



INTERCOLLEGIATE TAIWANESE AMERICAN STUDENTS ASSOCIATION
美國台裔學生協會
Duke University
2009 ITASA East Coast Conference



Dear Madam/Sir:

The members of the Taiwanese Students Association of North America at Duke University are pleased to introduce the Intercollegiate Taiwanese-American Students Association (ITASA) East Coast Conference. In the spring of 2009, Duke University will be holding the annual event in Durham, North Carolina.

ITASA is a non-profit organization geared towards mobilizing and empowering Taiwanese-Americans. Every year, this conference draws students from top universities on the East Coast motivated to learn more about their Taiwanese-American identity. This year we are expecting as many as 400 participants. Our conference has many prospective keynote speakers, including Chien-Ming Wang (王建民), pitching ace for the New York Yankees. The ITASA conference will also feature workshops dealing with relevant Taiwanese-American issues and engaging social events to help build strong networks in the Taiwanese-American student community.

Making this event successful can only be accomplished with the generosity of you and your firm. By making a donation to this event, your organization can take an active role in developing and helping manage the conference. Some benefits to your organization include:

- Gaining exposure to a dynamic group of Taiwanese-American students from elite universities on the East Coast (please see Conference Attendance Statistics)
- Sending representatives from your organization to participate in a networking event/job fair on the last day of the conference (please see RTP Networking Event)
- Helping manage conference events of your choosing (please see Conference Schedule)

Your company can participate at various giving levels, with attractive benefits at each. Organizations may sponsor a certain workshop, be included in event publications, be publicly recognized at strategic times, and/or have their name printed on the event t-shirts.

Enclosed is a sponsorship form that explains the sponsorship levels in more detail. ITASA is a 501(c)(3) organization (all donations are tax-deductible). We are more than happy to discuss the specific situation for your company's giving ability – your support is welcome in any way.

If you are not the individual in your organization to make a decision regarding our request, we kindly ask that you forward this letter to the appropriate person.

If you have any questions about the organization or donations, please feel free to contact David Tung through e-mail at dukeitasa2009@gmail.com. Thank you in advance for your interest and support.

Sincerely,

Duke University ITASA 2009 East Coast Conference Team



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What is ITASA?

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 amongst the Taiwanese American Student Associations (TASA)
- GUIDE participants towards 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 community and especially in relation to the People's Republic of China

ITASA 2009 East Coast Conference

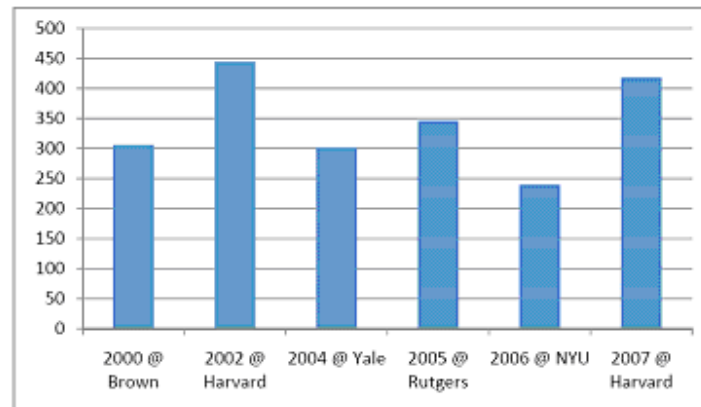
Location: Duke University

Date: February 19 – 22, 2009

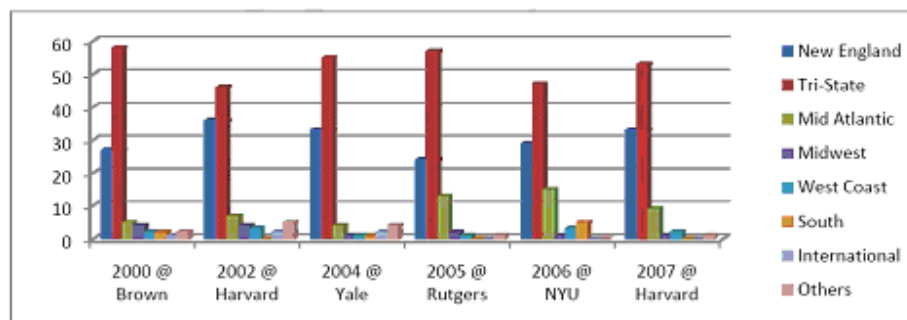


ITASA East Coast Conference Attendance Statistics

Number of Conference Attendees



The average attendance for the ITASA East Coast Conference is: 343



Top 10 Schools (Without the Host School)

	2000 @ Brown		2002 @ Harvard		2004 @ Yale		2005 @ Rutgers		2006 @ NYU		2007 @ Harvard	
1	Binghamton	37	Cornell	40	Cornell	35	Cornell	24	Harvard	20	Cornell	41
2	Cornell	27	MIT	30	Harvard	35	UM-CP	24	UPenn	19	UPenn	30
3	Penn State	26	Binghamton	23	NYU	28	UPenn	23	UMCP	17	NYU	26
4	UPenn	24	UPenn	23	Rutgers	24	Columbia	20	Princeton	17	Princeton	23
5	Harvard	22	Princeton	21	MIT	21	Princeton	20	Yale	12	Rutgers	22
6	MIT	15	Rutgers	21	Princeton	21	Harvard	15	Drexel	12	MIT	19
7	Wellesley	14	Yale	18	Binghamton	16	MIT	15	MIT	11	Columbia	19
8	Yale	12	CMU	18	Columbia	15	Drexel	15	SUNY-SB	11	Drexel	16
9	NYU	12	Penn State	15	UPenn	13	Yale	13	Columbia	10	Binghamton	16
10	Princeton	11	Brown	12	Brown	12	NYU	13	JHU	9	UM-CP	16
		65.36%		49.66%		73.09%		52.60%		57.50%		54.55%



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Benefits of Sponsorship

Corporate financial support of ITASA 2009 will provide your company with a valuable and unparalleled opportunity to gain recruits and clientele through the ITASA website (duke.itasa.org), publication materials, and the conference itself. ITASA 2009 publications will be sent to universities across the nation, and reach a national audience of over half a thousand top tier students.

By donating, you will be eligible to:

- **Send employees** to participate in the conference
- **Send company representatives** to promote your organization, products, or services by distributing information, mingling with participants, and receiving official recognition
- **Expose your company** to the Duke University community of undergraduate and graduate students, faculty, and staff, as well as to other members of the many participant colleges who will be involved in the event

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

- **Advertising in our delegate handbooks:** A constant reference for delegates, advisors and staff throughout the conference. Every person involved with the conference uses these guides extensively throughout the duration of the conference, and/or;
- **Website Advertising:** Your company/organization logo and a link to your website will be displayed on our website. Our website is used to register for the conferences, 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/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/Panelist Recognition:** Sponsors have the opportunity for a representative to speak, be part of a panel, and participate in the conference.



Conference Schedule

We have included the conference schedule below for your information. Please take a look and consider which events you would like to attend and when you would like to advertise your company.

Time	Event				Location
Thursday - February 19					
6:00pm-12:00am	Registration				Bryan Center (Upper Level)
8:00pm-12:00am	Informal mixer				Bryan Center (Lower Level)
Friday - February 20					
10:00am-10:45am	Welcome & Reception - Karen Lin				Bryan Center (Griffith/RJR)
10:45am-11:30am	Ice Breaker: Bubble Tea/Shaved Ice				Bryan Center
11:40am-12:40pm	Workshop 1 - Treasure Showcase				Bryan Center (Von Canons)
	Puppet Show	Night Market DIY	Speaking Taiwanese	n/a	
12:50pm-1:40pm	Lunch				Bryan Center
2:00pm-3:00pm	Workshop 2 - Tracing Footsteps				Bryan Center (Von Canons)
	Chinese Tea	Kuo Pien: Cinematic Representation of Taiwan	Understanding the Balance of Power in the Taiwan Strait	n/a	
3:30pm-5:30pm	3 on 3 Hoops /SuperStar Walkway				Wilson Gym/ McClendon Tower
5:30pm-6:30pm	Break				Bryan Center (Von Canons)
6:30pm-7:00pm	Keynote Speaker - Randall Shriver				Millennium Hotel
7:00pm-10:00pm	A La Night Market -Taste of Taiwan ...in Durham				Bryan Center Plaza
10:00pm-12:00pm	Movie				
Saturday - February 21					
7:00am-10:00am	Breakfast				Millennium Hotel
10:20am-11:20am	Workshop 3 - Cultural Collages				Bryan Center (Griffith/RJR)
	Taiwanese Minorities	Humanity at Stake	Taiwanese-American Identity	n/a	
11:40am-12:20pm	Lunch				Freeman Center
12:20pm - 1:20pm	Keynote Speaker - Will Tiao				Freeman Center
1:30pm-2:30pm	Workshop 4 - Sparking the Dialogue				Bryan Center (Von Canons)
	FAPA: Advocacy for Taiwan	Building community through taiwaneseamerican.org	Calligraphy	ITASA: Explore, Inspire, Empower	
2:45pm-4:15pm	Field Day At the Gardens				Sarah P. Duke Gardens
4:15pm-6:00 pm	Break				Millennium Hotel
6:00pm-10:00pm	Banquet				Nasher Museum of Art
11:00pm-2:00am	After-party				George's Garage
Sunday - February 22					
10:00am-12:00pm	Checkout				Millennium Hotel
12:00am - 2:00pm	Networking Event				Millennium Hotel



Sponsorship Levels

\$5,000 – Managing Partner

- Hold a private networking event (up to 90 minutes)
 - Event will be published on the official ITASA 2009 East Coast Conference Schedule at a time when no other conference events are being held
 - The conference team will provide a support staff of up to 5 members during the time slot
- Sponsorship of a specific workshop
- Ability to send two representatives to the conference to distribute promotional material
- Large company logo on the event t-shirt
- Company recognition on event publications sent out to students, faculty, and staff of Duke University
- Receive acknowledgement as a "Leading Sponsor" in our advertising and program materials
- Receive recognition from Chapter President prior to the beginning of the program

\$2,500 – Partner:

- Sponsorship of a specific workshop
- Ability to send two representatives to the conference to distribute promotional material
- Large company logo on the event t-shirt
- Company recognition on event publications sent out to students, faculty, and staff of Duke University
- Receive acknowledgement as a "Leading Sponsor" in our advertising and program materials
- Receive recognition from Chapter President prior to the beginning of the program

\$1,000 – Associate:

- Ability to send one representative to the conference to distribute promotional material
- Medium company logo on the event t-shirt
- Company recognition on event publications sent out to students, faculty, and staff of Duke University

\$500 – Sponsor:

- Small company logo on the event t-shirt
- Company recognition on event publications sent out to students, faculty, and staff of Duke University



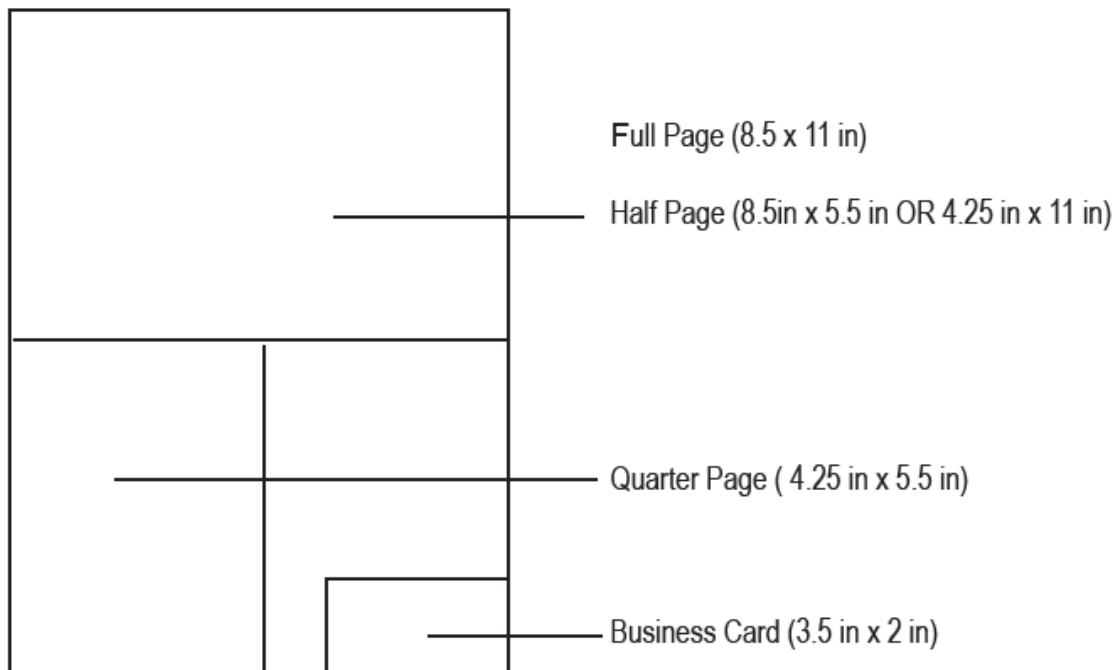
Advertisements

While most of our Corporate Sponsors are entitled to a free advertisement in our Corporate Program, we recommend that all companies 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 the attendees at the ITASA Conference. The program is indispensable not only for its schedule of events, but also for the advice it provides on life in the Research Triangle Area of North Carolina, highlighting restaurants, shops, activities, and places of interest for those that are not familiar with the area.

Display Rates*

- Full Page \$350
- Half Page \$180
- Quarter Page \$100
- Business Card \$35

Advertising Dimensions



Ad Design

The ITASA Conference Program design staff will typeset your ad at no additional charge.

*Restaurants are welcome to cater food in exchange for an advertisement of the same dollar amount in the Conference Program. Please contact us at dukeitasa2009@gmail.com for more information.



Sponsor ITASA

If you would like to sponsor the ITASA Conference or advertise in the Conference Packet, please return this sheet by email to Duke ITASA Team at dukeitasa09@gmail.com or by mail to:

Duke Taiwanese Student Association
PO Box 95092, Durham, NC 27708

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 Conference as a:

SPONSOR

- Managing Partner (\$5000)
- Partner (\$2500)
- Associate (\$1000)
- Sponsor (\$500)
- Amount of donation: _____

ADVERTISER

- Full Page
- Half Page
- Quarter Page
- Business Card

Signature: _____

Date: _____

Your donation will be tax-deductible.
 Please make checks payable to "Duke ITASA Fundraising".
 We thank you for your support.