



Boat People SOS

Meeting Urgent Needs Today, Empowering Communities for Tomorrow

Be a part of the first-ever national Conference of Vietnamese Trauma Survivors and Seniors & Vietnamese-American Cultural Odyssey Tour

Dear Prospective Sponsors,

I am writing to invite you to support the first-ever national Conference of Vietnamese Trauma Survivors and Seniors —former allies of the United States left behind at the end of the Vietnam War.

This conference will be held at George Mason University from May 24 to 26 during the Asian Pacific Heritage Month and coinciding with the Memorial Day weekend. The conference is intended to promote access to health, mental health and support services for Vietnamese-American torture survivors and seniors across the country. Following the conference will be the finale of our Vietnamese-American Cultural Odyssey tour, started September 2005, that will include a photo exhibit documenting three decades of the Vietnamese-American experience and a traditional musical performing arts program at George Mason University Center for the Arts.

As a national organization with branch offices nationwide, we will bring together Vietnamese-American torture survivors and seniors to discuss their own needs, develop a common agenda to address those needs, launch a regional initiative to implement the agenda, and engage service providers, elected officials, and funding agencies in support of this initiative. At this conference, the seniors will take center stage while other participants, including scholars, issue experts, service providers, and non-profit workers, will provide technical support and facilitation.

The three-day conference will include a variety of events, including break-out sessions, a banquet, photo exhibits, community forums, and a live musical performance that highlights traditional Vietnamese culture and historical events.

As our sponsor, you or your corporation will become highly visible in this community. We anticipate 500 conference participants and an audience of 2,200 for the arts program. Participants in other events (photo exhibit, banquet, etc.) are estimated at 1,500. The events will be widely covered in the Vietnamese-language media, reaching at least one third of the 1.5 million Vietnamese-Americans across the country.


I look forward to having you as our valuable Sponsor.

Sincerely,


Dr. Nguyen Dinh Thang
Executive Director

Thanks to All of Our Funders and Sponsors

Funders:

	<i>Substance Abuse and Mental Health Services Administration (SAMHSA)</i>
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Sponsors:

	<i>George Mason University Center for the Advancement of Public Health</i>
Logo of your corporation here	Name of your corporation here



Conference of Vietnamese Trauma Survivors and Seniors & Vietnamese-American Cultural Odyssey Tour

SPONSORSHIP OPPORTUNITIES

Boat People SOS has chosen to celebrate the 30th Anniversary of the Vietnamese-American Experience through a year-long tour titled "Cultural Odyssey." The tour has stopped in 14 cities nationwide from Fall 2005 to Fall 2006. Our overarching goal has been to honor our past, celebrate our present, and cultivate our future. The tour will be capped by a national conference for Vietnamese-American seniors and torture survivors at George Mason University in May 2007. This conference will include community forums, training sessions, a banquet, photo exhibits, and a live musical performance that highlights traditional Vietnamese culture and historical events.

Consider joining us for this historic occasion as a Tour Sponsor or Event Patron!

WHY SPONSOR?

- ◆ Support the growing Vietnamese-American community nationally or in your local area
- ◆ Promote corporate citizenship and philanthropy
- ◆ Effectively target and reach a new, untapped market
- ◆ Increase product or service awareness
- ◆ Develop or nurture brand loyalty
- ◆ Be affiliated with a highly reputable, national non-profit organization

WHAT?

Conference: This 3-day conference is intended to promote access to health, mental health and support services for Vietnamese-American torture survivors and seniors from all across the country.

Traveling Photo Exhibit: This exhibit tells the 30-year history of the Vietnamese-American community through photography and will be displayed all week at GMU Center for the Arts.

Community Forums: Scholars and witnesses talk about the birth and growth of the local Vietnamese-American communities.

Television Broadcast: Events will be selectively broadcasted on three major Vietnamese-language television programs.

Closing Performance: Traditional songs and dances, performed by world-renowned artists, guide the audience through the 4,000 years of Vietnamese history and culture.

WHERE & WHEN?

Tentative schedule of events:

- | | | |
|---------------------------|--------------------------------------|-----------------|
| ◆ GMU Center for the Arts | Photo Exhibit | May 21-26, 2007 |
| ◆ GMU Johnson Center | Conference | May 24-26, 2007 |
| ◆ GMU Center for the Arts | Musical Cultural Performance Program | May 24, 2007 |

WHO?

Over a dozen scholars have been invited to speak, with expected attendees totaling 500. The Closing Performance and Photo Exhibit's audience is estimated at 2,200. We expect 500 banquet participants. Broadcast events will reach a radio audience of 80,000 and television audience of 50,000.

HOW?

To secure this prime sponsorship opportunity, contact us today.
Khanh Tran, (703) 538-2190; E-mail: khanh.tran@bpsos.org





Conference of Vietnamese Trauma Survivors and Seniors & Vietnamese-American Cultural Odyssey Tour SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR \$20,000

Sponsor of the 3-day Conference, Banquet, Photo Exhibit and Closing Performance

Sponsorship Benefits

- ◆ Recognition and honor as “Platinum Sponsor” at all events
- ◆ Logo recognition in print and on the website with company link
- ◆ Logo prominently featured on the website heading of every page
- ◆ Logo prominently featured on front covers of program booklets
- ◆ Logo prominently featured on the calendar of events
- ◆ Logo featured on TV and print advertising
- ◆ Public recognition on weekly radio program for a month leading to events
- ◆ Logo featured on event posters
- ◆ Sponsor acknowledgement on all press releases and outreach materials
- ◆ Corporate banner prominently displayed throughout the 6-day photo exhibit
- ◆ Logo prominently featured on the front cover of the Closing Performance’s program booklet and the Banquet’s program booklet
- ◆ Two (2) VIP reserved seats at the Banquet
- ◆ Ten (10) seats at the Banquet
- ◆ Ten (10) tickets to the Closing Performance
- ◆ Opportunity to make brief (1 minute) speech at the Banquet and Closing Performance
- ◆ Entitled to a 60-second profile on BPSOS’ television program
- ◆ Signage at all venues throughout the Conference, Photo Exhibit and Closing Performance
- ◆ One information booth to display marketing materials or promotional items at all events



**Conference of Vietnamese Trauma Survivors and Seniors
& Vietnamese-American Cultural Odyssey Tour
SPONSORSHIP OPPORTUNITIES**

DIAMOND SPONSOR \$15,000

Sponsor of the Banquet, Photo Exhibit and Closing Performance

Sponsorship Benefits

- ◆ Recognition and honor as “Diamond Sponsor” at the Photo Exhibit
- ◆ Logo recognition year-round in print and on the website with company link
- ◆ Logo prominently featured on back covers of event booklets
- ◆ Logo prominently featured on the calendar of events
- ◆ Logo featured on TV and print advertising
- ◆ Public recognition on weekly radio program for a month leading to events
- ◆ Logo featured on Closing Performance posters
- ◆ Sponsor acknowledgement in Closing Performance press releases
- ◆ Logo prominently featured on the inside front cover of the Closing Performance’s and Banquet’s program booklets
- ◆ Five (5) seats at the Banquet
- ◆ Two (2) VIP reserved seats at the Closing Performance
- ◆ Five (5) seats at the Closing Performance
- ◆ Opportunity to make brief (1 minute) speech at the Closing Performance
- ◆ Signage at Photo Exhibit on the day of the Closing Performance
- ◆ One booth to display marketing materials or promotional items at Photo Exhibit



Conference of Vietnamese Trauma Survivors and Seniors & Vietnamese-American Cultural Odyssey Tour SPONSORSHIP OPPORTUNITIES

GOLD SPONSOR \$10,000

Exclusive Sponsor of the Banquet and Closing Performance

Sponsorship Benefits

- ◆ Recognition and honor as “Gold Sponsor” at the Closing Performance
- ◆ Logo recognition year-round in print and on the website with company link
- ◆ Logo prominently featured on back covers of event booklets
- ◆ Logo prominently featured on the calendar of events
- ◆ Logo featured on the Tour’s TV and print advertising
- ◆ Logo featured on Closing Performance posters
- ◆ Sponsor acknowledgement on Closing Performance press releases
- ◆ Logo prominently featured on the inside front cover of the Closing Performance’s program booklet
- ◆ Two (2) VIP reserved seats at the Closing Performance
- ◆ One (1) reserved Sponsor table with ten (10) seats at the Closing Performance
- ◆ Opportunity to make brief (3 minutes) speech at the Closing Performance
- ◆ Entitled to a 30-second PowerPoint ad prior to closing performance
- ◆ Signage at Closing Performance venue
- ◆ One booth to display marketing materials or promotional items at Closing Performance



Cultural
Odyssey

Conference of Vietnamese Trauma Survivors and Seniors & Vietnamese-American Cultural Odyssey Tour SPONSORSHIP OPPORTUNITIES

SILVER SPONSOR \$5,000

Sponsor of Local Tour Events

- ◆ Recognition and honor as “Gold Sponsor” at local Tour Events
- ◆ Logo recognition 6-months in print and on the website with company link
- ◆ Half-page sponsor ad featured inside local event booklets
- ◆ Sponsor acknowledgement on the calendar of local events
- ◆ Sponsor logo featured on the Tour’s local TV and print advertising
- ◆ Sponsor acknowledgement on Cultural Odyssey posters
- ◆ Sponsor acknowledgement on the Tour’s local press releases and outreach
- ◆ Sponsor acknowledgement in video documentary
- ◆ One booth to display marketing materials or promotional items

BENEFACTOR \$1,000

- ◆ Recognition and honor as “Benefactor” at local Tour Events
- ◆ Benefactor acknowledgement inside local event booklets
- ◆ Benefactor acknowledgement in the Tour’s print advertising
- ◆ Friend acknowledgement on the website

FRIEND \$500

- ◆ Friend acknowledgement, business card format, inside local event booklets
- ◆ Friend acknowledgement on the website

SUPPORTER \$250

- ◆ Supporter’s name listed in local event booklets