

MESSAGE FROM AABDC

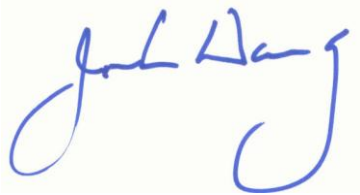
I invite you to join us as a sponsor of the **2010 Outstanding 50 Asian Americans in Business Award**. The award dinner is scheduled for Thursday, June 10, 2010, at Hilton Hotel in New York City.

The Award Dinner was established in 2001 and is still the only forum to highlight the achievements of Asian Americans across the United States. The awards recipients represent a microcosm of the best of Asian American business owners, professionals and corporate executives who are engaged in a wide range of business interests. The Outstanding 50 Asian Americans in Business Award not only recognizes entrepreneurs for their role in driving the U.S. economy, it also provides corporations with the opportunity to honor top Asian American executives within its ranks.

Each year, over 600 leading business, political and civic leaders gather to pay tribute to the outstanding entrepreneurs and corporate executives in the Asian American community from across the United States. Over the years, the event has been able to attract keynote speakers, such as former senator Hillary Rodham Clinton, former Secretary of Labor, Elaine Chao and Vishakha N. Desai, President of the Asia Society. The highest honor of the evening, the **Pinnacle Award**, recognizes a person who has reached the top of his or her professional career and is acknowledged as a leader in his or her field. The 2009 Pinnacle Award was given to Wei Sun Christianson, Managing Director and CEO of Morgan Stanley China.

I thank you for your favorable consideration and look forward to partnering with you to make this year's dinner our most successful to date. Attached please find information about sponsorship opportunities and please don't hesitate to call me at 212-966-0100 for any questions.

Best regards,



John Wang
President

PROGRAM HIGHLIGHTS

- Award fifty highly successful Asian American entrepreneurs and senior-level corporate executives for their achievements and contributions
- The nation's largest and most prestigious business award ceremony for the Asian American community
- One of the most sought-after business networking events
- Award ceremony with over 600 people in attendance

WHY SPONSOR?

- Demonstrate the spirit of corporate diversity
- Benefit from high profile branding
- Educate diverse audiences about your products and services
- Nominate and recognize contributions and achievements of Asian executives
- Cultivate important business relationships and foster new business opportunities with influential decision makers, senior executives, and fast growing entrepreneurial companies
- Gain valuable PR coverage by both U.S. and overseas Asian media
- Benefit from wide press coverage and the dedicated PR campaign
- Extended publicity including prominent placement of sponsor name and logo in our website, press releases, ads, and all promotional materials

2009 CORPORATE AWARDEES

- Jeffery B. Yao, Vice President – Chubb & Son
- Vance Yoshikawa, Vice President of Agency – State Farm
- Mariels Winhoffer, Vice President, S&D, Industrial Sector West IMT – IBM Corporation
- Ignacio Prars, Director, Global Oral Care Procurement – Colgate-Palmolive Company
- Gurudatta Nadkarni, Vice President, Strategic Planning – ConEdison
- Chiaw Eei NgGibson, Managing Director, Enterprise Strategic Planning – Aetna Inc.
- Raghu Krishnamoorthy, Senior Human Resources Manager – GE
- Anurag Harsh, VP and Director, National Strategic Solutions, CBS Interactive
- Handan He, Principal Fellow, Director – Novartis Pharmaceutical Corporation
- Anne Chow, Senior Vice President – AT&T Operations, Inc.
- Chang Joo Kim – Greenberg Traurig, LLP

2009 SPONSORS

Aetna. AT&T. Chubb. Colgate-Palmolive. ConEdison. Continental Airlines. Crystal Window and Door Systems. GE. IBM. Macy's. McGraw Hill. New York Times. Novartis. State Farm Insurance

MORE INFORMATION?

For more information, please contact Asian American Business Development Center.

80 Wall Street, Suite 418, New York, NY 10005

Contact: John Wang ▪ Phone: 212-966-0100 ▪ Fax: 212-966-2786

	Premium \$55K	Gold \$25K	Silver \$15K
Limited number of sponsor(s) in the same level	1	--	--
<u>Recognition</u>			
Recognized as the marquee sponsor of the event	YES	--	--
Recognized as major sponsors of the event	--	YES	--
Recognized as a sponsor of the event	--	--	YES
<u>Event Promotion</u>			
Company logo featured on event webpage	YES	YES	YES
Company logo featured in Dinner Program	YES	YES	YES
Company logo featured in event advertising	YES	YES	YES
Company mentioned in press releases/media events	YES	YES	YES
Company mentioned in marketing materials	YES	YES	YES
<u>Award Dinner</u>			
Company CEO named as the Dinner Committee Chairman	YES	--	--
Opportunity to make opening remarks	YES	--	--
Special acknowledgement	YES	--	--
Acknowledgement	--	YES	YES
Introduce keynote speaker	YES	--	--
Display at reception tables	YES (banner)	YES (stand)	YES
Opportunity to present awards to awardees	YES	--	--
Distribute corporate premiums	YES	YES	YES
Full-Page ad in dinner program	2	1	1
Full-Page greeting message in dinner program	1	--	--
Award dinner tickets	20 VIP	10 VIP	10 VIP
Access to 2010 award recipient list	YES	YES	--

Customized sponsorship packages are available.

If you are interested to be a sponsor of the 2010 Outstanding 50 Asian Americans in Business Award, contact: John Wang 212-966-0100 (johnwang@aabdc.com)