✓                   | ✓                 | -               | -                  |
| Logo Placement on Conference Website          | ✓                      | ✓                   | ✓                 | ✓               | ✓                  |
| Program Book Listing                          | ✓                      | ✓                   | ✓                 | ✓               | ✓                  |
| Program Book Ad                               | Full Page              | ½ Page              | ¼ Page            | ¼ Page          | -                  |

## SIGNAGE AND PROMOTIONS

- Banner display at Registration area
- Vendor/Informational Booth at Conference Venue
- Logo inclusion on prominent sponsor signage at the banquet
- Product inclusion in conference goodie bag (product needed for 300 goodie bags)

## HOSPITALITY

- 10 Invitations (1 full table) to the VIA-1 Conference Banquet

## ADVERTISING AND DIRECT MAIL

- Logo in promotional videos
- Logo inclusion on flyers and all collateral print materials
- Logo inclusion on Conference T-Shirts
- Program book listing
- Full page advertisement in program book

## PUBLIC RELATIONS

- Business name, logo, and link on VIA-1 Conference website
- Acknowledged as VIA-1 Conference Sponsor in all press releases, media relations, website, etc.

## SIGNAGE AND PROMOTIONS

- Logo inclusion on prominent sponsor signage at the banquet
- Vendor/Informational Booth at Conference Venue
- Product inclusion in conference goodie bag (product needed for 300 goodie bags)

## HOSPITALITY

- 4 Invitations to the VIA-1 Conference Banquet

## ADVERTISING AND DIRECT MAIL

- Logo in promotional videos
- Logo inclusion on flyers and all collateral print materials
- Logo inclusion on Conference T-Shirts
- Program book listing
- Half page advertisement in program book

## PUBLIC RELATIONS

- Business name, logo, and link on VIA-1 Conference website
- Acknowledged as VIA-1 Conference Sponsor in all press releases, media relations, website, etc.

LEADER

\$1,000

## SIGNAGE AND PROMOTIONS

- Logo inclusion on prominent sponsor signage at the banquet

## HOSPITALITY

- 2 Invitations to the VIA-1 Conference Banquet

## ADVERTISING AND DIRECT MAIL

- Logo inclusion on Conference T-Shirts
- Program book listing
- Quarter page advertisement in program book

## PUBLIC RELATIONS

- Business name, logo, and link on VIA-1 Conference website
- Acknowledged as VIA-1 Conference Sponsor in all press releases, media relations, website, etc.

FRIEND

\$500

#### ADVERTISING AND DIRECT MAIL

- Program book listing
- Quarter page advertisement in program book

#### PUBLIC RELATIONS

- Business name, logo, and link on VIA-1 Conference website
- Acknowledged as VIA-1 Conference Sponsor in all press releases, media relations, website, etc.

SUPPORTER

\$100

#### ADVERTISING AND DIRECT MAIL

- Program book listing

#### PUBLIC RELATIONS

- Business name, logo, and link on VIA-1 Conference website
- Acknowledged as VIA-1 Conference Sponsor in all press releases, media relations, website, etc.

## PROGRAM BOOK ADVERTISEMENT

An alternative option from becoming a sponsor to the Vietnamese Interacting as One Conference, you can also purchase ad space in our program books distributed to the attendees and conference guests.

| Size of Advertisement | Cost  |
|-----------------------|-------|
| Full Page             | \$500 |
| Half Page             | \$250 |
| Quarter Page          | \$100 |

## CONTACT INFORMATION

Please direct any and all questions to one of the Co-Executive Directors of the 2012 Vietnamese Interacting as One Conference.

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