



2017 SPONSORSHIP PACKAGE

Cipriani Wall Street | Tuesday, June 20, 2017

PROGRAM HIGHLIGHTS

- Award fifty highly successful Asian American entrepreneurs and senior-level corporate executives in two award categories: **Pinnacle** and **Outstanding 50**
- The nation's largest and most prestigious business award ceremony for Asian Americans
- One of the most sought-after business networking events
- Gala dinner and awards ceremony with over 500 people in attendance

WHY SPONSOR?

- Demonstrate the spirit of corporate diversity
- Benefit from high profile branding
- Educate diverse audiences about your products and services
- Nominate and recognize contributions and achievements of Asian executives
- Cultivate important business relationships and foster new business opportunities with influential decision makers, senior executives, and fast growing entrepreneurial companies
- Gain valuable PR coverage by both U.S. and overseas Asian media
- Benefit from wide press coverage and a dedicated PR campaign
- Prominent placement of sponsor name and logo in our website, press and promotional materials

KEYNOTE SPEAKERS (See website for complete list of speakers)

- **Jonathan Spector**, President and CEO, The Conference Board
- **Indra Nooyi**, CEO PepsiCo
- **Norman Mineta**, Former Secretary of Transportation
- **Charles Schumer**, United States Senator
- **Aneesh Paul Chopra**, appointed by President Obama as the first Federal CTO of the United States
- **Vishaka Desai**, President, Asia Society
- **Anthony D. Weiner**, New York Congressman
- **Elaine L. Chao**, U.S. Secretary of Labor
- **Hilary Rodham Clinton**, United States Senator

PINNACLE AWARDEES

2016 Thai Lee, President and CEO, **SHI International Corp.**

Lisa Su, President and CEO, **AMD**

2015 Phyllis J. Campbell, Chairman, Pacific Northwest, **JP Morgan Chase & Co.**

Susan Huang, Vice Chairman of Investment Banking, **Morgan Stanley**

2014 Norman C.T. Liu, President and CEO, **GE Capital Aviation Service**

Vik Sawhney, Chief Operating Officer of the Private Equity Group, **Blackstone**

2013 Memood Khan, Executive VP, Chief Scientific Officer, **PepsiCo**

Raj Dhanda, Co-head of Global Capital Markets, **Morgan Stanley**

2012 Dinesh C. Paliwal, Chairman & CEO, **Harman International Industries, Inc.**

2011 Devan Sharma, President, **Standard & Poor's**

2010 Tony Hsieh, CEO, **Zappos**



2009 Wei Sun Christianson, Managing Director and CEO, **Morgan Stanley China**
 2008 Michael Chen, President & CEO, Media, Communications, and Entertainment, **GE Commercial Finance**
 2007 Nusrat Durrani, Senior Vice President & General Manager, **MTV World**
 2006 John Y. Kim, President, **Prudential Retirement**

2017 SPONSORSHIP OPTIONS

	Premium \$60K	Gold \$30K	Silver \$20K
Limited number of sponsor(s) in the same level	2	--	--
<u>Recognition</u>			
Recognized as the marquee sponsor of the event with most senior Asian American executive presented with the Pinnacle Award	YES	YES	--
Recognized as a major sponsor of the event	--	YES	--
Recognized as a sponsor of the event	--	--	YES
<u>Event Promotion</u>			
Company logo featured on event webpage	YES	YES	YES
Company logo featured in Dinner Program	YES	YES	YES
Company logo featured in event advertising	YES	YES	YES
Company mentioned in press releases/media events	YES	YES	YES
Company mentioned in marketing materials	YES	YES	YES
<u>Award Dinner</u>			
Most senior Asian American executive presented with Pinnacle Award	YES	YES	--
Can nominate Asian American executive to receive Outstanding 50 Award	YES	YES	YES
Special acknowledgement	YES	YES	--
Acknowledgement	--	--	YES
Distribute corporate premiums	YES	--	--
TWO-Page ad in dinner program	YES	--	--
ONE-Page ad in dinner program	--	YES	YES
Full-Page greeting message in dinner program	YES	--	--
Award dinner tickets (10/table)	20 VIP	10 VIP	10 VIP

Since 2001, we have received support from and partnered with the following companies who have nominated their Asian American senior executives for their leadership and achievement.

2016 CORPORATE SPONSORS

Aetna, AMD, Colgate-Palmolive Company, ConEdison, JP Morgan Chase, Morgan Stanley, PepsiCo, SHI International Corp. The Venetian
 (See website for complete list of sponsors)