



Northern California Center

Asia Society Northern California Seventh Annual Dinner

Tuesday, April 27, 2010

Sponsorship Opportunities

About the Asia Society and the Annual Dinner

Founded in 1956, the Asia Society is the leading global organization committed to fostering dialogue and building a community for all those with a passionate interest in Asia. As one of eleven Asia Society centers worldwide, Asia Society Northern California offers fresh perspectives on the forces and issues shaping the US-Asia relationship. From food, fashion and film to politics, business and social issues, we present innovative, multi-disciplinary programs that bring together members and experts to create an active and informed community.

On April 27, 2010, Asia Society Northern California will hold its Seventh Annual Dinner at Four Seasons Hotel San Francisco. The Annual Dinner is the Society's primary fundraising event of the year. ASNC will present three Leadership Awards in the fields of arts and culture, education, and business and policy to three distinguished individuals.

Focus: Building Bridges to a Shared Future

The immense challenges facing the world today – global warming, rapid industrialization, financial crises – transcend national boundaries. This year, the Asia Society Annual Dinner honors those who embody a new brand of global collaboration; through business innovation, cultural exchange and forward thinking, these leaders have built a foundation for the United States-Asia relationship, and prepared the next generation of global leaders to overcome these global challenges. Join us as we engage some of the key policy shapers and business leaders in California who are making a difference locally, nationally, and across the globe.

2010 Annual Dinner Leadership Awards



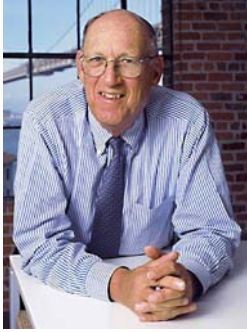
Business and Policy Honoree: Hewlett-Packard

Under the leadership of Chairman of the Board, CEO and President Mark Hurd, Hewlett-Packard has not only surged ahead of the competition in the tech world, it has positioned itself ahead of the curve on green practices, proving that sustainability and profitability go hand-in-hand.

Since 2004, HP's revenue has grown dramatically, while it has tirelessly expanded its efforts to reduce environmental impact. HP has made sustainability an integral part of its business operations, earning it the top spot on Newsweek's corporate green rankings of 2009.

Last year, HP reduced its overall energy consumption and greenhouse gas emissions to 25 percent below the 2005 level, and set a new goal of reducing their environmental impact to 40 percent below the 2005 level by the end of 2011. In addition, it has worked to remove harmful chemicals such as mercury from its products, reused and recycled over 200 million tons of electronic waste, and worked to instill a sense of environmental awareness in their over 300,000 employees worldwide.

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Arts & Culture **Honoree: M. Arthur Gensler**

***Arthur Gensler** founded Gensler in 1965. An architect, he is widely credited with elevating the practice of interior design to professional standing. He is a Fellow of the American Institute of Architects and of the International Interior Design Association, and a professional member of the Royal Institute of British Architects. He graduated from Cornell University's College of Architecture, Art and Planning and is a member of its Advisory Council. A charter member of Interior Design magazine's Hall of Fame and a recipient of IIDA's Star Award, he has also received Ernst & Young LLP's Lifetime Achievement Award and the Cornell Entrepreneur of the Year Award.*

Gensler has been a sustainability leader since the 1970s. Its credits include the first U.S. office building to use under-floor air distribution, and later the first retail rollout prototype, data center and car dealership to earn LEED® certifications. It has played a continuing role in evolving the LEED certification program, and has built many green buildings in Asia. It has received many awards, including the U.S. Green Building Council Leadership Award for Organizational Excellence in 2005.



Education **Honoree: Feng Deng**

***Feng Deng** is one of the top venture capitalists in China, co-founding Northern Light Venture Capital in 2005.*

Mr. Deng has made great efforts to support US-China business relationships and international education. As the Director of the Tsinghua Education Foundation North America, Mr. Deng has invested much of his time and effort to education and philanthropy. His donation of \$3 million to his alma mater, one of the largest donations ever from a Tsinghua University graduate, founded several programs to send Tsinghua School students to international conferences and top universities.

Under his leadership Northern Light Venture Capital founded several programs to promote exchange between American MBA students and Chinese venture capital firms. It has also partnered with Tsinghua University to sponsor student-run social welfare programs in China.

As an Advisor for the University of Southern California School of Engineering, Mr. Deng has committed himself to enhancing the academic communication and cooperation between Tsinghua University and University of Southern California, further strengthening the ties between the US and China.

Moderator: TBD



Asia
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Asia Society Northern California Seventh Annual Dinner Sponsorship Levels and Benefits

Presenting Sponsor: \$50,000

- Name featured on front cover of printed program as exclusive “presenting sponsor”
- Speaking opportunity at Annual Dinner
- Invitation to Company/CEO to serve as Honorary Dinner Co-Chair
- A seat at the head table with ASNC Honorary Chairman, Co-Chairmen, Trustees, and honorees
- Table of 10 in “presenting sponsor” location
- 10 tickets to VIP reception
- Name and logo displayed as exclusive “presenting sponsor” at event
- Name and logo displayed within printed program as “presenting sponsor” at the event
- Name featured as exclusive “presenting sponsor” of Asia Society Northern California Annual Dinner on official invitation, promotional materials, and press releases
- Company listed in Asia Society Northern California’s quarterly newsletter as program underwriter
- Company name featured on ASNC website
- Company name displayed on corporate table tents at Annual Dinner

Lead Sponsor: \$25,000

- Invitation to Company/CEO to serve as Honorary Dinner Co-Chair
- A seat at the head table with ASNC Honorary Chairman, Co-Chairmen, Trustees, and honorees
- Table of 10 in “lead sponsor” location
- 10 tickets to VIP reception
- Name and logo displayed as “lead sponsor” at event
- Name and logo displayed within printed program as “lead sponsor” at the event
- Name featured as “lead sponsor” within Asia Society Northern California Annual Dinner promotional materials and press releases
- Company listed in Asia Society Northern California’s quarterly newsletter as program underwriter
- Company name featured on ASNC website
- Company name displayed on corporate table tents at Annual Dinner

Patron: \$15,000

- Table of 10 at dinner in priority location
- 6 tickets to VIP reception
- Name and logo displayed as “patron sponsor” at the event
- Name and logo displayed within printed program as “patron sponsor” at event
- Name included within Asia Society Northern California Annual Dinner promotional materials and press releases
- Company listed in Asia Society Northern California’s quarterly newsletter as program underwriter
- Company name featured on ASNC website
- Company name displayed on corporate table tents at Annual Dinner

Benefactor: \$10,000

- Table of 10 in choice location
- 4 tickets to VIP reception
- Name and logo displayed as “benefactor sponsor” at event
- Name and logo displayed within printed program as “benefactor sponsor”
- Name included within Asia Society Northern California Annual Dinner promotional materials
- Company listed in Asia Society Northern California’s quarterly newsletter as program underwriter
- Company name featured on ASNC website
- Company name displayed on corporate table tents at Annual Dinner

Sponsor: \$5,000

- *Table of 10*
- *2 tickets to VIP reception*
- *Name displayed as "sponsor" at event*
- *Name listed within printed program as "sponsor"*
- *Company listed in Asia Society Northern California's quarterly newsletter as program underwriter for one year*
- *Company name featured on ASNC website*
- *Company name displayed on corporate table tents at Annual Dinner*

Contributor: \$2,500 (Limited number of tables)

- *Table of 5*
- *1 ticket to VIP reception*
- *Name displayed as "contributor" at event*
- *Name listed within printed program as "contributor"*
- *Company listed in Asia Society Northern California's quarterly newsletter as program underwriter for one year*

Notes:

- Sponsor names and logos will be printed on materials and appear within dinner program provided the information is received by printing deadline dates
- For all tables of ten, the table buyer has the option of the Asia Society Northern California assigning two Asia Society guests to table
- Seating arrangements will be made according to the level of sponsorship, with priority given to highest-level sponsors

Asia Society Northern California Seventh Annual Dinner

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