



ITASA 2009 WCC

**University of
Southern California**

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Michael Ro

Dear Sir or Madam,

On behalf of the University of Southern California Intercollegiate Taiwanese American Students Association (ITASA), we invite you to become a sponsor of the ITASA 2009 West Coast Conference to take place on April 2-4, 2009.

For over a decade now, ITASA has brought together thousands of students across the nation to explore and celebrate the Taiwanese American identity and to inspire and empower the surrounding community. The University of Southern California will proudly be hosting the ITASA 2009 West Coast Conference in Los Angeles. Approximately 300 college students from schools all over the West Coast such as UC Berkeley, Stanford, UCLA, and UC San Diego will be attending our conference.

The theme for the 2009 conference is “Creative Identity of Ambiguity.” Taiwanese Americans not only struggle with their identities as Asian Americans, but also face a unique ambiguity of their very label, due to the complex nature of Taiwan’s culture and position as a near-nation. Despite this ambiguity, Taiwanese Americans have been able to establish the name of not only their community, but also Taiwan through their creative works and contributions to society. Because one’s work is influenced by who one is as a person, it is only natural that one’s work also depends on ambiguities as a Taiwanese American or even Taiwanese.

The ITASA 2009 West Coast Conference will bring together a diverse group of students and speakers who are ambitious, innovative, and motivated. Through our workshops, we will examine and explore the ambiguities of Taiwanese American identity. This conference not only offers a unique opportunity to recruit from a diverse, talented group of students, but also allows your company to demonstrate concern and interest in the Taiwanese American community as well as the larger Asian American community. Being a sponsor is also an excellent opportunity to enhance your company’s reputation and visibility among students from top schools.

We have enclosed a sponsorship guide that will answer your questions about the conference and further detail the benefits of being a sponsor. If you have any further questions, please feel free to contact us at wcc2009@gmail.com.

Thank you in advance for your consideration.

University of
Southern California
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Tel: 949 378 8679
510 754 1199
E-mail:
wcc2009@gmail.com

Sincerely,

Jean Chen
Co-Director

Victor Lee
Co-Director

Lina Chen
Finance Co-Chair

Christine Su
Finance Co-Chair

Introduction to ITASA

ITASA 2009 West Coast Conference
University of Southern California
April 2-4, 2009

The Intercollegiate Taiwanese American Students Association (ITASA) is a non-profit organization providing events and resources that explore and celebrate the Taiwanese American identity in order to inspire, empower, and activate its community.

As a 501(c)(3) non-for-profit organization, ITASA aims to:

- » *Explore* the perspectives that exist within the Taiwanese American identity
- » *Inspire* our participants to think about their identity, how it relates to the world, and what place they have in it
- » *Empower* our participants with the resources to further develop their personal identities wherever they may go
- » *Activate* our community, create a voice that represents us in larger arenas, making Taiwanese Americans an influential force in society
- » *Build* unity and strengthen relationships among the Taiwanese American Student Associations (TASA)
- » *Guide* participants toward becoming better leaders by redefining their TASAs and themselves



As a corollary to these objectives, ITASA specifically strives to accomplish the following:

- » *Develop* the next generation of successful Taiwanese American leaders who will be responsible members of the Asian American community and society
- » *Promote* a culture of good citizenship, giving back and volunteerism in the Taiwanese American community
- » *Celebrate* diversity in culture, heritage, identity, and ideas both within and outside the Taiwanese American community, including traditional Chinese culture and indigenous Taiwanese culture
- » *Engage* in discussion of Taiwan's democratic advancements in relation to the world



The University of Southern California (USC), with an undergraduate student population of over 16,500 and an Asian American student population of over 3,500, has long been recognized as a large university with a rich diversity of students. Close to many Taiwanese cultural centers and communities, Los Angeles provides an ideal location for ITASA members and conference participants to explore their background and identity. 2009 marks the third time that the ITASA West Coast Conference has been hosted at USC.

Benefits of Corporate Sponsorship

Corporate financial support of the ITASA 2009 West Coast Conference will provide your company with a valuable and unparalleled opportunity to gain recruits and clientele through the ITASA website, publication materials, and the conference itself. ITASA 2009 West Coast Conference publications will be sent to universities across the nation.

ITASA will provide you with the opportunity to reach your target audience through:

- *Advertising in our conference programs:* A constant reference for delegates, advisors, and staff throughout the conference. All conference participants uses these guides extensively throughout the conference.

and/or

- *Website Advertising:* Your logo and a link to your website will be displayed on our website. Our website is used to allow participants register for the conference, research topics of interest, and remain informed of the latest developments and updates.

and/or

- *Signage:* We will display a sign or banner for your company or organization at specific events of the conference.

In addition, as a corporate sponsor, your company will be given:

- *Verbal Recognition:* Sponsors will be recognized and thanked for their generosity and support during various events and ceremonies at the conference. In previous years, significant leaders have spoken at ITASA, resulting in extensive campus and citywide press coverage.
- *Speaker Recognition:* Sponsors have the opportunity for a representative to speak and participate in the conference.

Donor Levels

Categories of Sponsorships

Qualification

Conference Sponsor	\$5,000+
Patron	\$3,000
Associate	\$1,000
Supporter	\$500
Friend	\$200

Benefits & Privileges

Conference Sponsor

Recognition of company name on conference website and program, Free admission to all conference events, Banner links from ITASA 2009 West Coast Conference website, Full Page color advertisement in conference program, Priority seating at special events, Display board advertising official sponsorship at all events, and Acknowledgement from emcees during all main events

Patron

Recognition of company name on conference website and program, Free admission to all conference events, Banner links from ITASA 2009 West Coast Conference website, Full Page color advertisement in conference program, Priority seating at special events, and Display board advertising official sponsorship at all events

Associate

Recognition of company name on conference website and program, Free admission to all conference events, Banner links from ITASA 2009 West Coast Conference website, Half Page color advertisement in conference program, and Priority seating at special events

Supporter

Recognition of company name on conference website and program, Free admission to all conference events, Banner links from ITASA 2009 West Coast Conference website, and Quarter Page color advertisement in conference program

Friend

Recognition of company name on conference website and program and Free admission to all conference events

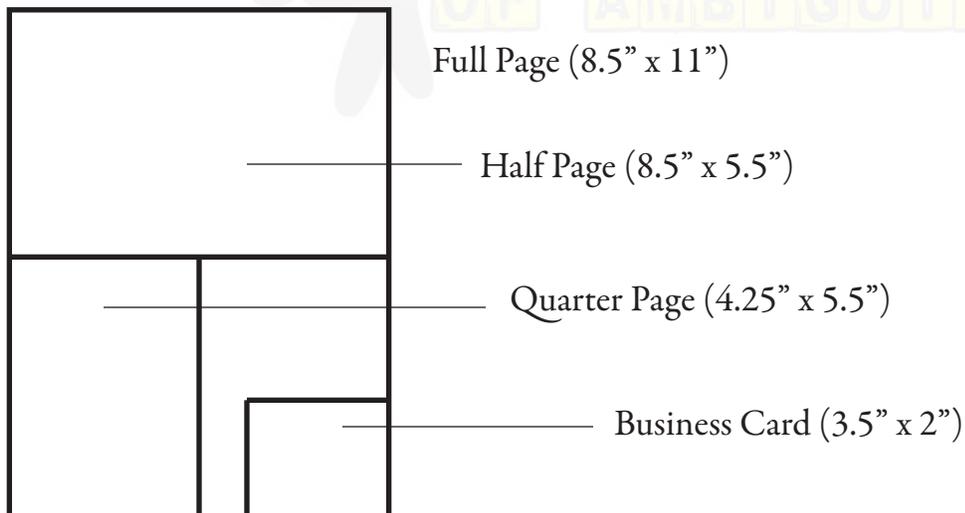
Advertisements

While many of our Corporate Sponsors are entitled to a free advertisement in our Conference Program (see “Benefits & Privileges” for details), we recommend that all companies regardless of sponsorship advertise in our program. The Conference Program is a comprehensive guide to the speakers, panels, and workshops which will be featured at the conference. It will be distributed to all conference attendees. The program is indispensable not only for its schedule of events, but also for information about USC’s campus, highlighting restaurants, shops, activities, and places of interest for those not familiar with the greater Los Angeles area.

Display Rates

Full Page	\$350
Half Page	\$200
Quarter Page	\$100
Business Card	\$75

Advertising Dimensions



Sponsor ITASA

If you would like to sponsor the ITASA West Coast Conference or advertise in the Conference Program, please return this sheet by mail to:

*USC Asian Pacific American Student Services
C/O: ITASA, Student Union 401, 3601 Trousdale Parkway, Los Angeles, CA 90089*

Company Name: _____

Contact Person: _____

First Name

Middle Initial

Last Name

Position/Title

Address: _____

Street Address

City

State

Zip Code

Phone Number: _____ E-mail: _____

Fax Number: _____ Website: _____

I would like to support the ITASA 2009 West Coast Conference as a:

SPONSOR

- Conference Sponsor (\$5,000+)
- Patron (\$3,000)
- Associate (\$1,000)
- Supporter (\$500)
- Friend (\$200)

Amount of Donation: _____

Your donation will be tax-deductible - please ask us for our tax donation code. Make checks payable to "ITASA." We thank you for your support.

ADVERTISER

- Full Page (\$350)
- Half Page (\$200)
- Quarter Page (\$100)
- Business Card (\$75)

Signature: _____

Date: _____