



BRIDGING OUR MEMBERS with COMMUNITY RESOURCES
BUILDING INTEGRITY ♦ AWARENESS ♦ SUCCESS

2017 SPONSORSHIP PACKAGE



OUR VALUED PARTNER

Dear Potential Sponsor,

It is our distinct honor to invite you to participate in the mission and success of the Asian Business Association of Orange County (ABAOC). ABAOC's mission is to provide all minorities, and our local community of small businesses, the opportunity to gain access to economic advancement through networking, education, supplier diversity programs and community representation. For over 25 years, we have accomplished our goals by providing unique and successful programs targeted at growing the businesses of our members, while simultaneously delivering compelling value campaigns to our sponsors. We need your commitment to help us continue our dedication to service Orange County businesses in 2017 and beyond.

We believe the events and workshops that ABAOC provides are synergistic with your corporate objectives. Sponsoring one or more of our events can provide meaningful exposure of your company's brand, show your commitment in empowering small businesses and demonstrate your corporate social responsibility. As a sponsor, you will have access to qualified and proven small businesses and suppliers as a resource to helping you meet your supplier diversity goals and objectives. Furthermore, you have the opportunity to participate in our community events and news broadcast to clearly demonstrate your company's commitment as a community conscious organization giving back to its customers.

One of our core program objectives is to identify and assist minority and small businesses to take advantage of the supplier diversity programs. We stress quality of products and service, program compliance and effective marketing techniques. We accomplish this through our innovative and successful **Business Matchmaking Workshop** and our **Procurement Conference**. Companies interested in accessing our supplier diversity resources may want to consider sponsoring one or more of these programs.

Small Business Development Day is an event designed to empower businesses and the communities they serve. Industry experts provide training on marketing, finances, risk management and other necessary business skills. Many of our sponsors elect to advertise at this event to increase their exposure to our members and guests.

A newly developed **ABAOC University was** launched in 2015. This exciting new program targets our goal to educate our local community of small businesses. Our curriculum was designed to enhance our business owners' financial, marketing, and operational knowledge to assist them in growing their business. Classes will be held monthly, based on an endorsed syllabus approved by our leadership. Our courses will be taught by expert volunteers with advanced degrees or certifications, who maybe recommended by our sponsors or are members of ABAOC. This value added program increases the visibility of our sponsors and assist in the success of our community businesses.

Further information on the goals of ABAOC and the sponsorship opportunities follows. Please take a moment to review the information in this package and gain a better understanding of how your investment will support and promote the objectives of ABAOC, while providing your organization significant value.

Our growth and ability to continue to provide valuable and successful programs would not be possible without your dedication and support. It is our hope that your efforts will have considerable implications on the future growth of minority businesses in Southern California. Thank you in advance for your time and consideration.

Best Regards,

Pramod Kunju

ABAOC 2017 President

WHY SPONSOR ABAOC?

ABAOC recognizes that having a diverse supplier pool is a major competitive advantage and a powerful business tool. We understand that diverse businesses add value to your company through their innovation and fresh ideas. By identifying, educating, and promoting minority businesses, ABAOC is able to deliver suppliers that offer world-class products, and services and exposure to loyal customers.

Our goal is simple: To educate, network and promote diverse businesses and help them understand the certification requirements and process; then connect them with opportunities to provide products and services to local and national buyers.

THE OPPORTUNITY

ABAOC offers you the ideal opportunity to be recognized as a leader in the promotion of supplier diversity. Here you will be able to forge healthy, long-lasting partnerships that are in line with your company's objectives. By sponsoring ABAOC, you will be affiliated with ABAOC activities and recognized as a leader in promoting diversity. You would not only be investing in the growth of your own company, but in the progression of minority businesses of Southern California.

We feel that any business that wants to stay competitive must constantly seek new markets, new technologies, new products and new alliances. It makes good strategic sense to form alliances with organizations like ABAOC. It is in the best interests of both your company and our members to create these alliances.

This organization is about opportunity for suppliers, for your company, and—ultimately—for your customers who will benefit by being offered the best possible quality at the best possible price. Today, more than ever, we're accelerating the pace of innovation — which means working with innovative sponsors who can take us to the next level.

THE OBJECTIVES

We are always looking for innovative, qualified and diverse suppliers that can help you achieve your diversity objectives. To get there, we seek suppliers that react quickly to change, can sustain exceptional performance, and have the ability to interface with Fortune 500 companies.

Therefore, ABAOC strives to provide sponsors:

1. Access to ABAOC's businesses in Orange County and surrounding areas by creating a large pool of qualified suppliers
2. Opportunity to strategically promote products and services and penetrate a diverse market
3. A diverse corporate supplier base that helps meet the needs of a diverse customer base
4. Networking opportunities with business owners at various events
5. Exhibition of strong corporate social responsibility
6. Website promotion of corporate member businesses
7. Procurement opportunities

Through the generosity of corporate sponsors and community support, ABAOC has been able to:

- Provide supplier-sourcing opportunities for qualified minority-owned businesses
- Assist in fostering relationships between minority owned businesses and state agencies
- Educate and empower minority owned businesses
- Provide outreach to local communities and businesses

OUR ADVISORS: CORPORATE ADVISORY BOARD (CAB)

Contributing to the growth of ABAOC is the foundation of the **Corporate Advisory Board (CAB)**, which meets every quarter. The CAB plays a key role in advising the members regarding programs and events that not only benefit the members of ABAOC, but also provides professional development to our corporate members through the sharing of best practices.

Members of the CAB have benefitted from the continuous support ABAOC has presented in the area of programs and activities over the years. As we embark on 2016, our mission is to continue to provide exemplary benefits and services to our members.

The CAB was organized in 1997 and has grown from five to twenty corporate members, namely:

The Walt Disney Company/Disneyland Resort	New York Life
Southern California Edison Company	Metropolitan Water District of Southern California
Southern California Gas Company	Verizon
South Coast Plaza	Walmart
Wells Fargo Bank	Southwest Airlines
US Bank	University of California Irvine
Union Bank	California State University Fullerton
Orange County Transportation Authority (OCTA)	San Diego Gas & Electric
US Small Business Administration (SBA)	Small Business Development Center (SBDC)

ABAOC EVENTS: AN OVERVIEW

Throughout the year, we produce business-development and procurement events and workshops that reach hundreds of minority businesses across Southern California. These workshops help businesses get certified, refine their business plans and implement solutions that help them successfully compete for and win contracts in a global supply chain. Creating opportunities for minority businesses is the key to not only our success, but yours as well. The programs we offer provide corporate support, build leadership and promote innovation.

Small Business Development Day

Specifically designed for local SME's, this three part series of workshops tackles the issues in establishing, growing and taking their operations to the next level. In collaboration with our Title Sponsor and executives from local corporations and government agencies, this event will shed insight into what it will take to succeed in today's economic environment.

Business Matchmaking Workshops (BMW)

Back by popular demand, ABAOC is once again teaming up with some of Orange County's biggest corporations and government purchasing agencies (e.g., Southern California Edison, Walt Disney Company, Disneyland Resort, Verizon, Orange County Transportation Authority (OCTA), US Bank, Southwest Airlines and others) to provide Contract Readiness Workshops. **Business Matchmaking**

Workshops are designed as a roadmap for ABAOC members that want to do business with large corporations and government agencies. In addition, the class graduates will have an opportunity to meet with several buyers from large corporations and government agencies to jump-start their contracting process.

These courses will help diverse business owners learn to make decisions that will lead to contracts. Topics covered include: (1) Market research to effectively build the “right” resources; (2) Vendor validation process; (3) Contract negotiation skills; (4) How to create and present your capability statements; (5) Writing proposals that win; and (6) Presentation skills. These classes will provide tools to ensure maximum benefit that fits with business strategy.

We will provide “real-time” video training segments to give participants a chance to review and make adjustments. The classes build upon each other, guiding the participants through developmental stages and giving them opportunities to finally meet the buyers. They will be taught by experts with real-world business experience, employing training methods that have been proven for adult learning. The format is a mixture of didactic and experiential learning, including real-time feedback from peers.

We offer solution-based training to ensure that participants are learning and that we are adding value to their business as they proceed in class time. Classes are designed to give business owners the nuts and bolts of getting contracts in real-world situations.

Designated times will be allocated by these corporations to individually meet with small business owners to discuss their procedures and current/future corporate procurement opportunities.

Procurement Conference & Exporting (PROCON)

The **Procurement Conference & Exporting (PROCON)** event serves a dual purpose. PROCON is a trade expo where corporate buyers and small business owners showcase their products and services, leveraging the large scale PROCON exposure to the buying and selling public. Similarly to the Business Matchmaking Workshops, PROCON links procurement and economic development managers from major companies (e.g., Orange County Transportation Authority (OCTA), the US Small Business Administration (Santa Ana District Office), Walt Disney Company, Disneyland Resort, Port of Los Angeles, Southern California Edison, Union Bank, US Bank, Verizon, Metropolitan Water District of Southern California, United Parcel Service (UPS), Southern California Gas Company, and other corporations with minority owned SME’s in Orange County) to promote minority diversity programs. The objective is to create a platform to discuss procurement opportunities, not only locally, but also internationally. Representatives from corporate partners will go over such topics as export/import trends, nuts and bolts of doing business in Asia and success stories amongst others.

Awards & Recognition Gala

Hard work leads to successful results. Therefore, it is our tradition, at ABAOC, to end the year with a gala to recognize members, sponsors, partners and community advocates for their contributions to Orange County and the surrounding cities. Types of awards include the Corporate Eagle’s Award, Business Entrepreneur Award, Corporate Advocate Award, Outstanding Business of the Year and Charitable and Scholarship Awards to students in the Asian community.

Corporate Sponsorship Entitlements

EVENT	TITLE	PLATINUM	GOLD	SILVER
Small Business Development	\$25,000	\$15,000	\$10,000	\$5,000
Business Matchmaking Workshops (BMW)	\$20,000	\$15,000	\$10,000	\$5,000
Procurement Conference and Exporting (PROCON)	\$35,000	\$25,000	\$15,000	\$10,000
Awards & Recognition Gala	\$25,000	\$15,000	\$10,000	\$5,000
General Package (all 4 events)	\$80,000	\$60,000	\$35,000	\$20,000
Clearinghouse Development	\$50,000	\$40,000	\$30,000	\$10,000
At Large Advertising - General Fund (All newsletters, flyers, announcements, ABAOC University)	\$60,000	\$50,000	\$40,000	\$30,000

Corporate Sponsorship entitlements are divided into four categories:

Title

- Approved Logo on the ABAOC website throughout the year
- Recognition in the sponsored event program materials - BMW & PROCON & GALA
- Complimentary event booth (2) and table of ten (1) – BMW & PROCON & GALA
- Advertising on pre-event e- blast to ABAOC members and partners
- Special recognition during the event sponsored - BMW & PROCON & GALA
- Event Speaker – BMW

Platinum

- Approved Logo on the ABAOC website throughout the year
- Recognition in the sponsored event program materials - BMW & PROCON & GALA
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- Advertising on pre-event e- blast to ABAOC members and partners
- Special recognition during the event sponsored - BMW & PROCON & GALA
- Event Speaker – BMW

Gold

- Approved Logo on the ABAOC website throughout the year
- Recognition in the sponsored event program materials - BMW & PROCON & GALA
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- Advertising on pre-event e- blast to ABAOC members and partners
- Special recognition during the event sponsored - BMW & PROCON & GALA
- Event Speaker – BMW

Silver

- Approved Logo on the ABAOC website throughout the year
- Recognition in the sponsored event program materials - BMW & PROCON & GALA
- Complimentary event booth (2) and table of ten (1) – BMW & PROCON & GALA
- Advertising on pre-event e- blast to ABAOC members and partners
- Special recognition during the event sponsored - BMW & PROCON & GALA
- Event Speaker – BMW