



Dear Potential Sponsor:

The Asian Pacific Student Alliance (APSA) of San Diego State University (SDSU) is a non-profit cultural organization with several goals: to provide a community of fellowship, to educate about the Asian and Pacific Islander (API) cultures, and to represent and vocalize the issues involving our community. Since our establishment in 1972, our organization has earned a distinguished and prestigious reputation on campus for our involvement and model citizenship in the San Diego community.

On April 22, 2016, APSA will be presenting its 20th annual Fashion Talent Show (FTS). Since 1996, FTS has been a showcase of Asian American and Pacific Islander contributions to our society's diversity. By enhancing cultural awareness and generating positive attention on SDSU's campus, the event has transformed and is now known as a huge success that continues to broaden the community's perspective on talent. As FTS continues to grow, the range of talents have grown too and now APSA features some of the most popular, up-and-coming icons from throughout the nation. Some of our biggest performers have included Far East Movement, Us the Duo, and Dumbfoundead, and with each passing year, the show continues to grow in popularity and increases in size. With the show now being held in the new Montezuma Hall, FTS is able to reach new heights with attendance; this past year alone, we had over 1,000 people attend. Furthermore, APSA continues to try and reach out to more than just SDSU students. We maintain our goal of improving the greater San Diego community's understanding and awareness of API issues and the lack of representation in mainstream media, while also developing and celebrating our own individuality.

More than ever, Asian Americans and Pacific Islanders (AAPI) are making their imprint on today's mainstream pop culture, and are continuing to pave pathways for many to follow. Altogether, the compilation of performers – from artists to musicians, from the role models to celebrities – creates an identity for the AAPI community. This year's upcoming theme "Our Roots Remain" will focus on the AAPI community's resilience that made their presence in media and entertainment known. This theme relates back to the main reason why FTS was first created, as a way to show society how far the AAPI community has come and how rooted we are in today's pop culture.

With the help of our community, APSA can continue in expanding our efforts to achieve our aspirations. Your contributions can help APSA achieve its goal. For your tax-deductible donation, you will receive benefits to your organization in the form of promotions and advertisements. Attached to this letter is an outline of the type of benefits your company will receive, based on the amount of your donation. We look forward to working with you in creating this extraordinary experience. Together, we can provide the resources to educate the greater San Diego community. Thank you for your consideration.

Sincerely,

Arnelle Sambile  
FTS Co-Coordinator

Erin Nicole Vedar  
FTS Co-Coordinator

Rachel Halpert  
FTS Co-Coordinator

Ivy Nguyen  
FTS Co-Coordinator

Jaymes Wenceslao  
FTS Co-Coordinator



# APSA's Mission Statement

The Asian Pacific Student Alliance is a non-profit, culturally based organization established to unite diverse students of San Diego State University. Our principle aims to educate our members and the community at large about the rich and diverse cultural traditions of Asians and Pacific Islanders. By doing so, we help foster a positive identity of the API community, and, ultimately, inform members and the general public about issues that may affect their lives or the welfare of the community.



## Marketing Power

- APSA has a year-round presence in the San Diego community by participating in different events and meetings that we contribute to and support. Our organization contains over 150 active members but our reach and promotional ability reaches to a student body of over 32,000 students, as well as the San Diego Asian-American and Pacific Islander community
- We have over 1,000 students and/or alumni on our e-mail list
- APSA's Fashion Talent Show garners community support in numerous magazines, newspapers, and online forums

### *Demographics:*

- Fashion Talent Show targets the San Diego State University student population and community. 80% of our target demographic are students ages 18-24
- 70% of our target demographic is either Asian Pacific Islander or Asian American Pacific Islander
- Asian Americans are the fastest growing ethnic group in the U.S. with the highest annual household income.

# Sponsorship Levels

We understand that sponsors may have different needs, so for that reason, there are benefits for all sponsorship levels.

Silver and above are negotiable. The pricing is based on cost and availability of the mentioned benefits. We will also send you proof of advertising and will send you all the items included in the sponsorship.

The deadline for a sponsorship is **Thursday, March 10, 2016**. We do not need the money by then, however, we require that you fill out the last page as an agreement that you will be sponsoring us. When you place your donation, you will receive priority in where your company is located on our promotional material.

**\*\*All donations should be made payable to "Asian Pacific Student Alliance"; however, your tax-deductible donations should be made payable to "San Diego State University Associated Students" with "Asian Pacific Student Alliance" in the comments. Tax IDs will be e-mailed immediately after.\*\***

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## Diamond \$2,000

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### Benefits:

1. Sponsor's name incorporated into event title in all marketing materials
2. Provided booth placement during event
3. Prominent slideshow projection during event
4. 30-second video commercial played once before show or during intermission.
5. Banner placement in and around venue
6. Year round recognition at all APSA events for the entire **2016-2017 academic school year** (including logo placement at every APSA meeting and end of the year banquet)
7. **Two (2) full page** advertisements in our program for the event (500-750 programs distributed)
8. Business/organization logo or name on APSA website and APSA FTS website for the entire **2016-2017 academic school year**.
9. Business/organization logo or name sent to our email list thanking our sponsors. (Over 1500 members on email list)
10. Logo on Fashion Talent Show 2016 T-shirt
11. Business/organization logo or name on flyer (2,000 flyer distribution)
12. **Four V.I.P. Seats** reserved for Fashion Talent Show 2016

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## Platinum \$1,000

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Benefits:

1. Prominent slideshow projection during event
2. Year round recognition at all APSA events for the entire **2016-2017 academic school year** (including logo placement at every APSA meeting and end of the year banquet).
3. Business/organization logo or name on APSA website and APSA FTS website for the entire **2016-2017 academic school year**.
4. **Two (2) full page** advertisements in our program for the event (500-750 programs distributed)
5. Business/organization logo or name sent to our email list thanking our sponsors. (Over 1500 members on email list)
6. Logo on Fashion Talent Show 2016 T-shirt (if we make one)
7. Business/organization logo or name on flyer (2,000 flyer distribution)
8. **Four V.I.P. Seats** reserved for Fashion Talent Show 2016

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## Gold \$500

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Benefits:

1. Year round recognition at all APSA events for the entire **2016-2017 academic school year**.
2. **One full-page** advertisement in our program for the event (500-750 programs distributed).
3. Business/organization logo or name on APSA FTS website for the entire **2016-2017 academic school year**.
4. Business/organization logo or name sent to our email list thanking our sponsors. (Over 1500 members on email list)
5. Business/organization logo or name on flyer (2,000 flyer distribution)
6. **Two V.I.P. Seats** reserved for Fashion Talent Show 2016.

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## Silver \$250

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Benefits:

1. **One full page advertisement** in our program for the event (500-750 programs distributed).
2. Business/organization logo or name on APSA FTS website for the entire **2016-2017 academic school year**.
3. Business/organization logo or name sent to our email list thanking our sponsors. (Over 1500 members on email list).

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## **Bronze \$25 - \$150**

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Benefits:

- \$150:** One full page advertisement in our program for the event (500-750 programs distributed)
- \$100:** Half page advertisement in our program for the event (500-750 programs distributed)
- \$50:** Fourth of a page advertisement in our program for the event (500-750 programs distributed)
- \$25:** Business card size advertisement in our program for the event (500-750 programs distributed)

## **— Exclusive: Restaurant Coupon Deal \$30 —**

Benefits:

1. Business card size coupon or voucher on the dedicated Coupon Page in our program for the event (500-750 programs distributed)
2. Include printable version of Coupon Page on APSA FTS website

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## **Social Media Package \$350 – Separate (\$250 as an add on)**

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Benefits:

1. *Weekly* Social Media blasts of advertisement graphic or text provided by business/organization for remainder of **2016-2017 academic year and entire summer** (Facebook, Instagram, Twitter).
2. *Monthly* e-mail blast of advertisement graphic or text provided by business/organization for remainder of **2016-2017 academic year and entire summer** (Over 1500 members on email list).
3. Business/organization logo or name on APSA website and APSA FTS website for entire **2016-2017 academic school year**.



# Fashion Talent Show 2016 Sponsorship Form

Name of Business/Organization:

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Contact Person:

\_\_\_\_\_

Address:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

Fax: \_\_\_\_\_

Sponsorship Level:     Diamond   Platinum     Gold     Silver  
(Please circle one)     Bronze   Social Media     Coupon

Sponsorship dollar amount: \$ \_\_\_\_\_

Name (Please print): \_\_\_\_\_

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

\*I agree to all conditions mentioned in the Sponsorship Form\*