Asian American Student Association
Georgia Institute of Technology

Sponsorship Packet

2011-2012
Dear Sponsor,

The Asian American Student Association (AASA) at the Georgia Institute of Technology seeks to unite the Asian community to further enrich the Georgia Tech community. Through AASA, cultural organizations are better equipped for collaboration with one another, promote themselves to a larger campus audience, and present issues and concerns regarding the Asian community at Tech.

Since its first year of operation, AASA has held its signature event, Tour of Asia, twice, creating a venue for various Asian culture organizations to recruit as a single entity. Additionally, AASA has organized various events during Asian Awareness Month, facilitated a leadership conference, conducted various workshops and meetings, and been awarded with Burdell’s Best Internet Presence.

Our goal is to support organizations in their own endeavors and to further unite the Asian community. However, we require outside resources to accomplish this feat. With your help as a sponsor, we would be able to continue this series of effective programming to develop the Asian community and encourage diversity and understanding.

The following packet includes more details regarding our mission, accomplishments, and ways to donate to our organization. Through similar values we hope we can strive for common goals. We look forward to working with you.

Regards,

Gar Yeung
President
Asian American Student Association
gyeung@gatech.edu
The Georgia Institute of Technology’s Asian American Student Association (AASA) was founded in 2009 to address the lack of unity within the university’s Asian American community. Throughout most of the school year, cultural organizations are focused on their own activities with little collaboration between themselves and the greater Atlanta community. Coinciding events and rivalries rooted in their histories have further divided the community.

Thus, AASA was founded to remedy the inadequacies of this community. As an umbrella organization for the numerous Asian youth groups on campus, we seek to:

- Encourage collaboration among our member organizations
- Mediate conflicts between member organizations
- Promote Asian and Asian-American culture
- Support member organizations by providing various resources
- Unify the voice of the Asian community

Following AASA’s first active year of operation, our members represent 16 different organizations with a collective membership of more than 350 students with each specializing in a major technical field. Our students come from all over the United States as well as abroad. As of the fall of 2011, our member organizations include:

- China Care
- Chinese Friendship Association
- Chinese Student Association
- Delta Phi Lambda Sorority, Inc.
- Filipino Student Association
- Hong Kong Student Association
- Indonesian Student Association
- Japan Society
- Korea Campus Crusade for Christ
- Korean Undergraduate Student Association
- Sigma Beta Rho Fraternity, Inc.
- Sigma Sigma Rho Sorority, Inc.
- Society of Asian Scientists and Engineers
- Taiwanese American Student Association
- Vietnamese Student Association
- Xi Kappa Fraternity, Inc.
OUR ACCOMPLISHMENTS

AASA’s premier event, Tour of Asia, was formed as a means of achieving our mission, where numerous Asian-culture organizations were invited to host an activity or share food and increase their visibility to the entire Georgia Tech community. The cost of this event was roughly $3,000.00 and incorporated 11 organizations, 80 volunteers, and more than 400 participants.

Additionally, workshops, social outings, and a banquet at the end of the year are being planned. This year, in addition to an improved version of Tour, we plan to host more events that will showcase the student body’s talents, allow for professional development, and provide networking for students when they otherwise would not have the opportunity.

Since our incorporation, AASA has been awarded a 5 Star Accreditation by the Georgia Institute of Technology as well as the award for Best Internet Presence.
WHY WE NEED YOU

In order to expand our scope and abilities, AASA is in need of corporate and community sponsorship. As a sponsor, should you choose to become one, your organization would be free to contact more than 350 additional customers through our member organizations; unfettered access to our email lists for advertising, volunteer requests, and industry recruitment; and would be supporting a significant and ever-growing demographic that is deeply divided and in desperate need of unification. Your contributions would go directly to promoting the Asian cultures at Georgia Tech and the greater Atlanta area through various cultural events in the coming year.

As we unite not only the Asian culture groups on campus but throughout the community, we are also seeking to build strong, working partnerships with members of the public and private sectors. Should a financial contribution not be the type of partnership you are seeking, AASA also needs additional channels of advertising and communication for our own events and would be more than willing to provide the same in return.
QUESTIONS?

Should you have any questions or concerns, please feel free to contact us at the information given below or visit our website: http://aasa.gatech.edu/.

2011 – 2012 President Gar Yeung gyeung@gatech.edu
2011 – 2012 Sponsorship Chair Brian Biggs bbiggs6@gatech.edu

In the coming years, we hope to develop AASA into an integral part of Georgia Tech’s campus. It is our sincere hope that our efforts to reach out to the public and educate them about the many different cultures of Asia will help bring a greater sense of unity between those cultures in addition to a higher level of cooperation and coordination between the student and community groups we partner with.

As the catalyst for this change, AASA will be at the forefront of a community-wide gathering of leaders, student groups, and organizations seeking to better understand one another and provide a unifying voice for the Asian American population. If this sounds like something you or your organization would be interested in, please continue on to the next page, where you will find information on making contributions and making a difference in our community.
Before you sign, please be aware of the following information regarding sponsorship with the Georgia Tech Asian American Student Association:

**OUR EXPECTATIONS**

As a sponsor for GT AASA, we expect that you and any person representing you and/or your organization (if applicable) to:

- Always conduct yourselves with respect and responsibility at any GT AASA event, any event held by any of our member organizations, and while on Georgia Tech campus. This includes Georgia Tech students, faculty, and staff; observing AASA's chain of command; and respecting Georgia Tech property.
- Never contact a member organization within AASA before a financial contribution can be confirmed and a receipt given to a representative of your organization.

**YOUR EXPECTATIONS**

As an advertising or financial sponsor for GT AASA, you can expect that GT AASA will:

- Always conduct itself with the utmost respect and responsibility at any event or in public.
- Contact you in a timely manner with answers to any questions you might have.
- Respect any person(s) representing you and/or your organization.
- Provide a receipt for any financial contribution.
- Provide a detailed list of its expectations of you and/or your organization.
- Provide an annual report detailing our finances.
- Terminate sponsorship should any criminal offenses or charges be brought against you, your organization, or any person(s) representing your organization or should any improprieties surface. This will be done solely at the discretion of the GT AASA President.

There are three levels of sponsorship for you to choose from:

- **LEVEL 1**: This level of sponsorship guarantees only mutual advertising for your organization at all of our events, on our website, on all clothing we choose to create, in our annual reports, and in brochures and packets that are distributed to the public for one year.
- **LEVEL 2**: For a contribution of $500, all of the above is guaranteed in addition to free access to any GT AASA events held during the course of the year as well as CD/DVDs of resumes of individuals in our member organizations for recruitment and volunteer purposes. You will also receive CD/DVDs of pictures, video, and audio from our events.
- **LEVEL 3**: For a contribution of $1,000, all of the above is guaranteed in addition to unfettered access to our member organizations, including information regarding leadership, members, and contacts. This includes email access for use in advertising, volunteer respects, and industry recruitment. Please note that this is only guaranteed for one year.

Should your organization only agree to mutual advertising with GT AASA, you may expect only to receive the first two guarantees listed above. In exchange for advertising your organization, AASA will expect to have access to channels of communication within your organization to promote our own events and the full and timely cooperation of any representatives necessary to achieve this goal.
PLEASE NOTE: ANY FINANCIAL CONTRIBUTION MADE IS FINAL AND NO REFUND WILL BE GIVEN UNLESS EXCEPTIONAL CIRCUMSTANCES PERMIT.

SPONSORSHIP ACCEPTANCE VERIFICATION FORM

Organization Name

Organization Contact/Representative

Representative Contact Information

Work Phone

Fax

Email

Please Check: ______ Financial Sponsor ______ Advertising Sponsor

Contribution Amount (if applicable)

FOR FINANCIAL SPONSORS ONLY

In exchange for a financial contribution, in the amount of ______________, financial sponsors will receive all those guarantees listed in the sponsorship acceptance form for a term of ____ years, from ______________(MM/DD/YY) to ______________(MM/DD/YY).

I have read and agreed to the terms and conditions, expectations, and guarantees listed in the Georgia Tech Asian American Student Association’s “Official Sponsorship Acceptance Form” and agree to abide by those terms and conditions so long as I or the organization I represent can be said to be a sponsor of the Asian American Student Association. By signing below, I agree to any and all terms and conditions aforementioned in this Sponsorship Packet.

_______________________________________________________
Signature

_______________________________________________________
Signature, AASA Representative

_______________________________________________________
Date

_______________________________________________________
Date