



Vietnamese Student Association

University of California, Irvine

SPONSORSHIP PACKET

Dear Potential Sponsor,

On behalf of the Vietnamese Student Association at the University of California, Irvine, we invite you to become a sponsor for our 15th annual Rose Pageant.

The Vietnamese Student Association is one of the strongest and largest Asian-American organizations at the University of California, Irvine. We are a non-profit cultural organization that provides the student body at UC Irvine the opportunity to learn about Vietnamese culture. Through weekly meetings, we offer a wide range of social and cultural activities that preserve and promote Vietnamese culture. Furthermore, we host community service events in order to stress the importance of contributing and participating as a responsible member of the community. The Vietnamese Student Association builds leadership, spreads cultural awareness and addresses issues faced by Vietnamese-American and Asian-American communities today.

Our organization is part of an “umbrella organization” called The Union of the Vietnamese Student Associations of Southern California (UVSA SOCAL), which includes 14 universities in Southern California. Every year, VSA UCI helps UVSA organize many large events, including our Rose Pageant and Vietnamese Culture Night events.

Rose Pageant preserves traditions, incorporates a modern perspective of the evolving Vietnamese American culture through the celebration of women, and raises funds for a charitable organization. Female college students, representing all VSA’s of Southern California come together and competes for the crown of Rose Queen. They will be judged on their poise and character in four categories of dance, evening gown, questions & answers, and the traditional Vietnamese dress, the áo dài.

This year, a majority of our Rose Pageant’s proceeds will go toward Kids Without Borders, and the rest of the proceeds will go towards our 15th annual Rose Pageant.

Sponsoring VSA UCI is an opportunity to benefit the local community and UC Irvine students. We sincerely thank you for your time and consideration. If you have any questions or concerns, feel free to contact our Sponsorship Chair, Esther Ngo, at ehngo1@uci.edu.

For further information regarding our organization, please visit our website at <http://vsauci.weebly.com/>

Best Regards,

Vietnamese Student Association Executive Board, 2015-2016

University of California, Irvine

About Us

Since 1979, the Vietnamese Student Association (VSA) at the University of California, Irvine has striven to educate both the student body at UCI and the local community about the Vietnamese American culture. Our organization continually provides students with the opportunity to learn and to participate in community efforts. In addition to its dedication to the UCI community, VSA also works with the Vietnamese community at large. VSA at UCI has a long and rich tradition within the UCI campus, as well as the community, as we are one of the oldest VSAs in the area. VSA prides itself in its involvement in an array of community-based programs such as a mentorship program with local high schools, participation in the annual Lunar New Year Festival, and numerous activities with other Vietnamese organizations throughout Southern California.

Our Mission

VSA strives to preserve and promote the Vietnamese culture at UCI through creative and entertaining weekly meetings, as well as by offering a wide range of social and cultural activities geared towards varying member talents and interests. VSA members can partake in various activities such as intramural sports, modern dance, traditional dance, lion dance, choir, acting, and much more. Major events hosted annually include the annual Rose Pageant and Vietnamese Culture Night, open to all students and surrounding communities.

Get Involved

In return for your sponsorship, we will provide your company with promotional benefits. Depending on which plan you choose to take with us, we are offering prospective sponsors an opportunity to advertise in our program booklets, which will be distributed to the audiences on the night of the event.

What is Rose Pageant?

Since 2000, VSA UCI has annually held the Rose Pageant during the Fall quarter. Ladies from Vietnamese Student Associations all over Southern California come together to celebrate all aspects of the Asian-American woman through dance, evening gown, questionnaires, and the Ao Dai segments. A fraction of the proceeds made from the event goes to a charity of our choice that gives back to the Vietnamese community. In addition, Rose Pageant holds performances from talents within the UCI campus and local community including Gio Nam Mua Lan (Southern Wind Lion Dance), Level 5 Modern Dance, Traditional Dance, and VSAUCI Choir.

2014-2015 Philanthropy

Last year we raised over \$3,000 through our annual Rose Pageant for Foodaid Compassion. Foodaid Compassion's main goal is to provide quality drinking water in Vietnam. Drinking water in Vietnam has an excessive amount of arsenic and the well water in addition to bottled water is unsafe. By building water wells that can be used between 4 to 10 families, Foodaid Compassion proposes to continue its goal of providing stations of World Health Organization's quality drinking water for at least two schools and one hospital in Vietnam. They hope to expand throughout Vietnam to eliminate water as a human health threat to the country.

2015-2016 Philanthropy

This year our goal is to raise \$3,500 through our annual Rose Pageant for Kids Without Borders. Kids Without Borders was launched as a school service projects for students to sort clothes and donated items for children in the community. In Project "Hand Me Up," Kids Without Borders collects new surplus children products (clothes, toys, school supplies) from retailers and manufacturers. These donated products are then distributed to children and families who live in poverty, are ill, or victims of accidents or natural disasters. Today, the organization supports and works with children in more than 30 countries, attracting volunteers worldwide, providing opportunities for youth, benefiting and changing thousands of lives around the world.



Vietnamese Student Association

University of California, Irvine

FACT SHEET

Event: VSA UCI's 15th Annual Rose Pageant
"Masked Beauty"

Location: UCI Campus – Crystal Cove Auditorium
University of California, Irvine Irvine, CA 92617

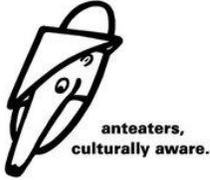
Date & Time: November 22, 2015 at 6:00PM

Why: Proceeds will go to Kids Without Borders

Admission: \$10.00 - General Admission [presale]
\$12.00 - General Admission [at the door]

CALCULATED EXPENDITURES

Facility – Crystal Cove Auditorium <ul style="list-style-type: none"> • Rehearsal: N/A • Show day: November 22th, 2015 	\$550.00
Performance <ul style="list-style-type: none"> • Costumes • Props • Decorations 	\$1,700.00
Audio/Visual Equipment <ul style="list-style-type: none"> • Projection • Projection Screen • Speakers • Lighting/Audio Coordinator • Lighting Technician • Electrician • Video Director/Producer 	\$500.00
Publicity <ul style="list-style-type: none"> • Flyers • Programs • Ticket Production 	\$500.00
Miscellaneous <ul style="list-style-type: none"> • Food and beverages for performers and crew • Rehearsal Expenses • Clean-up Crew 	\$850.00
Total Expenditures	\$4,100.00



Vietnamese Student Association University of California, Irvine

LETTER OF RESPONSE

_____ Yes, I would like to sponsor the **Vietnamese Student Association's 15th Rose Pageant 2015**.

Donation Amount: \$ _____

(Donations are tax deductible)

Since we are expecting an audience of 500 people, we are offering prospective sponsors an opportunity to advertise in our program booklets, which will be distributed the night of the event.

I would like to reserve an **advertising space** in the **15th Rose Pageant** program.

_____ \$ 100.00 Full page advertisement (5" x 8")

_____ \$ 50.00 Half page advertisement (5" x 4")

_____ \$ 25.00 Quarter page advertisement (2.5" x 4")

VSA UCI associates will create a design with the desired information.

(Other opportunities for advertisements are also available upon negotiation. All donations are tax deductible.)

_____ Sorry, I cannot contribute to the Vietnamese Student Association's 15th Rose Pageant 2015.

Telephone Number: _____ Email Address: _____

Name: _____ Organization: _____

Signature: _____ Date: _____

*Please make checks payable to: **Vietnamese Student Association***

Send to:

Vietnamese Student Association

103 Stanford Court, Irvine, CA 92612

Additional Comments: