



NAAAP Colorado Sponsorship – Calendar Year 2011

1. About NAAAP - Overview of NAAAP at the national level

NAAAP's Mission and Vision

Mission:

- ✓ Cultivate and empower leaders for professional excellence
- ✓ Connect accomplished professionals for mutual success
- ✓ Engage and participate with the community-at-large
- ✓ Inspire leaders to make a meaningful difference in government, education, business, and society.

Vision: *We make leaders!*

Network for Asian American leaders

Established in 1982, the National Association of Asian American Professionals (NAAAP) is a volunteer-based, 501(c)(3), non-profit organization that cultivates, supports, and promotes Asian American leaders through professional development, community service, and networking. NAAAP is a proving ground for North American Asian professionals, forging leaders of tomorrow through professional development, cultural awareness and community service.

Maturing into our 25th year, NAAAP has expanded into more than 25 metropolitan cities in the United States and Canada. More than 3,000 active members represent our growth. We extend our message to reach over 20,000 Asian Americans in North America. NAAAP is the only Pan Asian American professional organization in North America with chapters and ventures in most major cities in the U.S. and Canada.

Chapters: Atlanta, Boston, Chicago, Colorado, Houston, New York, North Carolina, Philadelphia, San Francisco, Seattle, Toronto (Canada), Orange County

2. About NAAAP Colorado

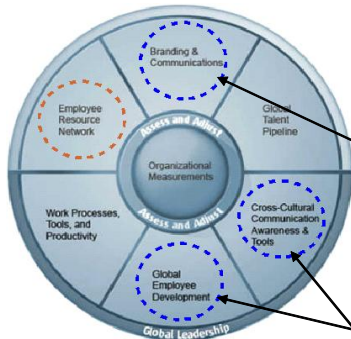
“The Center of Leadership Learning for Asian American Professionals in Colorado”

The NAAAP Colorado is a 501(c)(3) organization (<http://www.naaapcolorado.org>) and is a member of 501(c)(3) NAAAP National (<http://www.naaap.org>) that has been in existence for over two decades and is recognized by many organizations in North America.

NAAAP Colorado is founded by several corporate Asian American employee resources groups in Colorado as a result of on-going collaboration. The goal for NAAAP Colorado is to be the place for Asian American professionals in Colorado to seek leadership training and career inspiration. NAAAP Colorado seeks to establish a network platform for Asian American professionals to develop and exercise leadership skills and other professional attributes, to advance their professional careers and to foster business entrepreneurship.

3. NAAAP Colorado Strategy

Our Analysis of Asian American Organizations in Colorado



- What's in the community (who is who)
- Corporate Leadership vs. Community Leadership relationship
- Corporate Leadership vs. the needs in corp talent management (e.g. soft skills like diversity, presentation & project mgmt skills)
- How we can make a difference to our future generations of leaders

	Cultural Awareness & Cultural Education	Professional Development Networking / Education & Leadership	Business Development (community business, corp. branding, etc)
36 – 60 yr			
22 – 35 yr		NAAAP Colorado	
6 – 21 yr			

- Conceptually, organizations related to Asian Americans in Colorado are classified into three (3) groups that are tied into the general HR management model.
- Many organizations are dedicated to the culture awareness and business but none was dedicated in soft skill development for Asian professionals to the level of diversity & inclusion
- Focusing on the younger professionals will provide a platform to bring seasoned professionals into the mix to create mentorship program, in addition to the leadership development program.

Business Model

Build a strong network of Asian Americans in Colorado where a mutual mentor relationship can be established between seasoned professionals and the younger generation, new graduating students. Collaborate with organizations specialized in cross-culture business leadership training development and delivery, become the learning center for professional leadership training for Asian Americans in Colorado.

Target Audience:

Asian American professionals in Colorado

Contact Information

Please contact one of the following with any sponsorship questions or opportunities

Tim Higashide, President, tim@naaapcolorado.org
 Evan Osborn, Vice President Strategic Relations, evan@naaapcolorado.org
 Jie Zheng, Board Director Advising Sponsorship, jay@naaapcolorado.org

NAAAP Colorado, PO BOX 181664, Denver CO 80218



Potential 2011 Minimum NAAAP-CO Offered Events

2011	Q1			Q2			Q3			Q4			
Event Type	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Leadership Development						x	x				x		
NAAAP Power Connect (Mini Workshop + Networking)			x		x			x		x			
Mixers		Kick-Off Meeting / Mixer			x				x		x		
Community Service				x				x		x			
Special	NAAAP CO - Leadership Retreat						Summer BBQ					Holiday Party	
Min. 2011 NC Offered Events	1	2	2	2	2	1	2	2	1	2	2	1	20
NAAAP Nat'l (webinars)	1	1 + Nat'l Leadership Retreat	1	1	1	1	1	1 + Nat'l Convention	1	1	1	1	

Note: Calendar above does not include potential community partnership events

Calendar of Events (2011) <http://naaapcolorado.org/Events.aspx>

4. 2011 Sponsorship Overview

Your Benefits for Sponsoring NAAAP Colorado:

- Reinforce your company's reputation as a leader in corporate diversity
- Offer Asian employees of your organization to attend unique leadership trainings
- Provide opportunities for attracting highly educated and motivated leaders to your company
- Meet and collaborate with other business leaders
- Learn about the issues that concern the Asian American community.
- Introduce your company's mission, products, and services to this affluent community.
- Share meaningful messages with the Asian American community as seminar speakers.
- Network with Asian American professionals across North America.



Requirements for being a Sponsor:

- Ambassadors of leadership education for Asian American Professionals within your organization
- Support of individual's reimbursement request to his/her line of management within your organization for taking the leadership workshops
- Assignment of Asian employees from your organization to participate in NAAAP Colorado functions to collaborate with other organizations in the community and to help establish an Asian
- Resource group in the future if needed

2011 Sponsorship Overview

Table – 1: Sponsorship Benefit Summary (allocation of funding can be customized in Table - 2)

Sponsorship Level	Platinum	Gold	Silver	Bronze	Community
Contribution Level	\$10,000	\$5,000	\$3,000	\$1,500	TBD
Entitlement to NAAAP Colorado programs	All	All	All	All	
Participation at Asian Leadership Forums	✓ Per agreement	✓ Per agreement	✓ Per agreement	✓ Per agreement	
Representative at Leadership program panel discussion	✓	✓	✓		
Speaker for Leadership events	✓	✓			
Membership					
Corporate membership	25	12	6	3	
Public Visibility					
Logo display in all documents	✓	✓	✓	✓	
Web Site: Logo and links display	✓	✓	✓	✓	
Newsletter: Logo and links display	✓	✓	✓	✓	
Feature in NAAAP Colorado web site	✓	✓	✓	✓	
Company literature display at major events	✓	✓	✓		
Banners display at major events	✓	✓			
Representation at NAAAP Colorado core team	✓	✓	✓	✓	
Representation at NAAAP Colorado Advisory Board	✓	✓			
Additional Options					
Sponsor of web site design, e-commerce and e-Learning	✓	✓	✓	✓	
Sponsorship of additional opportunities	✓	✓	✓	✓	
In-kind donation	✓	✓	✓	✓	
Administrative Costs	✓	✓	✓	✓	

Table – 2: Customizing how the funds are allocated towards specific program objectives

The table below illustrates a menu of options where sponsors can select specific items to sponsor. The total value of selected items will be mapped to a particular sponsorship level. An example is provided.

Programs	Frequency of Offering	Sponsorship Opportunity	Sponsor Benefits	Amount (sample only)
Leadership Development	Quarterly	<ul style="list-style-type: none"> Panel Speakers Meeting space Co-Brand the event 	<ul style="list-style-type: none"> Involve in workshop design Provide career information Expose your company to professionals as a potential recruitment 	\$2 K per event
Power Connect <i>(Mini Workshop with Networking Opportunity)</i>	Quarterly	<ul style="list-style-type: none"> Panel Speakers Co-brand the event 	<ul style="list-style-type: none"> Involve in workshop design Provide career information Expose your company to professionals as a potential recruitment 	\$1 K per Event
Mixers	Quarterly	<ul style="list-style-type: none"> Co-brand event 	<ul style="list-style-type: none"> Provide career information Expose your company to professionals as a potential recruitment 	\$500 per Event
Community Service	Quarterly	<ul style="list-style-type: none"> Provide volunteering opportunity and idea Co-brand the event 	<ul style="list-style-type: none"> Good PR tool and diversify public image Network with various Asian American communities Expose your company to professionals as a potential recruitment 	\$1 K per Event
Special Events	As needed	<ul style="list-style-type: none"> Meeting space Co-brand the event 	<ul style="list-style-type: none"> Meet specific business needs in PR, business development, recruiting, Expose your company to professionals as a potential recruitment 	\$3 K per Event



Special Thanks to the 2011 sponsors of NAAAP Colorado:

Platinum Sponsor:



Gold Sponsors:



Bronze Sponsors:



Founding Organizations of NAAAP Colorado:



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