



2018 SPONSORSHIP PACKAGE

Cipriani Wall Street | Wednesday, June 20, 2018

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 on our website, press and promotional materials

KEYNOTE SPEAKERS (See website for complete list of speakers)

- **Phyllis J. Campbell**, Chairman, Pacific Northwest, **JP Morgan Chase & Co.**
- **Jonathan Spector**, President and CEO, The Conference Board
- **Indra Nooyi**, CEO PepsiCo
- **Ursula Burns**, Chairman, Xerox
- **JuE Wong**, Former President, Elizabeth Arden
- **Elaine L. Chao**, U.S. Secretary of Labor
- **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
- **Hilary Rodham Clinton**, United States Senator
- **Vishaka Desai**, President, Asia Society

PINNACLE AWARDEES

2017 Don H. Liu, Executive Vice President, **Target**

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 Mehmood 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**

2018 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 Recognized as a major sponsor of the event Recognized as a sponsor of the event | YES -- -- | YES YES -- | -- -- YES |
| <u>Event Promotion</u> Company logo featured on event webpage Company logo featured in Dinner Program Company logo featured in event advertising Company mentioned in press releases/media events Company mentioned in marketing materials | YES YES YES YES YES | YES YES YES YES YES | YES YES YES YES YES |
| <u>Award Dinner</u> Most senior Asian American executive presented with Pinnacle Award Can nominate Asian American executive to receive Outstanding 50 Award Special acknowledgment Acknowledgement Distribute corporate premiums TWO-Page ad in dinner program ONE-Page ad in dinner program Full-Page greeting message in dinner program Award dinner tickets (10/table) | YES YES YES -- YES YES -- YES YES 20 VIP | YES YES YES -- -- -- YES -- -- 10 VIP | -- YES -- YES -- -- YES -- -- 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.



2017 CORPORATE SPONSORS

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