



Boat People SOS Presents
OUR JOURNEY TO FREEDOM
40 years of Vietnamese American experiences

Friday June 19, 2015
at
The John F. Kennedy Center for the Performing Arts

40 Years of Vietnamese American Experiences

To celebrate the four decades of the Vietnamese American experiences, Boat People SOS will present “Our Journey to Freedom”, a memorable live performance at the John F. Kennedy Center for the Performing Arts on June 19, 2015. Vietnamese American performing artists will join business and community leaders for two evenings in the national capital to say “Thank You!” to America, the free world, and American and Vietnamese service men and women who fought in the Vietnam War. We will continue the celebration with the Heritage Banquet, which will be held in Northern Virginia the following evening.

Approximately three million American soldiers served and over 58,000 made the ultimate sacrifice in the Vietnam War. The Republic of Vietnam, which had a population of only 17 million, lost 300,000 of its sons and daughters. Many high ranking officers and servicemen fought to the last minute and committed suicide on the day Saigon fell to the advancing Communist troops. Some 60,000 military and civilian members of the Republic of Vietnam later died in “re-education” camps.

Since April 1975, a total of 1.2 million South Vietnamese have fled to freedom with some 250,000 perishing at sea or on land. America has generously resettled more Vietnamese refugees than any other country in the free world. Presently numbering 1.6 million, Vietnamese Americans have made significant contributions to America in the science, business, politics, health care, arts, community services, charity, education... At the same time, this relatively young community has reached back to help fellow Vietnamese in their home country to pursue the ideals of liberty, human dignity and justice.

All revenue after costs generated from the two events will go towards supporting our services for victims of domestic violence, human trafficking, torture, or persecution.



President Ma Ying-jeou of Republic of China presenting Asia Democracy and Human Rights Award to BPSOS, December 10, 2011.

ABOUT BPSOS

BPSOS (Boat People SOS., Inc.), the nation's largest Vietnamese-American community organization, has deep roots in the community. Founded in 1980 as a volunteer group conducting rescue-at-sea missions during the boat people exodus, the organization has grown into a national network of 8 office locations across the U.S., three locations in Asia, and approximately 60 staff.

From the boat people exodus to Hurricane Katrina to the Gulf Coast Oil Spill, BPSOS has been regarded as a game-changing non-profit. It has earned the trust and respect of the people and among stakeholders for its unique ability to respond effectively in times of crisis and to provide long-term solutions to social issues. Today BPSOS focuses its domestic operation in five areas of focus: direct services, advocacy, community development and organizing, research, and media.

On the international front, BPSOS has rescued or assisted in the rescue of close to 11,000 victims of modern-day slavery, protected the rights of over 20,000 refugees, and contributed to the development of civil society in many Asian countries. In 2011 the President and Speaker of the House of the Republic of China (Taiwan) presented BPSOS the Asia Democracy and Human Rights Award.

Over the years, BPSOS has served well over 150,000 Vietnamese refugees and immigrants. In the last 12 months our different operations served a total of 27,550 individuals in the U.S. alone.

In 2011, BPSOS launched a national movement to build the Vietnamese American community -- one born out of misfortune -- into a model of civic engagement, political empowerment, economic development, and social integration has begun.

We invite your participation and support.

WHAT PEOPLE ARE SAYING

"I want to thank the Vietnamese American community for the enormous contributions they have made and continue to make to this country... I also would like to thank the leadership of Boat People SOS. This organization has sought to empower, organize and equip Vietnamese individuals and communities in their pursuit of liberty and dignity. You continue to succeed in this mission and contribute greatly to the American experiences."

Senator John McCain (AZ)

"For many years, Boat People SOS has worked tirelessly to empower and organize Vietnamese immigrant and refugee communities across the nation, combatting human trafficking, protecting refugees and defending human rights. Boat People SOS also led the efforts to help the API communities in the Gulf Coast Region recover from the devastation of Hurricane Katrina and assisted Vietnamese fishermen and business owners after the Deepwater Horizon Oil Spill."

Congresswoman Judy Chu (CA)

"Boat People SOS [has] welcomed Vietnamese asylum seekers fleeing reeducation camps, harassment, and religious persecution, labor violations and other human rights abuses."

Congressman Christopher Smith (NJ)

"Boat People SOS over the past 30 years has worked with governments and non-governmental organizations throughout the world in assisting refugees to find homes and make a life in other countries. It has also had considerable success in encouraging countries worldwide to pass laws aimed at preventing human trafficking. Boat People SOS previously helped American Samoa to rescue 250 victims of human trafficking... That work in this regard has been extended to other Asia-Pacific nations, which [is] extremely admirable."

The Honorable Ma Ying-jeou, President, Republic of China

"During our younger days as college students, we have participated and learned much from BPSOS. We are very happy to see that BPSOS has grown into a strong national community organization with many international initiatives to assist Vietnamese people, ranging from social services to refugee protection. BPSOS has helped tens of thousands of Vietnamese so that we have the opportunity to enjoy our freedoms and pursue happiness here in America."

Former Assemblyman Van Tran

"I have been deeply moved by the stories of Vietnamese torture survivors and re-education camp survivors. I commend Boat People SOS for ... the effort to promote access to health, mental health, and support services... to bring together Vietnamese trauma survivors and seniors to identify their own needs and work with the support of scholars, issue experts, and service providers to develop a joint action plan to address those needs. It is an honor to provide service to people who have led heroic lives and suffered greatly."

Kelly Ryan, former Deputy Assistant Secretary of State (PRM)

"Boat People SOS's task is one of the more challenging: to work with insular, often isolated, Vietnamese communities. An estimated 50,000 Vietnamese live along the Gulf Coast, including 'boat people' who settled in the area after fleeing Southeast Asia in the 1970s and '80s."

The Washington Post

"The Leadership Council applauds the efforts of Boat People SOS to address the needs of the Vietnamese Gulf Coast community."

The Leadership Council on Human Rights

SPONSORSHIP OPPORTUNITIES

We invite you, through your generous support, to be part of these high-profile, special events and celebrate with us the inspiring 40-years journey of the Vietnamese diaspora. Your brand and message will reach over a thousand participants -- including dignitaries, celebrities, community and business leaders, and policy-makers -- and millions across America who will be following our promotional activities in the six months leading to the events.

We understand the need for a meaningful and mutually beneficial relationship with our sponsors, partners and advertisers. We do our best to accommodate your interests in maximizing your brand exposure at the events and beyond.

The following sponsorship opportunities are available for the 2015 Anniversary Performance and Heritage Banquet.

<input type="checkbox"/>	Underwriter Exclusive (1 only)	\$100,000
<input type="checkbox"/>	Champion's Circle (2 only)	\$ 50,000
<input type="checkbox"/>	Pioneer's Circle (4 only)	\$ 25,000
<input type="checkbox"/>	Executive Circle (8)	\$ 15,000
<input type="checkbox"/>	Diamond Circle (15)	\$ 10,000
<input type="checkbox"/>	Gold Circle (30)	\$ 5,000
<input type="checkbox"/>	Community Sponsor (50)	\$ 2,500
<input type="checkbox"/>	Benefactor Premier (100)	\$ 1,000
<input type="checkbox"/>	Benefactor (150)	\$ 500
<input type="checkbox"/>	Dignitary Premier (200)	\$ 250
<input type="checkbox"/>	Dignitary (unlimited)	\$ 100
<input type="checkbox"/>	Friend (unlimited)	\$ 75

If you have specific brand promotion needs, we also welcome customized sponsorship proposals. Advertising, exhibition, and ticket information are available below.

Note: *This fundraising event is not sponsored by the John F. Kennedy Center for the Performing Arts nor will any of the proceeds benefit the Kennedy Center or its subsidiaries.*

SPONSORSHIP PACKAGE DETAILS

Underwriter Exclusive – 1 only

Investment: \$100,000

One organization is offered the exclusive opportunity to gain exposure as underwriter of both events and the months preceding these events.

Sponsorship benefits include:

- 10 VIP tickets to the Anniversary Performance; 10 VIP tickets to the Heritage Banquet; full-page back cover of 40-Years Commemoration Book (circulation = 2,000), most prominent logo display on all event-related advertising, including nationwide Vietnamese-language media, BPSOS web site, and event web site; logo on dinner menu; sponsorship event video and slideshow listings.
- Exclusive in-depth interview with sponsor's representative to be broadcast on national community television networks
- 1-minute speech at Anniversary Performance and Heritage Dinner
- Banner with logo to be displayed at the Anniversary Performance and Heritage Dinner
- Promotion in all e-newsletters to BPSOS' national network of 17,000 supporters throughout 2015
- 10 exclusive tickets to receptions prior to events
- Photos with celebrities and dignitaries at pre-event receptions

Champion's Circle – 2 only

Investment: \$50,000

A business or organization will gain high-impact exposure through unique branding opportunities offered to the Champion's Circle throughout the Anniversary Performance and Heritage Banquet and during the six months preceding the event.

Sponsorship benefits include:

- 5 VIP tickets to the Anniversary Performance; 5 VIP tickets to the Heritage Banquet; inside back cover half-page ad in 40-Years Commemoration Book (circulation = 2,000); prominent logo display on all event-related advertising, including nationwide Vietnamese-language media (TV, radio and print), BPSOS web site, and event web site; logo on dinner menu; sponsorship event video and slideshow listings.
- 1-minute speech at Heritage Banquet
- Banner with logo to be displayed at the Anniversary Performance and Heritage Dinner
- Promotion in all e-newsletters to national network of members and supporters from January through June, 2015
- 5 complimentary tickets to receptions prior to events
- Photos with celebrities and dignitaries at pre-event receptions
- 20% discount on non-VIP tickets

Pioneer's Circle -- Investment: \$25,000

Sponsorship benefits include:

- 3 VIP tickets to the Anniversary Performance; 3 VIP tickets to the Heritage Banquet; half-page ad in 40-Years Commemoration Book (circulation = 2,000); prominent logo display on all event-related advertising, including nationwide Vietnamese-language media (TV, radio and print), BPSOS web site, and event web site; logo on dinner menu; slideshow listings; mention at both events.
- Banner with logo to be displayed at the Heritage Dinner
- Promotion in all e-newsletters to national network of 17,000 supporters from January through June, 2015
- 3 complimentary tickets to receptions prior to events
- Photos with celebrities and dignitaries at pre-event receptions
- 20% discount on non-VIP tickets

Executive Circle -- Investment: \$15,000

Sponsorship benefits include:

- 2 VIP tickets to the Anniversary Performance; 2 VIP tickets to the Heritage Banquet; quarter-page ad in 40-Years Commemoration Book (circulation = 2,000); prominent logo display on all event-related advertising, including nationwide Vietnamese-language media (TV, radio and print), BPSOS web site, event web site, and dinner menu; slideshow listings at Heritage Banquet; mention at both events.
- Banner with logo displayed at the Heritage Banquet
- Promotion in all e-newsletters to national network of 17,000 supporters from January through June, 2015
- 2 complimentary tickets to receptions prior to events
- Photos with celebrities and dignitaries at pre-event receptions
- 20% discount on non-VIP tickets

Diamond Circle -- Investment: \$10,000

Sponsorship benefits include:

- 1 VIP tickets to the Anniversary Performance; 1 VIP tickets to the Heritage Banquet; quarter-page ad in 40-Years Commemoration Book (circulation = 2,000); logo display on all event-related advertising, including nationwide Vietnamese-language media (radio and print), BPSOS web site, event web site, and dinner menu; slideshow listings at Heritage Banquet; mention at both events.
- Promotion in all e-newsletters to national network of 17,000 supporters from January through June, 2015
- 2 complimentary tickets to receptions prior to events
- Photos with celebrities and dignitaries at pre-event receptions
- 20% discount on non-VIP tickets

Gold Circle -- Investment: \$5,000

Sponsorship benefits include:

- 2 Premier Seating ticket to the Anniversary Performance; 2 Premier Seating ticket to the Heritage Banquet; logo display on all event-related advertising, including in 40-Years Commemoration Book (circulation = 2,000), BPSOS web site, event web site, and dinner menu; slideshow listings; mention at both events.

- Promotion in all e-newsletters to national network of 17,000 supporters from January through June, 2015
- 2 complimentary tickets to receptions prior to events
- Photos with celebrities and dignitaries at pre-event receptions
- 20% discount on non-VIP tickets

Community Sponsor -- Investment: \$2,500

Sponsorship benefits include:

- 2 Premier Seating ticket to Anniversary Performance; 2 Premier Seating ticket to Heritage Banquet; logo display in program book (circulation = 2,000), BPSOS web site, event web site, and dinner menu; slideshow listings; mention at both events.
- Promotion in all e-newsletters to national network of 17,000 supporters from January through June, 2015
- 2 complimentary ticket to receptions prior to events
- Photos with celebrities and dignitaries at pre-event receptions
- 20% discount on non-VIP tickets

Benefactor Premier -- Investment: \$1,000

Sponsorship benefits include:

- 1 Premier Seating ticket to Anniversary Performance; 1 Premier Seating ticket to Heritage Banquet
- 1 complimentary ticket to receptions prior to events
- Photos with celebrities and dignitaries at pre-event receptions

Benefactor -- Investment: \$500

Sponsorship benefits include:

- 1 Premier Seating ticket to Anniversary Performance
- 1 complimentary ticket to receptions prior to events
- Photos with celebrities and dignitaries at pre-event receptions

Dignitary Premier -- Investment: \$250

Sponsorship benefits include:

- 1 Premier Seating ticket to Anniversary Performance

Dignitary -- Investment: \$100

Sponsorship benefit includes:

- Recognition on event main website and in online publications

Friend -- Investment: \$75

Sponsorship benefit includes:

- Recognition in online publication

MEDIA SPONSORSHIP

Platinum Media Sponsor

One television broadcast organization is offered the exclusive opportunity to cover all activities, from the planning stage to the actual events on June 19 and 20, 2015. The Platinum Media Sponsor will:

- Conduct a sustained 6-months media campaign to promote these two events, to include in-depth interviews with BPSOS staff, performing artists, audition sessions, supporting dignitaries, non-media sponsors, selected honorees, etc.

Sponsorship benefits include:

- 2 VIP tickets to the Anniversary Performance; 2 VIP tickets to the Heritage Banquet;
- Exclusive access to supporting dignitaries and honorable event co-chairs for in-depth interviews before the events
- Recognition in 40-Years Commemoration Book; prominent logo display in all event-related publications, including BPSOS web site, and event web site; logo on dinner menu; sponsorship event video and slideshow listings
- 15 minutes of recording and 3 minutes of broadcast at the events

Gold Media Sponsor

As Gold Media Sponsor, the broadcaster and print media will:

- Offer weekly promotion coverage for 6 months leading to the events in the forms of interviews, profile stories, announcements, print ads, etc.

Sponsorship benefits include:

- 1 Premier ticket to the Anniversary Performance; 1 Premier ticket to the Heritage Banquet;
- Access to BPSOS staff, volunteers, supporting dignitaries and honorees for in-depth interviews
- Recognition in 40-Years Commemoration Book; logo display in all event-related publications, including BPSOS web site, and event web site; logo on dinner menu; slideshow listings

Silver Media Sponsor

As Silver Media Sponsor, the broadcaster or print media will:

- Offer monthly promotion coverage for 6 months leading to the events in the forms of interviews, profile stories, announcements, print ads, etc.

Sponsorship benefits include:

- 1 Sponsor ticket to the Anniversary Performance; 1 Sponsor ticket to the Heritage Banquet;
- Recognition in 40-Years Commemoration Book; logo display in all event-related publications, including BPSOS web site, and event web site; logo on dinner menu; slideshow listings

LISTING OPPORTUNITIES

40-Years Commemoration Book Listing

- Full-Page listing in Program Book \$1,000
- ½ Page listing in Program Book \$600
- ¼ Page listing in Program Book \$350

Exhibition at Heritage Banquet

- Double Table: \$1,000
- Single Table: \$600

Only 20 high-traffic exhibit slots will be available.

Customized Sponsorship Package

Be creative and develop a customized sponsorship package based upon your organization's marketing objectives. We are committed to doing our best to help you realize all opportunities for maximal community outreach, networking and brand recognition.



SPONSORSHIP BOOKING

We/I would like to take out the following sponsorship/exhibitor/advertising options

1. Sponsorship

<input type="checkbox"/>	Underwriter Exclusive	\$100,000	_____
<input type="checkbox"/>	Champion's Circle	\$50,000	_____
<input type="checkbox"/>	Pioneer's Circle	\$25,000	_____
<input type="checkbox"/>	Executive Circle	\$15,000	_____
<input type="checkbox"/>	Diamond Circle	\$10,000	_____
<input type="checkbox"/>	Gold Circle	\$5,000	_____
<input type="checkbox"/>	Community Sponsor	\$2,500	_____
<input type="checkbox"/>	Benefactor Premier	\$1,000	_____
<input type="checkbox"/>	Benefactor	\$ 500	_____
<input type="checkbox"/>	Dignitary Premier	\$ 250	_____
<input type="checkbox"/>	Dignitary	\$ 100	_____
<input type="checkbox"/>	Friend	\$ 75	_____

2. Listing

<input type="checkbox"/>	40-Years Commemoration Book Full-Page Listing	\$1,000	_____
<input type="checkbox"/>	40-Years Commemoration Book ½ Page Listing	\$600	_____
<input type="checkbox"/>	40-Years Commemoration Book ¼ Page Listing	\$350	_____

3. Exhibition at Heritage Banquet

<input type="checkbox"/>	Exhibit – Double Table	\$1,000	_____
<input type="checkbox"/>	Exhibit – Single Table	\$600	_____
<input type="checkbox"/>	Exhibit Attendants (Optional)	\$150 each	_____

REGISTRATION DETAILS

Organization: _____

Individual: _____

Contact: _____

Address: _____

Tel: () _____ Fax: _____

Email: _____

Web Address: _____

** For advertising and sponsorship: please attach your company/organization description (max. 50 words) for the event web site. We will be in contact with you to request your company logo and related information once we have processed your booking form and payment.

I/We hereby have read, understood and agreed to the terms and conditions set forth and understand that advertising/exhibition materials are subject to BPSOS' approval.

Signature: _____ Date: ____/____/____

METHOD OF PAYMENT

Check Money Order

Credit Card: AMEX VISA MasterCard Discover

Card Number: _____

Name on Card: _____

Expiration Date: ____/____ Signature: _____

PAYMENT OPTIONS

1. Mail completed booking form, along with total payment (check payable to BPSOS) and addressed to:

BPSOS
6066 Leesburg Pike, Ste. 100
Falls Church, VA 22041
Attn: Anniversary Performance

2. Fax completed booking form to BPSOS Headquarters marked to the attention of KimCuc Le, Sponsorship Coordinator: (703) 538-2191.

If you have any questions, please contact any of our Event Staff at (703) 538-2190.

Or email us: bpsos@bpsos.org