

# NEW ENGLAND INTERCOLLEGIATE VIETNAMESE STUDENT ASSOCIATION



# SPONSORSHIP PACKET



# ABOUT NEIVSA

Dear Prospective Sponsors and Supporters,

The New England Intercollegiate Vietnamese Student Association (NEIVSA) is a non-partisan, community-based organization that was founded in 1985 and obtained 501(c)(3) non-profit status in 2015. The organization provides a means for students and young professionals in the New England region to come together to network, share resources, and organize social, cultural, and educational events. We seek to: foster awareness of Vietnamese/Vietnamese-American culture, language, and history throughout the New England region; maintain a network that will serve as a valuable resource for and promote the interests of the Vietnamese/Vietnamese-American students and young professionals; encourage participation, leadership, and service among Vietnamese/Vietnamese-American students and young professionals.

The success and growth of our 501(c)(3) non-profit organization is highly dependent on financial support from sponsoring organizations. We would like to ask that you consider becoming one of our sponsors for the 2021-2022 academic year as we continue to unify the Vietnamese-American community in New England. In return, we will work with you to promote your organization to your best interests.

We hope you will be able to assist our organization in achieving our goals of leadership development, cultural awareness, and giving back to the community. With your help, we can continue transforming our organization's visions and missions into a reality.



# THE NEIVSA NETWORK

## Connecticut

University of Connecticut

## Massachusetts

Boston College

Boston University

Harvard University

Northeastern University

Suffolk University

University of Massachusetts Amherst

University of Massachusetts Boston

University of Massachusetts Lowell

## New Hampshire

University of New Hampshire



**10**

Member  
Schools

**7**

Annual  
Events

**1000+**

Members &  
Alumni

**\$30,000+**

Raised for  
Dreams  
Scholarship

**\$1800+**

Raised for  
Charity

**350**

Attendees at  
VES-5 (with  
alumni and  
guests)

Founded in 1985, NEIVSA is an alliance of Vietnamese Student Associations (VSAs) from 10 colleges and universities in the New England area. We strive to unify the Vietnamese American Community of New England by encouraging leadership and service through numerous initiatives. NEIVSA looks to continuously maintain a network that will serve as a valuable resource for the community and Vietnamese/Vietnamese-American youths. For more information, visit [newenglandivsa.org](http://newenglandivsa.org)



# BENEFITS WITH NEIVSA PARTNERSHIP

The success of an event depends on the generosity of its sponsors; thus, we dedicate ourselves to helping our sponsors receive the maximum benefits. These benefits include:



- Tax-deductible donations to a certified 501(c)(3) non-profit organization
- On-site promotion of your brand and products
- Speaking opportunities during our Opening or Closing Ceremonies
- Opportunity to share knowledge and network through being a workshop presenter
- media presence at our face-to-face events
- exposure year round through our mail campaigns, social networks, websites, face-to-face opportunities, and through our collegiate members
- Positive public relations and response to your business name
- recognition as an industry leader committed to the growth of the local community

← CONNECT WITH NEIVSA →



[fb.com/neivsa](https://fb.com/neivsa)



[@neivsa](https://@neivsa)



New England  
Intercollegiate Vietnamese  
Student Association



[newenglandivsa.org](https://newenglandivsa.org)

# INITIATIVES

*As a community-driven 501(c)(3) nonprofit organization, one of our primary goals is to serve the local New England community. We strive to empower Vietnamese/Vietnamese-American youths by raising awareness on social issues and engaging in charitable programs.*

## DREAMS SCHOLARSHIP

Since 2001, NEIVSA has awarded scholarships for college-bound high school seniors in the New England region. All scholarship funds come from year-round fundraising efforts sponsored by NEIVSA and the Vietnamese-American Community of Massachusetts. A maximum of \$1000 scholarship is granted each year, with additional awards being granted depending on available resources. Over the years, NEIVSA has been able to raise over \$30,000 in scholarships.



## COLLECTIVE PHILANTHROPY PROJECT (CPP)

A program spearheaded by the Union of North American Vietnamese Student Associations (UNAVSA), CPP is an initiative for students and community organizations to collaborate on working towards one charitable cause per year.

The idea was to create momentum for a collective continental effort under one philanthropic campaign that UNAVSA manages. Some projects that CPP has associated with include human trafficking advocacy, accessible education for vulnerable and financially disadvantaged populations in Vietnam, and promoting Vietnamese American and Canadian cultural awareness. Since 2006, VSAs across the country, including NEIVSA, have contributed over \$800,000 to 12 different nonprofit organizations.



# EVENTS

*NEIVSA hosts several annual events dedicated to our mission statement. Our programs are dedicated to building new leaders and strengthening cultural ties. Each event provides opportunities for you to directly promote your brand to hundreds of undergraduates, young professionals, and community leaders.*

## BACK TO SCHOOL MIXER AND LEADERSHIP RETREAT

These are networking events that enrich our members through leadership development programs. Many of the skills built through these events are brought back to universities and communities across the region.

## NEW ENGLAND LEADERSHIP CAMP

This is a three-day event where New England leaders come together to learn from one another. This give attendees the opportunity to bond, share stories, and build connections to become one strong community while also developing leadership skills through workshops and engaging activities.

## CHARITY BALL

This annual semi-formal event is dedicated to raising money for the Dreams Scholarship Fund. Attendees are able to enjoy a night of music and dancing among friends, and they also have the opportunity to participate in a dance auction. In 2019, over \$4000 was raised for the scholarship.

## TET IN BOSTON

NEIVSA partners with the Vietnamese-American Community of Massachusetts to organize the Tet in Boston Festival. This event brings in thousands of guests each year to celebrate the Lunar New Year and the Vietnamese culture. In 2019, Tet in Boston brought in over \$100,000 in sponsorship to go towards future community events and spreading cultural awareness.

## END OF THE YEAR GALA

This event is our way of showing appreciation for our sponsors, supporters, collegiate VSAs, and the hard-working volunteers of NEIVSA. The Gala is also when we present the Dreams Scholarship to the selected winners.





# THE 8TH ANNUAL VIETNAMESE EMPOWERMENT SUMMIT

The Vietnamese Empowerment Summit (VES) is NEIVSA's main event of the year and one of our proudest accomplishments. What began as a two day conference has grown over the past seven years to become a full weekend-long conference. This summit includes inspirational speakers, professional and leadership development workshops, cultural workshops, and other educational, team-building, and social activities.

VES attendance has continued to increase with each passing year, starting with 150 attendees at the first Summit to more than 350 members, alumni, and special guests in attendance at VES-5 in Warwick, RI. Unfortunately, VES-6 was canceled, and VES-7 was virtual, both due to the COVID-19 Pandemic. However, we hope to continue gaining momentum in the upward trend of growth this year for VES-8.

**DATE:**  
**MARCH 18-20, 2022**

**LOCATION:**  
**BOSTON PARK PLAZA**

Day 1: Registration, Opening Ceremony, and Team-Building/Icebreaker Activities

Day 2: Professional & Leadership Development Workshops, Cultural Workshops, Resource Fair, Alumni Mixer, Team-Building Activities, and Banquet Gala

Day 3: Closing Ceremony



# SPONSORSHIP OPPORTUNITIES

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## TITLE SPONSOR - \$4000

- Naming rights to VES-8 (i.e., NEIVSA's 8th Annual Vietnamese Empowerment Summit brought to you by "Your Company")
- Verbal name recognition during VES-8 Opening and Closing Ceremonies and Gala
- 3 minute speech during Gala
- Distribution of samples, coupons, and product information at VES-8
- Video ad or advertisement dedicated post on our social media
- Full page ad inside VES-8 program booklet
- Sponsor Logo on all VES-8 posters and all promotional materials
- Reservation of up to ten (10) seats at VES-8 events and Gala
- Reservation of booth at the VES-8 Resource Fair

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## DIAMOND SPONSOR - \$3000

- Verbal name recognition during VES-8 Opening and Closing Ceremonies and Gala
- 3 minute speech during Gala
- Distribution of samples, coupons, and product information at VES-8
- Video ad or advertisement dedicated post on our social media
- Half page ad inside VES-8 program booklet
- Sponsor Logo on all VES-8 posters and all promotional materials
- Reservation of up to eight (8) seats at VES-8 events and Gala
- Reservation of booth at the VES-8 Resource Fair

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## GOLD SPONSOR - \$2000

- Verbal name recognition during VES-8 Opening and Closing Ceremonies and Gala
- 3 minute speech during Gala
- Distribution of samples, coupons, and product information at VES-8
- 1/4 ad placement inside of VES-8 program booklet
- Sponsor Logo on all VES-8 posters and promotional materials
- Reservation of up to six (6) seats at VES-8 events and Gala
- Reservation of a booth at the VES-8 Resource Fair

## SILVER SPONSOR - \$1000

- Ad placement inside of VES-8 program booklet
- Sponsor Logo on all VES-8 posters and promotional materials
- Reservation of up to four (4) seats at VES-8 events and Gala
- Reservation of a booth at the VES-8 Resource Fair

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## BRONZE SPONSOR - \$500

- Ad placement inside of VES-8 program booklet
- Sponsor Logo on all VES-8 posters and promotional materials
- Reservation of up to four (4) seats at VES-8 events and Gala

## IN-KIND SPONSOR - VARIES

- Ad placement inside of VES-8 program booklet
- Sponsor Logo on all VES-8 posters and promotional materials
- In-kind includes donation of non-cash items

# BENEFITS CHART

	<i>Title (\$4000)</i>	<i>Diamond (\$3000)</i>	<i>Gold (\$2000)</i>	<i>Silver (\$1000)</i>	<i>Bronze (\$500)</i>
<i>Event Title Name Rights for VES-8</i>	X				
<i>Full-Page Ad inside VES-8 Program Booklet</i>	X				
<i>Video ad or advertisement post on our social media</i>	X	X			
<i>Recognition during VES-8 Opening/Closing Ceremony and Gala</i>	X	X			
<i>½ Page ad inside VES-8 Program Booklet</i>		X			
<i>Gala Speech (3 minutes)</i>	X	X			
<i>Distribution of samples, coupons, and product information at VES-8</i>	X	X	X		
<i>¾ page ad inside VES-8 Program Booklet</i>			X		
<i>Booth at Resource Fair</i>	X	X	X	X	
<i>Seats at VES-8 events and Gala</i>	X	X	X	X	X
<i>Organization included within program booklet</i>	X	X	X	X	X
<i>Logo on all VES-8 promotional material</i>	X	X	X	X	X



# THANK YOU!



On behalf of NEIVSA, we would like to thank you for your generous support. The summarized packages will only be made available to our identified market leaders.

As a non-profit organization, the New England Intercollegiate Vietnamese Student Association would not exist without support from the community. We are certain that our range of sponsorship levels will include the best opportunity for your organization and its contribution to our annual Summit, as well as our year-round initiatives. If any of these commitment levels do not fit within your budgetary structures, please be assured that NEIVSA will try to accommodate your requirements. Without the collaboration of community partners such as yourself, we would not be able to serve the community and sustain the organization.

If you are interested in becoming an NEIVSA sponsor, please contact [jenny.tran@newenglandivsa.org](mailto:jenny.tran@newenglandivsa.org). We sincerely thank you for your time and consideration. Please do not hesitate to reach out if you have any further questions.

We look forward to hearing from you!

Best regards,

Jenny Tran

NEIVSA Sponsorship Director

[jenny.tran@newenglandivsa.org](mailto:jenny.tran@newenglandivsa.org)

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## DONATION OPTIONS

*Please make checks payable to:*

**New England Intercollegiate Vietnamese Student Association or NEIVSA**

*Please complete the Sponsor Agreement form and mail that with the check.*

**Mailing Address:** Jenny Tran

80 New Road

Tolland, CT 06084





# NEIVSA SPONSOR AGREEMENT

Please complete all sections and return this form with your donation . Please email this completed form to [jenny.tran@newenglandivsa.org](mailto:jenny.tran@newenglandivsa.org).

## SECTION 1: YOUR INFORMATION

Organization/Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Email: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State/Province, Zip/Postal Code: \_\_\_\_\_

## SECTION 2: SPONSOR LEVEL OPTIONS

- |   |   |
|---|---|
| <input type="checkbox"/> Title Sponsor - \$4000   | <input type="checkbox"/> Silver Sponsor - \$1000  |
| <input type="checkbox"/> Diamond Sponsor - \$3000 | <input type="checkbox"/> Bronze Sponsor - \$500   |
| <input type="checkbox"/> Gold Sponsor - \$2000    | <input type="checkbox"/> In-Kind Sponsor - Varies |

## SECTION 3: DONATION INFORMATION

Donation in the amount of \_\_\_\_\_  
will be submitted by (check one):

- Check
- Credit Card
- PayPal
- Venmo
- I would like a donation receipt

You are authorized to charge my:

- Amex
- Mastercard
- Visa
- Discover

Card Number: \_\_\_\_\_ CVV: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Billing Address: \_\_\_\_\_

If the donation will be submitted by check, please make all checks out to  
**"New England Intercollegiate Vietnamese Student Association" or "NEIVSA"**.

Mail all checks to: Jenny Tran, 80 New Road, Tolland, CT 06084

## SECTION 4: ACKNOWLEDGEMENT OF TERMS & CONDITIONS

Please read all of the Terms & Conditions and sign below.

I am authorized by the company named in Section 1 with the full power and authority to sign and deliver this form. The company/individual listed on this form agrees to comply with all the policies, rules, terms, and regulations contained in the Terms & Conditions below. I further acknowledge that NEIVSA reserves the right, in its absolute discretion, to cancel this agreement. This agreement shall not become a binding contract until fully executed by both parties (the sponsor and NEIVSA).

### TERMS & CONDITIONS

1. Individuals and companies agree to the NEIVSA Code of Conduct. NEIVSA is not a place for behavior that is intentionally inappropriate, off-topic, disruptive, or abusive. NEIVSA reserves the right, without refund, to revoke the sponsor's benefits whose conduct violates the Code of Conduct.
2. Each individual understands that participating in the NEIVSA programming is voluntary and may involve certain risks of physical injury, damage to property, and other damages or losses that may be sustained by a Participant. Each individual assumes all risk of damages, property loss, and personal injury which may occur by participating in NEIVSA's programs.
3. Each individual (each an "Indemnifying Party") agrees to indemnify, defend, and hold NEIVSA and its officers, employees, volunteers, contractors, suppliers, and representatives harmless from and against any and all claims, demands and all other liabilities, including, but not limited to, costs and attorneys' fees, made by any third party arising out of or in connection with the Indemnifying Party's use of the registration(s) or Credentials, or any violation of the Terms by the Indemnifying Party.
4. The Terms will be governed by the laws of Boston, MA without regard to its principles of conflicts of laws. Each Participant and NEIVSA hereby irrevocably submit to the exclusive jurisdiction of the federal courts of Boston, MA and agrees that any such court will be the proper forum for the determination of any dispute arising here-under.
5. NEIVSA reserves the right to make changes to the Terms at any time without notice to each individual, so please check back and review the Terms from time to time. In the event that any term or provision of the Terms shall be deemed invalid, illegal, or unenforceable in any respect, such term or provision shall be deemed severable and shall not affect the validity and enforceability of any remaining term or provision.

Print Name: \_\_\_\_\_ Title \_\_\_\_\_

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

If you have any questions or concerns, please contact the Sponsorship Director at [jenny.tran@newenglandivsa.org](mailto:jenny.tran@newenglandivsa.org).