



Vietnamese Student Association

University of California, Irvine

SHADOW DAY SPONSORSHIP PACKET

Dear Potential Sponsor,

On behalf of the Vietnamese Student Association at the University of California, Irvine, we invite you to become a sponsor for our 17th annual Shadow Day.

The Vietnamese Student Association is one of the strongest and largest Asian-American organizations at the University of California, Irvine. We are a non-profit cultural organization that provides the student body at UC Irvine the opportunity to learn about Vietnamese culture. Through weekly meetings, we offer a wide range of social and cultural activities that preserve and promote Vietnamese culture. Furthermore, we host community service events in order to stress the importance of contributing and participating as a responsible member of the community. The Vietnamese Student Association builds leadership, spreads cultural awareness and addresses issues faced by Vietnamese-American and Asian-American communities today.

Our organization is part of an “umbrella organization” called The Union of the Vietnamese Student Associations of Southern California (UVSA SOCAL), which includes 14 universities in Southern California. Every year, VSA UCI helps UVSA organize many large events, including our Rose Pageant and Vietnamese Culture Night events.

Shadow Day is a high school outreach conference event. It is a free event for students, where they will be placed into different groups consisting of students from various high schools around southern California, called families, led by college student leaders, called family heads. They will also be introduced to various workshops regarding college such as financial aid tips, extracurricular activities, and many more. Shadow Day is designed to reveal different options about college to students, to give advice to them, and to provide them with long-lasting friendships and mentorships.

This year, a majority of our Shadow Days’s proceeds will go toward Shadow Day, and the rest of the proceeds will go towards our philanthropy, Kids Without Borders.

Sponsoring VSA UCI is an opportunity to benefit the local community and UC Irvine students. We sincerely thank you for your time and consideration. If you have any questions or concerns, feel free to contact our Sponsorship Chair, Esther Ngo, at ehngo1@uci.edu.

For further information regarding our organization, please visit our website at <http://vsauci.weebly.com/>

Best Regards,

Vietnamese Student Association Executive Board, 2015-2016

University of California, Irvine

About Us

Since 1979, the Vietnamese Student Association (VSA) at the University of California, Irvine has striven to educate both the student body at UCI and the local community about the Vietnamese American culture. Our organization continually provides students with the opportunity to learn and to participate in community efforts. In addition to its dedication to the UCI community, VSA also works with the Vietnamese community at large. VSA at UCI has a long and rich tradition within the UCI campus, as well as the community, as we are one of the oldest VSAs in the area. VSA prides itself in its involvement in an array of community-based programs such as a mentorship program with local high schools, participation in the annual Lunar New Year Festival, and numerous activities with other Vietnamese organizations throughout Southern California.

Our Mission

VSA strives to preserve and promote the Vietnamese culture at UCI through creative and entertaining weekly meetings, as well as by offering a wide range of social and cultural activities geared towards varying member talents and interests. VSA members can partake in various activities such as intramural sports, modern dance, traditional dance, lion dance, choir, acting, and much more. Major events hosted annually include the annual Rose Pageant and Vietnamese Culture Night, open to all students and surrounding communities.

Get Involved

In return for your sponsorship, we will provide your company with promotional benefits. Depending on which plan you choose to take with us, we are offering prospective sponsors an opportunity to advertise in our program booklets, which will be distributed to the audiences on the night of the event.

What is Shadow Day?

Since 1999, VSA UCI has annually held Shadow Day during Winter quarter. Shadow Day is a high school outreach conference event. It is a free event for students, where they will be placed into different groups consisting of students from various high schools around southern California, called families, led by college student leaders, called family heads. They will also be introduced to various workshops regarding college such as financial aid tips, extracurricular activities, and many more. Shadow Day is designed to reveal different options about college to students, to give advice to them, and to provide them with long-lasting friendships and mentorships.

2014-2015 Philanthropy

Last year we raised over \$3,000 through our annual Rose Pageant for Foodaid Compassion. Foodaid Compassion's main goal is to provide quality drinking water in Vietnam. Drinking water in Vietnam has an excessive amount of arsenic and the well water in addition to bottled water is unsafe. By building water wells that can be used between 4 to 10 families, Foodaid Compassion proposes to continue its goal of providing stations of World Health Organization's quality drinking water for at least two schools and one hospital in Vietnam. They hope to expand throughout Vietnam to eliminate water as a human health threat to the country.

2015-2016 Philanthropy

This year our goal is to raise \$3,500 through our annual Rose Pageant for Kids Without Borders. Kids Without Borders was launched as a school service projects for students to sort clothes and donated items for children in the community. In Project "Hand Me Up," Kids Without Borders collects new surplus children products (clothes, toys, school supplies) from retailers and manufacturers. These donated products are then distributed to children and families who live in poverty, are ill, or victims of accidents or natural disasters. Today, the organization supports and works with children in more than 30 countries, attracting volunteers worldwide, providing opportunities for youth, benefiting and changing thousands of lives around the world.



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FACT SHEET

- Event:** VSA UCI's 17th Annual Shadow Day
- Location:** UCI Campus – Student Center
University of California, Irvine Irvine, CA 92617
- Date & Time:** February 20, 2016 at 9:00AM
- Why:** Expose high school students to educational information and resources.
Proceeds will go to Kids Without Borders.
- Admission:** Free for High School Students

CALCULATED EXPENDITURES

Facility – Student Center; Moss Cove B, Woods Cove A, B, C, • February 20, 2016	\$110.00
Transportation • Free for high school students • To UC Irvine	\$500.00
Audio/Visual Equipment • Projection • Projection Screen • Speakers • Lighting/Audio Coordinator • Video Director/Producer	\$150.00
Publicity • Flyers • Programs	\$150.00
Hospitality • Food and beverages for students and staff • Clean-up Crew	\$300.00
Apparel/Accessories • T-shirts/lanyards/ tote bags	\$450.00
Miscellaneous • Raffle prizes	\$100.00
Total Expenditures	\$1,760.00

SPONSORSHIP OPPORTUNITIES

Since we are expecting an audience of 85 people, we are offering prospective sponsors an opportunity to advertise in our program booklets, which will be distributed the night of the event. The majority of those attending these events will be 75% high school students and 25% college students (staff).

Package	Price	Description
Basic	\$25	Business card size advertisement in our program (2.5'' x 4'')
Bronze	\$50	Half page advertisement (5'' x 4'')
Silver	\$100+	3/4 page advertisement (5'' x 6'')
Gold	\$150+	Full page (5'' x 8'')
Donation	X	All donations are tax deductible
Other	- -	Other opportunities for advertisements are also available upon negotiation. Please contact us.



Vietnamese Student Association University of California, Irvine

LETTER OF RESPONSE

_____ Yes, I would like to sponsor the **Vietnamese Student Association's 17th Shadow Day 2016.**

Donation Amount: \$ _____

(Donations are tax deductible)

Since we are expecting an audience of 500 people, we are offering prospective sponsors an opportunity to advertise in our program booklets, which will be distributed the night of the event.

I would like to reserve an **advertising space** in the **17th Shadow Day** program.

- _____ \$ 25.00 Basic – Quarter page advertisement (2.5" x 4")
- _____ \$ 50.00 Bronze – Half page advertisement (5" x 4")
- _____ \$ 100.00 Silver – 3/4 page advertisement (5" x 6")
- _____ \$ 150.00 Gold – Full page advertisement (5" x 8")

VSA UCI associates will create a design with the desired information.

(Other opportunities for advertisements are also available upon negotiation. All donations are tax deductible.)

_____ Sorry, I cannot contribute to the Vietnamese Student Association's 17th Shadow Day 2016.

Telephone Number: _____ Email Address: _____

Name: _____ Organization: _____

Signature: _____ Date: _____

*Please make checks payable to: **Vietnamese Student Association***

Send to:

Vietnamese Student Association

103 Stanford Court, Irvine, CA 92612

Additional Comments: