



BERKELEY CHINESE STUDENTS  
AND SCHOLARS ASSOCIATION

REALIZE

REALIZE

IMPACTS,

SOCIAL  
SOCIAL

ENTREPRENEUR!

**BCSSA 2010 "RISE" GALA**

---NURTURING SOCIAL INNOVATION PROJECTS

Dear Madam, Dear Sir,

The Berkeley Chinese Students and Scholars Association (BCSSA) sincerely invites you to be an active participant and supporter of **Realize Impacts, Social Entrepreneurs!—BCSSA 2010 “RISE!” Gala**. As one of Berkeley’s most important and influential organizations, BCSSA strives to further improve its service to Berkeley’s Chinese community, as well as to strengthen its support to innovations and social entrepreneurships.

BCSSA will be hosting this exciting gala to enhance the interaction between Chinese alumni and current students of University of California, Berkeley, and to celebrate its tradition of service. The theme of this gala “**Nurturing Social Innovations**” suggests that BCSSA’s new initiatives will focus on supporting the early-stage, socially responsible, and student-initiated projects/social enterprises/not-for-profit organizations.

With this gala, BCSSA aims to establish a platform to connect the Chinese communities, especially those who are passionate about entrepreneurship, with social enterprise and social services. We hope to bridge current students, BCSSA alumni, faculty, and researchers with executives of professional associations, industry experts and companies with strong social responsibilities. This gala will function as a fair for talent exchange, experience sharing and intellectual stimulation on the development of social innovation and entrepreneurship at Berkeley.

Becoming a partner, sponsors participate in supporting the Chinese student community, contribute to students’ intellectual and leadership development, and facilitate resources and experience exchange. Furthermore, while marketing their business directly to the Chinese community, sponsors also reinforce their social responsibility for future employees and business leaders.

This package includes all pertinent information that is important to guide your participation in the Realize Impacts, Social Entrepreneurs!—BCSSA 2010 “RISE!” Gala. Should you have any inquiries, please feel free to call (510)778-3983 or email [president@bcssa.us](mailto:president@bcssa.us) anytime.

We look forward to your participation in the near future.

Sincerely,

Xiaowei Lu

President

Berkeley Chinese Students and Scholars Association

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## Background

Due to Berkeley's traditional entrepreneurial spirit and social responsibility, which has been greatly inspiring and nurturing innovative ideas over the past years, it is very common for students to initiate projects/companies/NGOs that deliver implementable solutions to solve various problems in the society. Chinese students in Berkeley have been actively involved in the trend of starting social innovative projects, especially those aiming to promote social, economic and environmental sustainability in China.

However, these projects/organizations often face a variety of difficulties, such as the lack of resources, skills, and social recognition. In addition, they may spend unnecessary time and efforts processing administrative and logistic affairs that do not add value to their core competency.

Therefore, BCSSA hopes to establish an initiative, the Social Innovation Incubator (SII), which is aimed to support student-initiated projects that promote social innovation and deliver solutions to entangled social and environmental problems. Different from other commercial incubators, the SII is focused on early-stage projects, or even concepts, and brings in an array of supports, resources and constructive feedbacks to empower them.

## The Gala

- Our gala has invited BCSSA alumni, faculty, researchers, representatives from professional associations, industry experts, current students, and community leaders. We will primarily focus on participants currently staying in the Bay Area, but also reach out to possible participants from other areas from the United States and China.
- Date and Venue: 6:30 pm-9:30 pm, April 25<sup>th</sup>, 2010 at International House, UC Berkeley
- Confirmed Speakers/Panelists:
  - Dr. Lester Lee, the first Chinese American UC Regents, president of Recortec, Inc, founder of Chinese Institute of Engineers, Monte-Jade Technology Association and Asian American Manufactures Association
  - Ms. Casey Wilson, founder and CEO of Wokai.org, an very influential microfinance NGO focusing on helping entrepreneurs in China
- During the gala, English will be used as the official language, while Mandarin Chinese could be used for conversations.
- The audio of this gala will be globally broadcasted.
- The gala will be carbon-neutral. All carbon footprints will be offset and final carbon report published on the BCSSA official website.

## Sponsorship Benefits

As our sponsor, you will receive a unique opportunity to reach to students, alumni, professors, and student groups in University of California, Berkeley through BCSSA. We have approximate 1700 members who receive emails regularly from our mailing list and actively participate in our events. Moreover, most of BCSSA's members have been developing their leadership skills in various occasions and contribute to the vibrancy of the Berkeley community.

Being the largest and the most active Chinese student association at UC Berkeley, BCSSA has been enjoying a growing reputation on campus, which will surely be an ideal target for you to demonstrate their social responsibilities. We represent nearly the entire Chinese community, including current students, faculties, and staff members in Lawrence National Laboratory, as well as a large number of Berkeley Chinese alumni. By working with us, your influence and recognition will infiltrate every corner of the university.

In addition to its community influence and outreach, BCSSA also has a large pool of talented members who are capable of providing its sponsors the best marketing mix on campus. We recognized that different companies have different characteristics that no single marketing strategy could deliver the optimal promotional results. Therefore, we have been paying enough attention to the uniqueness of each business and performing market analysis. We are committed to offer you the best fit sponsorship package that could maximize their advertisement efforts. With your support, we could become better known by the Berkeley community, which, as a result, will ultimately improve the efficiency of our marketing for your business.

Also, if you have ever considered obtaining more connections and resources in China, we are proud that BCSSA has the capability to match the relevant resources for relevant stakeholders, thanks to the effort of all our members, alumni, and our unparalleled reputation. BCSSA has the tradition of attracting the most talented individuals who are educated in the US but at the same time familiar with the market in China. We are willing and ready to provide the necessary resources for socially responsible purposes when needed.

## Opportunities for Long-term Cooperation

To further support the Chinese community, our organization is interested in establishing a long-term mutually beneficial relationship with your organization. We believe that by leveraging the respective positions in academia, industry and social sectors, we will achieve an unparalleled level of synergy and deliver better services to our common community. On the occasion of highly similar vision and shared value, we expect to create joint initiatives and potentially establish strategic partnership with you.

For your reference, in the first half of 2010, BCSSA will be holding a series of events, including

1. Embrace the World! – Public Performance for the 26<sup>th</sup> Universiade in Shenzhen (<http://www.sz2011.org/eng/index.htm>)
  - The 26<sup>th</sup> Universiade, or World University Games, will be held in Shenzhen, China in 2011. BCSSA is working with famous performing groups from China to promote the Universiade with distinguishing performances, such as dances, singing, instruments, martial arts and talent shows.
  - The event was held on Friday, January 29<sup>th</sup> at Zellerbach Auditorium, UC Berkeley.
2. The 2010 Chinese Spring Festival Celebration
  - The annual Chinese Spring Festival Celebration is BCSSA's signature event. Our in-house dancing group, Chinese instrument group, modern band and other amazing guest performance will certainly make the Spring Festival (and Valentine's Day) entertaining, romantic and fun!
  - The event was held on Sunday, February 14<sup>th</sup> at Dwinelle Hall, UC Berkeley.
3. Berkeley Chinese Professors Mentor Dinner
  - Berkeley Chinese Professors from multiple academic disciplines are invited to mentor BCSSA members. One of BCSSA's core advantages is the continuously strengthened professor-student interaction and friendship.
  - The event was held on Sunday, February 21<sup>st</sup> at UC Berkeley Alumni House.

## Sponsorship Options

### Platinum Sponsor

**\$8,000**

- 1) Executive speech opportunity in the gala
- 2) Free unlimited future marketing service provided by BCSSA
- 3) Logo on the Gala invitation letter and inside the document
- 4) Gala poster title position
- 5) Gala event program
  - a. Back page position;
  - b. Messages from your executive and photo at the beginning of the menu
  - c. Two free full-page advertisement
  - d. Top-level mention on sponsor thank you page
- 6) Link to sponsor's website on BCSSA website
- 7) Verbal recognition in the Gala
- 8) Reserved table at the prominent location at the Gala
- 9) Video clip roll on large screen at the venue
- 10) Rotational logo projection on large video screen
- 11) Company brochure in all gift bags

### Grand Sponsor

**\$5,000**

- 1) Future marketing service provided by BCSSA
- 2) Logo inside the Gala invitation, Grand category
- 3) Gala poster Grand category
- 4) Gala event program
  - a. One full-page advertisement
  - b. Grand level mention on sponsor thank you page
- 5) Link to sponsor's website on BCSSA website
- 6) Verbal recognition at the Gala
- 7) Six VIP tickets to the Gala
- 8) Video clip roll on large screen at the venue
- 9) Short speech opportunity on the Gala's globally broadcasted audio channel
- 10) Rotational logo projection on large video screen
- 11) Brochure in all gift bags

**Associate Sponsorship**

**\$2,000**

- 1) Logo inside the Gala invitation, Associate category
- 2) Gala poster Associate category
- 3) Gala event program
  - a. Free one full-page advertisement
  - b. Associate level mention on sponsor thank you page
- 4) Link to sponsor's website on BCSSA website
- 5) Rotational logo projection on large video screen
- 6) Verbal recognition at the Gala
- 7) Short speech opportunity on the Gala's globally broadcasted audio channel
- 8) Four VIP tickets to the Gala

**Gifts and Prizes**

**\$500**

- 1) Prize/gift inside the Gala invitation
- 2) Gala event program
  - a. List of your prize/gift
  - b. Your logo on sponsor thank you page
- 3) Verbal recognition at the Gala
- 4) Two VIP tickets to the Gala for prize/gift worth \$1,000 and more

**Media Sponsorship**

- 1) Integration of your logo inside the Gala invitation, in the Media category
- 2) Gala poster Media category
- 3) Gala event program
  - a. Media level mention on sponsor thank you page
- 4) BCSSA website – link to sponsor website
- 5) Verbal recognition at the Gala
- 6) Two VIP tickets to the Gala

## Partners

BCSSA believes a win-win solution should be socially, economically and environmentally sustainable. Thus since the start of this nurturing social entrepreneurship initiative, BCSSA has successfully established partnerships with many organizations and companies that share the same objectives and beliefs with BCSSA.

So far, BCSSA has received support from organizations all over the world. Our partners range from successful NGOs such as AIESEC, the world's largest student run organization that promotes leadership and international opportunities, Harvard China Review, a non-profit organization that dedicates to promoting academic, economic, and cultural exchange between China and the international community, to companies with great social responsibilities such as Wo Kai and Alibaba Group. On the other hand, BCSSA is tightly connected with UC Berkeley's alumni associations such as Cal Alumni Association and Berkeley Chinese Alumni International Association (BCAIA).



**Realize Impact, Social Entrepreneurs! -- BCSSA 2010 "RISE!" Gala**

**Sponsorship Application**

Please return this form to BCSSA's representatives. For further questions, please call 510-778-3983 or send an email to [president@bcssa.us](mailto:president@bcssa.us)

Organization/Sponsor Name:

\_\_\_\_\_

Contact Name: \_\_\_\_\_ URL: \_\_\_\_\_

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

Address: \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Sponsorship Level (for detailed description, please refer to the proposal)

- Platinum Sponsor            \$8,000
- Grand Sponsor                \$5,000
- Associate Sponsorship       \$2,000
- Gifts and Prizes               \$500
- Media Sponsorship

Total Amount Pledged: \_\_\_\_\_ Payment Method: Cash Check Transfer

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

Berkeley Chinese Students and Scholars Association (BCSSA)

