**Vietnamese Student Association**

University of California, Irvine

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 14th annual Rose Pageant.

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. During the school year, our organization is going to host some big events including our annual Rose Pageant, Minute to Win It and Vietnamese Culture Night.

Rose Pageant preserves traditions, incorporates a modern perspective of the evolving Vietnamese American culture through the celebration of women, and raises funds for a charitable organization. Female college students, representing all VSA’s of Southern California come together and competes for the crown of Rose Queen. They will be judged on their poise and character in four categories of dance, evening gown, questions & answers, and the traditional Vietnamese dress, the áo dài.

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 Chairs, Jessie Vu and Steven Huynh, at [vsaucisponsorship@gmail.com](mailto:vsaucisponsorship@gmail.com).

For further information regarding our organization, please visit our website at [www.vsauci.weebly.com](http://www.vsauci.weebly.com).

Best Regards,

Vietnamese Student Association Executive Board, 2014-2015

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 UC Irvine community, VSA also works with the Vietnamese community at large and has a long rich tradition within the campus and community. 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. Furthermore, VSA offers 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, which are 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 Rose Pageant?***

Since 2000, VSA UCI has annually held the Rose Pageant during the Fall quarter. Women from Vietnamese Student Associations all over Southern California come together to celebrate all aspects of the Asian-American woman through dance, evening gown, questionnaires, and the Ao Dai segments. A fraction of the proceeds made from the event goes to a charity of our choice that gives back to the Vietnamese community. In addition, Rose Pageant holds performances from talents within the UCI campus and local community including Gio Nam Mua Lan (Southern Wind Lion Dance), Level 5 Modern Dance, and VSAUCI Choir.

***Previous Philanthropy Projects***

* 2012-2013: VSAUCI raised over $1000 through our annual Rose Pageant for Medical, Educational Missions & Outreach (M.E.M.O), which strives to improve the following: improving the lives and health of disadvantaged patients by conducting preliminary needs assessment, administering vitamins for the severely malnourished population, treating patients to the highest ethical standard, and sponsoring referrals to those with needs beyond our capabilities, and most importantly, providing a chance for a brighter life. This could not be achieved without the support from our staff, several local sponsors, 25 contestants, and 350 attendants from all over Southern California.
* 2014-2015: Last year we raised over $1,500 through our annual Rose Pageant for One Body Village, which combats child sex trafficking, especially in Southeast Asian countries through educating and empowering communities to be catalysts for change. One Body Village aims to improve the lives of children affected by sex slavery by providing shelter, medical and behavioral health care, educational assistance, and vocational training that will enable survivors to reintegrate into mainstream society as productive citizens.

***2014-2015 Philanthropy***

This year we plan to raise $2000 through our annual Rose Pageant for Food Aid Compassion. Food Aid 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, Food Aid 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.

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| FACT SHEET | |
| **Event:** | VSA UCI’s 14th Annual Rose Pageant  **“Once Upon a Time**” |
| **Location:** | UCI Campus – Crystal Cove Auditorium University of California, Irvine Irvine, CA 2617 |
| **Date & Time:** | November 23, 2014 at 6:00PM |
| **Why**: | Proceeds will go to Food Aid Compassion |
| **Admission:** | $10.00 - General Admission [presale]  $12.00 - General Admission [at the door] |
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**CALCULATED EXPENDITURES**

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| --- | --- |
| Facility – Crystal Cove Auditorium   * Rehearsal: N/A * Show day: November 24th, 2013 | **$400.00** |
| Performance   * Costumes * Props * Decorations | **$2000.00** |
| Audio/Visual Equipment   * Projection * Projection Screen * Speakers * Lighting/Audio Coordinator * Lighting Technician * Electrician * Video Director/Producer | **$500.00** |
| Publicity   * Flyers * Programs * Ticket Production | **$500.00** |
| Miscellaneous   * Food and beverages for performers and crew * Rehearsal Expenses * Clean-up Crew | **$900.00** |
| **Total Expenditures** | **$4,300.00** |



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**LETTER OF RESPONSE**

\_\_\_\_\_\_ **Yes**, I would like to sponsor the **Vietnamese Student Association's 14th Rose Pageant 2014**.

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 **14th Rose Pageant** program.

\_\_\_\_\_ $ 100.00 Full page advertisement (5” x 8”)

\_\_\_\_\_ $ 50.00 Half page advertisement (5” x 4”)

\_\_\_\_\_ $ 25.00 Quarter page advertisement (2.5” x 4”)

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 14th Rose Pageant 2014.

Telephone Number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Email Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Organization: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

**Send to:**

**Vietnamese Student Association**

62821 Arroyo Dr, Irvine, CA 92617

Additional Comments: