



ANNUAL DINNER 2016

Sponsorship Packet



Asian American
Bar Association
of New York



CIPRIANI



55 Wall Street



February 24, 2016

Dear AABANY Members, Friends and Supporters,

On behalf of the Asian American Bar Association of New York (AABANY), I would like to invite you to attend and support our 27th Annual Dinner, "Speak Up/Rise Up/Lift Up," on Wednesday, February 24, 2016, at Cipriani Wall Street (55 Wall Street, New York, NY 10005).

For our 2016 Annual Dinner, we are pleased to announce that **Ivan Fong, Senior Vice President, Legal Affairs and General Counsel of 3M Co.** (formerly the General Counsel of U.S. Department of Homeland Security), will receive the AABANY Corporate Counsel Leadership Award, and **Michelle K. Lee, Under Secretary of Commerce for Intellectual Property and Director of the United States Patent and Trademark Office (USPTO)**, will receive the AABANY Women's Leadership Award. The winner of the AABANY Law Firm Diversity Award and the 2016 scholarship recipients from the Don H. Liu Scholars Program will also be announced that evening.

Our 2015 Annual Dinner was a sold-out event, attracting approximately 800 AABANY member attorneys, judges, friends, and supporters of AABANY, including sponsorships from over 50 law firms, corporations and bar associations. Please check out details about our 2015 Annual Dinner here: <http://bit.ly/anndinn16>. We expect our 2016 Annual Dinner will have a similar or greater turnout and will be a truly memorable affair.

The funds raised at the Annual Dinner serve as AABANY's principal source of funding for its numerous and wide-ranging activities. Certified by the New York State Continuing Legal Education (CLE) Board as an Accredited Provider, AABANY provides CLEs to our members throughout the year free of charge or at preferential rates, including our Annual Fall Conference, which this year was truly exceptional. This past Fall Conference was AABANY's largest and most successful Fall Conference ever with close to 400 attendees. In addition to hosting our 4th Annual Pitch Sessions and 4th Annual Trial Advocacy Program at the Fall Conference, AABANY debuted its Inaugural Diversity Career Fair & Expo, which featured over 20 public and corporate sector employers and drew over 100 participants. We also had the opportunity to feature our *Kicking Glass: Two Decades and Counting* video, a follow-up program to a video first presented by AABANY in 1995 that explored the hurdles faced by Asian American women in the law, the successes they achieved, and whether they have finally broken the glass ceiling 20 years later. AABANY also provides programming for law students, including mock interview and resume review workshops, mentoring programs for law students and junior lawyers, networking events across numerous legal practice disciplines, and pro-bono initiatives ranging from enforcement of voting rights to applying for U Visas for Asian American victims of domestic violence.

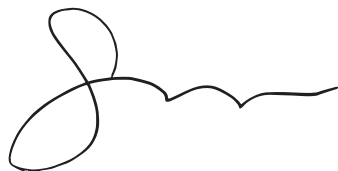
You can support our Annual Dinner through one of several levels of corporate sponsorships. As a sponsor, you will receive recognition on AABANY's website and in our Annual Dinner marketing materials, including the annual dinner program distributed to each of our guests, and for Platinum Sponsors, your company logo plus a link to your website will appear on AABANY's home page throughout the year.

AABANY is the largest and most active minority bar association in New York with well over 1,100 active members, including practicing attorneys in the private and public sectors, in-house lawyers, judges, professors and law students. It is also a New York regional affiliate of the National Asian Pacific American Bar Association ("NAPABA").

Please find in the following pages information about our 2016 Annual Dinner including the evening's schedule, our honorees, and corporate sponsorship opportunities. We look forward to speaking with you soon about your participation in what promises to be another inspiring evening on February 24, 2016.

If you have questions, please do not hesitate to contact Will Ng, Vice President, Finance and Development (631-247-4704, william.ng@aabany.org), William Wang, President (917-704-4137, william.wang@aabany.org), or me (212-715-1722, susan.shin@aabany.org). I sincerely hope that your company, firm, or organization will support AABANY this year and "Speak Up/Rise Up/Lift Up" with us.

Respectfully yours,



Susan L. Shin
President-Elect

Date & Location

AABANY 2016 Annual Dinner
Wednesday, February 24, 2016

Cipriani Wall Street
55 Wall Street, New York, NY 10005

Black-Tie Preferred

Schedule

6:00 PM // VIP Cocktail Reception (Cipriani Library)
6:00 PM // Cocktail Reception
7:00 PM // Dinner and Awards Program
9:30 PM // After Party



Honorees



**Women's
Leadership Award**

Michelle K. Lee
*Under Secretary of
Commerce for Intellectual
Property and Director of the
United States Patent and
Trademark Office*



**Corporate Counsel
Leadership Award**

Ivan K. Fong
*Senior Vice President, Legal
Affairs & General Counsel at
3M Co.*

Accommodations

AABANY has secured a block of discounted hotel rooms for the evenings of Tuesday, February 23rd and Wednesday, February 24th at the New York Marriott Downtown, which may be reserved by calling 877-303-0104 and mentioning the "Asian American Bar Association of New York."

R.S.V.P.

R.S.V.P. by January 29, 2016 (Early Bird)
Website: <http://bit.ly/anndinn16reg>

Corporate Sponsorship Opportunities

PLATINUM LEVEL — \$15,000

- Three (3) admissions to the Annual Dinner VIP Cocktail Reception
- Premium Annual Dinner seating for ten (10) individuals
- Sponsor's logo featured on red carpet backdrop (i.e. "step & repeat") for official photos
- Platinum-Level acknowledgment and a full page advertisement in Annual Dinner publicity, including the dinner program, press releases, e-mail publicity, and logo on the AABANY website
- Link to Sponsor's website included on AABANY's home page throughout 2016
- AABANY's annual membership for ten (10) individuals
- Three (3) full day registrations to AABANY's 2016 Annual Fall Conference
- Three (3) admissions to AABANY's 2016 Annual Corporate Law and In-House Counsel Wine Tasting Reception

GOLD LEVEL — \$10,000

- Preferred Annual Dinner seating for ten (10) individuals
- Gold Level acknowledgment in Annual Dinner publicity, including dinner program, press releases, email publicity, and AABANY website
- Link to Sponsor's website included on AABANY's home page through 2016
- AABANY annual membership for ten (10) individuals
- Two (2) full-day registrations to AABANY's 2016 Annual Fall Conference
- Two (2) admissions to AABANY's 2016 Annual Corporate Law and In-house Counsel Wine Tasting Reception

SILVER LEVEL — \$7,500

- Preferred Annual Dinner seating for ten (10) individuals
- Silver Level acknowledgment in Annual Dinner publicity, including dinner program, press releases, email publicity, and AABANY website
- AABANY annual membership for ten (10) individuals
- One (1) full day registration to AABANY's 2016 Annual Fall Conference
- One (1) admission to AABANY's 2016 Annual Corporate Law and In-House Counsel Wine Tasting Reception

SPONSOR LEVEL — \$4,000 (LIMITED TO FIRMS OF TWENTY-FIVE [25] PERSONS OR LESS)

- Annual Dinner seating for five (5) individuals
- Sponsor Level acknowledgment in Annual Dinner publicity, including dinner program, press releases, email publicity, and AABANY website
- AABANY annual membership for five (5) individuals
- One (1) full day registration to AABANY's 2016 Annual Fall Conference
- One (1) admission to AABANY's 2016 Annual Corporate Law and In-House Counsel Wine Tasting Reception

Sponsorship Reply Form

Below are the sponsorship opportunities for the AABANY 2016 Annual Dinner, to be held on Wednesday, February 24, 2016. In order to maximize your visibility, please complete and return this form by January 29, 2016.

☐ YES, I want to participate as a sponsor for the AABANY Annual Dinner 2016

- ☐ Platinum Level – \$15,000
- ☐ Gold Level – \$10,000
- ☐ Silver Level – \$7,500
- ☐ Sponsor Level – \$4,000 (Limited to firms with twenty-five [25] persons or less)

Dinner Program Advertising Specifications

- | | |
|--|-----------------------------|
| ☐ Full Page Ad – \$1,500 | Full Page: 6" x 8" |
| ☐ Half Page Ad – \$1,000 | Half Page: 6" x 3.75" |
| ☐ Quarter Page Ad – \$750 | Quarter Page: 2.75" x 3.75" |

All ads will be printed black and white only and should be submitted as high resolution pdf files with fonts embedded. Please submit ads to main@aabany.org no later than January 29, 2016.

Contact Person: _____ Phone Number: _____

Firm / Company Name: _____

Street Address: _____

City / State / Zip: _____

Telephone: _____ Fax: _____ Email: _____

Mail, email, or fax reply forms and make checks payable to:

Asian American Bar Association of New York
45 Rockefeller Plaza, 20th Floor, New York, NY 10111

Fax: (718) 228-7206 (Attn: Yang Chen)
Email: main@aabany.org
Website: www.aabany.org
Annual Dinner Link: <http://bit.ly/anndinn16>

Online Payment Information

If you wish to make payment online, please visit
aabany.org/pay

INDIVIDUAL TICKETS

Early Bird
Deadline 1/29/16

Regular
Deadline 2/10/16

Late
Deadline 2/17/16
(or until sold out)

AABANY Member

\$250

\$300

\$350

General Admission
(Non-Member)

\$300

\$350

\$400

AABANY Member

Government / Non-Profit / Public Interest

\$175

\$225

\$275

Judicial Ticket
(Judges Only)

\$125

\$175

\$225

Student

\$100

\$150

\$200

I am unable to attend but I would like to donate \$_____

Questions?

For questions about sponsorship,
please contact any of the following individuals:

SUSAN SHIN

(212) 715-1722

susan.shin@aabany.org

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(917) 704-4137

william.wang@aabany.org

WILLIAM NG

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william.ng@aabany.org

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Linda S. Lin

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Complex Claims
Director, Berkshire
Hathaway Specialty
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Bobby Liu

Chief Operating Officer
& General Counsel,
MD Sass

Don H. Liu

Executive Vice
President, General
Counsel and Secretary,
Xerox Corporation

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Legal Counsel and
Compliance Officer,
LUKOIL Pan Americas
LLC

Reginald M. Rasch

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Corporate Secretary,
Rakuten Marketing

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