



NATIONAL CONGRESS OF VIETNAMESE AMERICANS

Nghị Hội Toàn Quốc Người Việt Tại Hoa Kỳ

20th Anniversary Convention

“Securing Our Future Today” - Are you SOFT?

Hilton Arlington, Virginia – September 13-17, 2006

SPONSORSHIP INFORMATION

About NCVA

Founded in 1986, the **National Congress of Vietnamese Americans (NCVA)** is a 501(c)(3) nonprofit community advocacy organization working to advance the cause of Vietnamese Americans in a plural but united America – *e pluribus unum* – by participating actively and fully as civic minded citizens engaged in the areas of education, culture and civil liberties.

2005 marks the 30th anniversary of the mass migration of people of Vietnamese descent. 2006 marks the 20th anniversary of NCVA. NCVA is a community advocacy organization involved in policies that assisted waves of immigrants from Southeast Asia to the United States. Over the years NCVA initiated activities aimed at *educating, empowering, strengthening and creating* economic self-sufficiency in the community. Today, NCVA continues its advocacy on behalf of 1.2 million Vietnamese Americans who have \$29 billion in purchasing power.

Marketing opportunities and on-site recognition are available in addition to reaching community members, local leaders and national decision-makers.

Empowering Neighbors

NCVA continues its tradition of leadership through its signature **Vietnamese American Youth Leadership Convention (VAYLC)** by hosting training sessions to develop the leadership skills of young students and working professionals. NCVA is *training tomorrow's leaders today – by building character, leadership and service goals*. Trained and networked community members ensure that policies affecting Vietnamese Americans and Asian Pacific Americans are addressed in a comprehensive manner that is inclusive of varying opinions. Empowered neighbors lead and advocate local community efforts while linked to empowered neighbors in neighborhoods across the U.S. **Empowered neighbors become active citizens in a civil society.**

Creating Business Opportunities

NCVA efforts to strengthen the community are concretely expressed in our activities to encourage greater *diversity in the workforce* and greater *representation among the pool of minority suppliers*. NCVA aims to assist capable Vietnamese American and Asian Pacific American entrepreneurs to find opportunities to start their business while creating opportunities for existing minority businesses to grow and expand. **The success of Asian Pacific American businesses increases the economic self-sufficiency of the community.**

Building Sustainable Communities

NCVA believes that a community becomes sustainable when its citizens take *an active role in policy, philanthropy, volunteerism* and genuine *giving* from the heart to make a difference. NCVA believes *financial literacy, wealth creation and affordable housing* creates a stable environment for supporting healthy homes and neighborhoods. **A sustainable community exists when empowered citizens take an active role in their communities while being supported by the resources generated by members of the community.**

*Empowering Neighbors * Creating Business Opportunities * Building Sustainable Communities*



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DEMOGRAPHICS

Profile of Vietnamese Americans

The Vietnamese American community continues to become an affluent group as shown by Census 2000 data (comparable Census 1990 data is in parentheses).

- Population of 1.2 million Vietnamese Americans - 9.6% of total Asian Americans
- U.S. Vietnamese Median Family Income 2000 - \$46,929 (\$29,800)
- % U.S. Vietnamese with Public Assistance Income in 2000 - 10.2% (25%)
- % U.S. Vietnamese Families below the Poverty Level in 2000 - 14.3% (24%)
- % U.S. Vietnamese Population in Owner Occupied Housing in 2000 - 59.6% (43.0)
- 97,764 Vietnamese American firms generated \$9.3 billion in annual revenues (1997 Economic Census)
- Over 50% prefer Vietnamese language media (Bendixen & Associates 2005)
- 988,174 (76%) are foreign born from Vietnam (Migration Policy Institute)
- Age distribution: 25% 18-29 years old; 44% 30-44 years old; 31% 45+ years old
- Over \$29 billion in purchasing power (Selig Center 2004)

Occupational Distribution by Percent of U.S. Vietnamese Population (*Census 2000 Figures only*)

- Management, professional, related occupations - 27.0
- Service occupations - 19.4
- Sales and office occupations - 19.1
- Farming, fishing, and forestry occupations - 0.5
- Construction, extraction, maintenance occupations - 5.9
- Production, transportation, and material moving occupations - 28.1

Top 15 U.S. Metropolitan Areas by Vietnamese Population (*Census 2000*)

1. Los Angeles-Riverside-Orange County CA - 233,573
- * **2. San Francisco-Oakland-San Jose, CA - 146,613**
3. Houston-Galveston-Brazoria, TX - 63,924 / 4. Dallas-Fort Worth, TX - 47,090
- * **5. Washington D.C./VA/MD/WV - 43,709**
6. Seattle-Tacoma-Bremerton CMSA - 40,001 / 7. San Diego, CA - 33,504
- * **8. Boston-Worcester-Lawrence, MA - 31,325**
9. Philadelphia-Wilmington-Atlantic City, PA/NJ/DE/MD - 24,779 / 10. Atlanta, GA - 23,996
11. Sacramento-Yolo, CA - 18,170 / 12. Portland-Salem, OR - 17,799
- * **13. Minneapolis-St. Paul, MN - 15,905**
14. Chicago, IL - 15,894 / 15. New Orleans, LA - 14,868

* **Note:** NCVA Chapters are being developed in cities ranked in the top 15 population centers. Additionally, an undercount of the actual population size exists.



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SPONSORSHIP LEVELS

Founder’s Circle - \$50,000

- Includes all benefits of Chairperson’s Circle, plus: Internship/Fellowship naming opportunity; five (5) 30 second television ad; listing as Title Sponsor

Chairperson’s Circle - \$25,000

- Company banner at the Convention and Gala Dinner; speaking engagement at the Convention and Gala dinner; 15 convention registrations; 15 VIP reception tickets; two (2) table of 10 at Gala Dinner; media interview; three (3) 30 second television ad; one (1) page ad in national magazine; listing as Dinner Sponsor; 8’ x 10’ exhibit booth (premium location); listing on Website & all printed materials, including press release and full-page ad in program book (inside front cover)

President’s Circle - \$20,000

- Company banner at the Convention and Gala Dinner; speaking engagement at the Gala Dinner; 10 convention registrations; 10 VIP reception tickets; two (2) table of 10 at Gala Dinner; media interview; one (1) 30 second television ad; one (1) page ad in national magazine; listing as Dinner Sponsor; 8’ x 10’ exhibit booth (premium location); listing on Website & all printed materials, including press release and full-page ad in program book (inside front cover)

Pioneer - 15,000

- Company banner at the Convention; speaking engagement at Lunch; 10 convention registrations; 10 VIP Reception tickets; table of 10 at Gala Dinner; media interview; listing as Lunch Sponsor; 8’ x 10’ exhibit booth (premium location); listing on Website & all printed materials, including full-page ad in program book (inside back cover)

Visionary - \$10,000

- Company banner at the Convention; speaking engagement at Breakfast; 5 convention registrations; 5 VIP Reception tickets; table of 10 at Gala Dinner; listing as Breakfast Sponsor; 8’ x 10’ exhibit booth; listing on Website, newspaper ads & full-page ad in program book

Leader - \$5,000

- 4 convention registrations; 4 VIP Reception tickets; table of 10 at Gala Dinner; exhibit space available (8’ x 10’ exhibit booth if available); listing on Website & full-page ad in program book

Champion - \$2,500

- 2 convention registrations; 2 VIP Reception tickets; table of 10 at Gala Dinner; exhibit space available; listing on Website & half-page ad in program book

Friend - \$1,500 (for 501c3 organizations only)

- 4 convention registrations; table of 10 at Gala Dinner; acknowledgement in program book

Exhibitor Only - \$750

- Exhibit space (table and 2 chairs); 2 Gala Dinner tickets; listing on Website & acknowledgement in program book

Community Organizations (In-kind Donations)

- Listing on Website & acknowledgement in program book



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Other Event Specific Sponsorship Opportunities

- Networking, Congressional and VIP Receptions
- Breakfast-, Lunch- or Dinner-designated Sponsor
- Youth Leadership and/or Media Training Programs
- Plenary Sessions
- Workshop Sessions

NCVA will work with a sponsoring organization’s representative to ensure that it is involved in the Convention and workshops where the program will be enhanced by their direct involvement.

Exhibitor Information

- Each table will consist of one 6’ x 6’ skirted table with two chairs
- Arrangements may be made to accommodate 8’ x 10’ exhibit space
- Exhibit hours will run from 8:30 am to 5:00 pm on Wednesday, 9/13 (optional), Friday, 9/15 and Saturday, 9/16. Set-up and breakdown a half-hour before and after time period indicated. Arrangement may be made to meet needs of exhibitors.
- **Disclaimer:** NCVA will not be responsible for any loss or damage to materials before, during or after the convention. Exhibitors are responsible for all shipping charges to the hotel.

20th ANNIVERSARY SPONSORSHIP FORM

Please complete this form and submit to the NCVA office. All convention materials, including camera-ready advertisements, must be submitted by August 14, 2006.

We encourage sponsors to complete this form online:

http://www.ncvaonline.org/conferences/2006/regform_conference06.html

Please make check payable to:
National Congress of Vietnamese Americans (NCVA)
 6433 Northanna Drive
 Springfield, VA 22150
 or fax form to (877) 592-4140

SPONSORSHIP PACKAGE _____ **AMOUNT \$** _____

NAME _____ **ORGANIZATION** _____

ADDRESS _____

CITY _____ **STATE** _____ **ZIP CODE** _____

PHONE _____ **FAX** _____ **E-MAIL** _____

For more information, email rsyp@ncvaonline.org or call (202) 496-1401. All contributions are tax-deductible to the extent permitted by law.

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WORKSHOPS

Sample listing of workshops – adaptable to include participation of partners and sponsors where their participation is appropriate.

Job Fair and Exhibits

The combination Job Fair and Corporate Exhibit is an opportunity for corporations, government agencies, local community businesses and community organizations to recruit from a diverse talent pool, in addition to showcasing their products, services and programs. *(All Day - including designated time slots to increase attendee interaction with exhibitors.)*

APIA and the Media

Don't know how to get media attention for your events? Attend this informative session led by experienced media personalities on the who, what, when, where and how of getting the media to pick up your story. Get an insider perspective on how newsrooms operate, shared the “do's and don'ts” of pitching reporters and discuss how the media industry affects the way volunteering and philanthropy are covered by the media.

Asian Americans in Public Office

Join elected and appointed officials to discuss ways in which members of the community can become more civically active. Asian Pacific Islander Americans and Vietnamese Americans tend to be apathetic towards political involvement. In recent years, there has been an increased number of studies on APIA voter turn-out and an increased number of APIA candidates for elected offices. Find out more about how the POWER OF ONE can make a difference.

Community Issues: Health, Social & Economic

Panel speakers will provide information on current status of issues relating to health, social and economic factors that influence the overall well-being and health of the community. Additionally, speakers will provide resources that can help address some of the issues as well as provide insight on how partnerships among different sectors can help ameliorate some conditions.

Community Nonprofits/Businesses and Technology

Join us to see creative ways in which technology can help a non-profit or business succeed in its programs, services and operations.

Community Resources

Panel speakers will provide practical insight into how foundations, corporations, private donors and government make grant decisions and offer insight ideas and suggestions on how nonprofits, businesses, donors and community members can work toward common goals.

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Discover Your Brand Identity

If you were a product, how would you market yourself? Successful companies craft unique brand identities to set themselves apart from the competition. In an increasingly competitive workplace, individuals can also use these strategies to grab the attention of their employers and boost their career marketability. In this workshop, participants will learn from corporate marketing practices to discover their own brand identity.

Financial Literacy: Credit, Homeownership and Opportunities

What is financial literacy? Meet with representatives from banking, mortgage, insurance and government sectors to discuss how an understanding of financial matters influences and affects our decisions and life options. If you're thinking about buying a home, starting or expanding a business or just entrepreneurial in nature, you should also be thinking about your credit. The first step in the process towards financial independence is your credit. Buying a home is the largest purchase most people will ever make. Homeownership or owning your own business has great benefits. They also come with certain responsibilities. Are you ready for homeownership or a business of your own?

Growth of Vietnamese American Businesses

Discover why some businesses succeed while others do not. In this workshop participants will discover ways to help them start or build their business, develop good relations with partners, acquire knowledge and practical skills. In addition participants will learn ways to manage and promote their business.

Managing Effective Collaboration

The velocity and complexity of today's changes require a balance between individual and pluralistic interests. Organizations are fueled by their ability to harness the power of diverse and dynamic teams- often across multiple environments. Learn how to foster healthy collaborations for growth and success.

Minority Supplier Opportunities

Supporting women and minority growth and development in communities across the U.S. is a challenge. NCVA hopes to increase the number of minority- and women-owned business enterprises that provide larger corporations with products and services that meet their high standards of quality, competitive pricing, and service.