

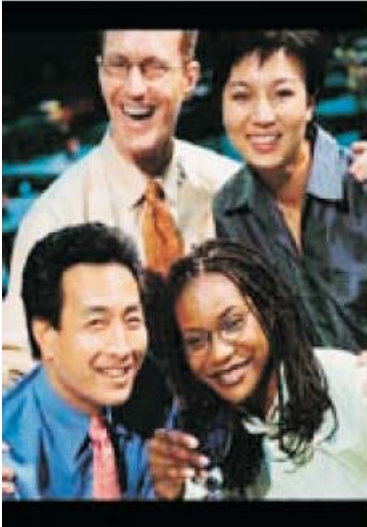


na@ap

**Corporate Sponsorship  
Programs  
2006**



## CORPORATE SPONSORSHIP PROGRAMS LEVELS & BENEFITS



NAAAP North Carolina is a 501(c)(3) non-profit volunteer association dedicated to advancing professional development, civic engagement and community service among our State's fast-growing cadre of Asian American professionals. North Carolina has the country's 2nd fastest growing Asian consumer market, according to the NC Institute of Minority Economic Development, and Asian American professionals are major contributors to North Carolina's world-class knowledge-based industries. NAAAP-NC strives to strengthen and leverage this rising community to help build a stronger and more diverse North Carolina. By providing leadership and professional skills workshops, community seminars, educational and cultural events and networking opportunities, we encourage graduates of local universities to explore opportunities in state, while also attracting other Asian American business leaders and professionals to consider North Carolina as a viable place to build their businesses and careers. As a sponsor of NAAAP-NC, you will play a vital role in realizing these goals, and at the same time, you benefit from the opportunities provided by our outreach programs.

**Sponsorship Levels & Benefits.** NAAAP-NC offer flexible levels of sponsorship. Each level of sponsorship offers its own unique value and benefits. Choose the level of support that is right for you. No matter what level you choose, some of the benefits include an outreach to thousands of Asian American professionals throughout North Carolina. Our extensive contacts include joint ventures with other cultural and professional groups throughout the state. Furthermore, our extensive network from the twenty (20) chapters and ventures will provide you with an un-matched targeted audience for market research or other business activities with the Asian community, both in the U.S. and internationally.

**There are three main categories of sponsorships:**

- **Full Corporate Sponsorship Level**
- **Marketing Sponsorship Level**
- **SMB (Small and Medium Business) Sponsorship Level**
- **Event Sponsorship Level**

**The Full Corporate Level.** This level of sponsorship offers the most comprehensive benefits to the sponsor. Some key values include: (Actual items depends on sub-level sponsorship - more detailed benefits on each level will be provided)

- Sponsor corporate logo on NAAAP-NC website
- Administrative login access to list jobs and post communications to our members
- Sponsor logo included in all NAAAP-NC marketing literature and emails
- Sponsor logo included in all NAAAP-NC workshops and events
- Complimentary membership for employees to NAAAP-NC
- First right of refusal for sponsorship of exclusive events

**Annual support fees:**

**Platinum - \$15,000, Gold - \$10,000, Silver \$7,500, Bronze - \$5,000**



## CORPORATE SPONSORSHIP PROGRAMS LEVELS & BENEFITS

**The Marketing Sponsorship Level.** This level of sponsorship offers the best marketing value to the sponsor. Some of the key values include:

- Sponsor corporate logo on NAAAP-NC website
- Sponsor logo included in all NAAAP-NC marketing literature and emails
- Sponsor logo included in all NAAAP-NC workshops and events
- Literature and representative to present at selected workshops

**Annual support fees: \$2,500**

**The SMB (Small and Medium Business) Sponsorship Level.** This level of sponsorship offers the following marketing value to small and medium business sponsors:

- Sponsor corporate logo on NAAAP-NC website
- Sponsor's name included in printed membership brochure

**Annual support fees: \$500 for companies with 1-10 employees; \$750 for companies with 10-50 employees; \$1500 for companies with 50-500 employees**

**The Event Sponsorship Level.** This level of sponsorship offers an event based opportunity that can be beneficial to corporations with limited budget, but still would like to take advantage of outreach opportunities NAAAP-NC has to offer.

- Sponsor corporate logo on NAAAP-NC website event page being sponsored
- Sponsor logo included in all NAAAP-NC marketing literature and emails for the event
- Sponsor logo included at the event being sponsored
- Literature and representative to present at event

**Per event support fees: \$250 (\* limit 3 event sponsors to each event)**

### **NAAAP National Sponsorship Opportunities.**

In addition to sponsorships of NAAAP - North Carolina, we are also pleased to offer an opportunity for those who want to take full advantage of our national network.

NAAAP National offers our national sponsors superior opportunities to reach talented Asian American professionals in a wide range of career fields.

**There are (5) levels of national sponsorship. All include the following benefits:**

- Sponsor's name and contact info listed on the NAAAP National Web site for one year (renewable annually)
- Online account access to manage your jobs nationwide
- Email and online updates on NAAAP events nationally where your sponsorship is at work and will be acknowledged
- Complimentary membership for your own employees nationwide (number dependent on sponsorship level)

Please inquire for more details of our NAAAP National sponsorship programs.



### **NAAAP- North Carolina 2006 Events Calendar**

*Seminar: Citizenship, Immigration and Visa Issues.*

*Workshop: The Art of Networking*

*Festival: Dragon Boat Festival in the Carolinas*

*Workshop: Financial Services and Real Estate Seminars Series*

*Workshop: Asian American Healthcare and Fitness Fair*

*Festival: Asian American Music Festival*

*Workshops: Asian-American Careers and Breaking the Bamboo Ceiling*

*Workshop: Voters Education Seminar*

*\*Dates and topics subject to change due to availability of guest speakers.*

# ABOUT THE ORGANIZATION

**NAAAP:** Founded in 1982, The National Association of Asian American Professionals (NAAAP) is the largest and fastest growing Asian American professional organization in the U.S. and Canada.

**Vision:** "NAAAP is the proving ground for North-American Asian Professionals, forging leaders of tomorrow through professional development, cultural awareness, and community service"

**Chapters:** Currently NAAAP is represented by twenty one (21) chapters and venture chapters located in the following cities:

Atlanta	Boston	Chicago	Cleveland
Columbus	Connecticut	Houston	Miami
Minnesota	New York	North Carolina	Philadelphia
Phoenix	San Francisco	Southern California	Southwest Florida
Seattle	Toronto	Tucson	Vancouver

Washington D.C.

**Members:** Our diverse membership represents many professions, such as medicine, technology, law, finance, academia, entertainment, government, the military and many others. Asian Americans of all descent (Chinese, Korean, Japanese, Vietnamese, Filipino, Indian and others) work together to inspire leadership in the workplace and the community.

## Key Facts and Figures:

- 3,000 members strong and growing.
- Approximately 80% of our members are between 21- 35 age range
- Over 93% possess a BA/BS degree or higher
- Approximately 70% of our members have annual income above \$60,000.

**Convention:** Every year, one of our chapters hosts the NAAAP National Convention where hundreds of attendees are presented with panels and workshops that discuss the state of Asian professionals in today's workplace and the community. The convention is sponsored in part by numerous companies that support the efforts of NAAAP.

## Contact:

### NAAAP - North Carolina

P.O. Box 1096  
Morrisville, NC 27560  
(919) 824-0526  
email: [sponsors@naaap-nc.org](mailto:sponsors@naaap-nc.org)

For more information about our organization, please visit us at:  
[www.naaap-nc.org](http://www.naaap-nc.org)



Inspire leadership  
in the workspace  
and in the community



Encourage  
representation  
in all professions