

**Chinese Direct Investment in California  
An Asia Society/Rhodium Group Report**

**SPONSORSHIP LEVELS AND BENEFITS  
San Francisco, Los Angeles, Shanghai  
October-November, 2012**

**PRESENTING SPONSOR: \$40,000 (Limit two)**

**Access & Participation**

- 3-minute corporate presentation at conferences in Los Angeles, San Francisco and Shanghai
- Executive-level company representative to participate in 1 panel at each of 3 conferences
- 16 complimentary tickets to each conference for company representatives and guests
- Reserved premiere seating at conferences for company representatives and guests (16 per conference)
- Invitation to participate in VIP events and receptions
  - Premiere seating at VIP events where applicable
- Opportunity to host one of 2 roundtables (including reception) at company's office (LA or SF)
- 3 seats at each roundtable session in Los Angeles, Sacramento and San Francisco (9 total)

**Visibility**

- Premiere logo placement on back cover of report (Presenting Sponsors only)
- Asia Society-facilitated media interviews
- Premiere name and logo recognition within all related promotional materials and press releases
  - Name and logo displayed as Presenting Sponsor on all program signage
  - Name and logo listed on front page of printed program as Presenting Sponsor
  - Full-page company ad in the program brochures (given to all attendees)
  - Company name and logo displayed on PowerPoint loop at the program
- Headline introduction and appreciation of company by ASNC or ASSC Executive Director at roundtables and conferences
- Opportunity to display promotional materials at the conferences
- Name and logo displayed on the Asia Society website with link to homepage
- Company listed in ASNC's quarterly newsletter as Presenting Sponsor for the program for one year (10,000+ circulation)

**LEADING SPONSOR: \$30,000**

**Access & Participation**

- Introduce keynote speaker(s) at conferences in Los Angeles, San Francisco and Shanghai
- Executive-level company representative to participate in 1 panel at each of 3 conferences
- 12 tickets to conferences for company representatives and guests (total of 36)
- Reserved priority seating at conferences for company representatives and guests (12 per conference)
- Invitation to participate in VIP events and receptions
  - Priority seating for other company representatives, clients and guests at dinners

*[Continued below]*

### **Visibility**

- Priority name and logo placement on inside back cover of report\*\*\*
- Asia Society-facilitated media interviews
- Priority name and logo recognition within all related promotional materials and press releases
  - Name and logo displayed as Leading Sponsor on all program signage
  - Name and logo listed within printed programs as Leading Sponsor
  - Half- page ad in the conference program brochures (given to all attendees)
  - Company name and logo displayed on PowerPoint loop at the program
- Opportunity to display promotional materials at the conferences
- Name displayed on the Asia Society website with link to home page
- Company listed in ASNC's quarterly newsletter as Leading Sponsor for the program for one year (10,000+ circulation)

**PARTNER:                    \$20,000**

### **Access & Participation**

- Executive-level company representative to participate in 1 panel at each of 3 conferences
- 8 tickets to conferences for company representatives and guests (32 total)
- Reserved preferred seating at panel for company representatives and guests (8 per conference)
- Invitation to participate in VIP events and receptions
  - Preferred seating for other company representatives, clients and guests at dinners

### **Visibility**

- Prominent name and logo place on inside back cover of report\*\*\*
- Prominent name and logo recognition within all related promotional materials and press releases
  - Name and logo displayed as Partner on all conference signage
  - Name and logo listed within printed program as Partner
  - Quarter-page ad in the conference program brochures (given to all attendees)
  - Company name and logo displayed on PowerPoint loop at the program
- Opportunity to display promotional materials at the conferences
- Name and logo displayed on the Asia Society website with link to home page
- Company listed in ASNC's quarterly newsletter as Partner for the program for one year (10,000+ circulation)

**SUPPORTER:                \$10,000**

### **Access & Participation**

- Executive-level company representative to participate in panel at 1 conference (LA, SF or Shanghai)
- 4 tickets to each conference for company representatives and guests (12 total)
- Reserved seating at conferences for company representatives and guests (4 per conference)
- Invitation to participate in VIP events and receptions
  - Preferred seating for company representatives, clients and guests at dinners

*[Continued below]*

*[Continued from above]*

### **Visibility**

- Name and logo recognition within all related promotional materials and press releases
  - Name and logo displayed as Supporter on all conference signage
  - Name and logo listed within printed program as Supporter
  - Quarter-page ad in the conference program brochures (given to all attendees)
  - Company name and logo displayed on PowerPoint loop at the program
- Opportunity to display promotional materials at the conferences
- Name and logo displayed on the Asia Society website with link to home page
- Company listed in ASNC's quarterly newsletter as Supporter for the program for one year (10,000+ circulation)

### **Dinner Sponsor (Limit three)      \$10,000**

*Please Note: The cost of dinner is in addition to the sponsorship price.*

- Host 1 of 3 post-conference private VIP dinners (Los Angeles, San Francisco or Shanghai\*)
- Opportunity for 3-minute opening remarks
- Priority seating for company representatives or clients
- Access to complete guest list
- Name and logo recognition within all related promotional materials and press releases
  - Name and logo displayed on all conference signage
  - Name and logo listed within printed program
  - Quarter-page ad in the conference program brochures (given to all attendees)
  - Company name and logo displayed on PowerPoint loop at the program
- Opportunity to display promotional materials at the conferences
- Name and logo displayed on the Asia Society website with link to home page
- Company listed in ASNC's quarterly newsletter as Dinner Sponsor for the program for one year (10,000+ circulation)

\* As noted above, the Shanghai dinner is no longer available for sponsorship.

\*\*\*As noted above, this is subject to timing – final report will be sent for printing week of Sept. 24, 2012.

### **Important Notes:**

- Sponsorships will be allotted on a first-come-first-served basis
- Sponsor names and logos will be printed on materials and appear within conference program provided the information is received by printing deadline dates
- Seating arrangements will be made according to the level of sponsorship, with priority given to highest-level sponsors

### **Contact:**

For more information or to become a sponsor, please contact **Wendy Soone-Broder**, Director of Development & Strategic Partnerships ([wsoonebroder@asiasociety.org](mailto:wsoonebroder@asiasociety.org)) or **Kate Ryge**, Corporate Development Manager ([kryge@asiasociety.org](mailto:kryge@asiasociety.org)). Both can be reached at (415) 421-8707.