



UNITED VIETNAMESE STUDENTS' ASSOCIATION OF ONTARIO

SPONSORSHIP PACKAGE

2018-2019



UVSA ONTARIO

United Vietnamese Students' Association of Ontario

UVSA ONTARIO

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UVSA ONTARIO

ABOUT US

United Vietnamese Students' Association (UVSA Ontario) is a non-profit organization that was founded in 1997 to serve, empower, and unify the Vietnamese-Canadian community and Vietnamese Student Associations (VSAs) in Ontario. UVSA Ontario celebrates Vietnamese culture, encourages philanthropy, cultivates leadership, and promotes unity among VSAs by creating opportunities for Vietnamese students and youth to give back to the Ontario community, build networks, and collaborate on projects.



We are also a part of the Union of North America Vietnamese Student Associations (UNAVSA), a non-profit, community-based organization that encompasses and supports all VSAs throughout Canada and the United States.

UVSA ONTARIO

PILLARS

1

To foster cultural awareness in Vietnamese culture, language, and history

2

To cultivate leadership, encourage philanthropy, and promote unity among VSAs in Ontario

3

To organize social, cultural and charitable community activities

UVSA ONTARIO

OUR AFFILIATED VSAS



**OUR
AFFILIATED
VSAS**



Social Media Outreach

Facebook: *1175 likes*

Instagram: *401 followers*

YouTube: *103 subscribers, 35,127 views*



Cultural Leadership

IGNITE XX 2017: *282 attendees*

SUMMIT 2017: *112 attendees*

UVSA ONTARIO

SUPPORTING US

By supporting our initiatives to preserve and celebrate Vietnamese culture, you will receive many benefits including:

Outreach opportunities: your brand will be promoted to students and alumni from universities and colleges across Ontario.

Marketing opportunities: your brand's logo will be included on our promotional materials (e.g. posters, pamphlets, brochures, website) and supported at sponsored events.

Community partnerships: your brand will contribute and participate in network building within the Vietnamese community in Ontario and North America.

Future generation contribution: to the academic, social, and professional growth of Vietnamese students and young Vietnamese leaders in Ontario.

UVSA ONTARIO

EVENTS OVERVIEW

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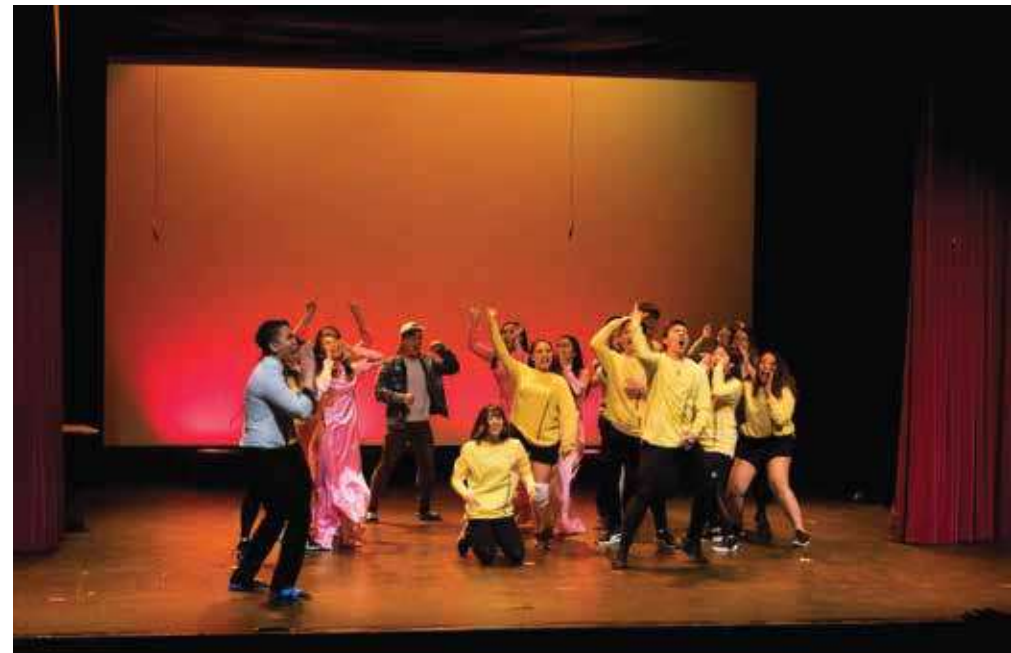
UVSA ONTARIO

IGNITE CULTURAL SHOW



The Ignite Cultural Show is an annual gathering of Vietnamese Students' Associations (VSAs) from across Ontario to showcase and celebrate Vietnamese culture through stage and art performances. This event was started in 1998 by a group of young, passionate, Vietnamese-Canadian students.

They worked tirelessly to bring this show to life by rallying the VSAs and pushing for ticket sales until eventually, the venue was sold out. This year, Vietnamese culture is continuing to thrive with UVSA Ontario's 21st Ignite Cultural show, which is expected to garner over 300 spectators.



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CULTURAL FESTIVALS

To increase youth community involvement and celebrate Vietnamese culture, UVSA Ontario encourages students to participate in various cultural festivities including, but not limited to, Tết Trung Thu and Hội Chợ Tết. At these events, we invite our youth members to participate through volunteerism and philanthropy. We promote our vision and sponsors through booth networking and cultural stage performances, speaking with other Vietnamese community leaders and showcasing Vietnamese pride through dance, music, and language.



UVSA ONTARIO

PROFESSIONAL NETWORKING MIXERS



Our networking mixers bring students and professionals from various industries together in order to foster relationships and expand networks. These events provide students with a glimpse into the professional world and a chance to be mentored, while providing industry professionals with opportunities to share their knowledge and recruit rising stars.

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VSA PHILANTHROPY INITIATIVE

The Collective Philanthropy Project (CPP) is an initiative with UNAVSA for Vietnamese student and community organizations to work collaboratively towards a charitable cause. Since 2005, UVSA Ontario and all VSAs across North America have campaigned collectively to assist North American Vietnamese non-profit organizations to achieve their philanthropic missions. The CPP opens the door for students to collaborate with nonprofits, work on a national campaign towards a common goal, and impact the world. Previous CPP beneficiaries include M.E.M.O., the Catalyst Foundation, and Kids Without Borders. In the 2017-2018 year, UVSA Ontario was successful in fundraising and donating \$1050 CAD to the Pacific Links Foundation. For the 2018-2019 year, UVSA Ontario will be fundraising for Children of Vietnam.

UVSA ONTARIO SUMMIT

The UVSA Leadership Summit is an event that comprises of educational, professional, and interactive workshops and team-building activities aimed at empowering youth to become leaders within their community. The summit intends to bring students, community leaders, and professionals together to build social networks, discuss issues relevant to the Vietnamese community, and find ways to address those issues through student leadership initiatives.



UVSA ONTARIO

GALA



To celebrate the accomplishments of the VSAs throughout the year, we organize a formal event that recognizes outstanding VSAs and supporters of the Vietnamese student community. This gala is an opportunity for us to thank all our sponsors and invite our Platinum Sponsors to speak during the Opening Ceremonies. Attendees include province-wide VSAs, UVSA alumni, Vietnamese community members, as well as sponsors and supporters of Vietnamese culture. The event consists of a dinner, award ceremony, and performances.

UVSA ONTARIO

UNAVSA LEADERSHIP CONFERENCE

The Union of North American Vietnamese Student Associations (UNAVSA) hosts an annual leadership conference that draws students and young professionals all across North America. This conference is meant to motivate and inspire leaders within the Vietnamese community. In 2018, UVSA Ontario sent its largest delegation to the UNAVSA-15 conference held in Atlanta, Georgia, including regional representatives, award-nominated VSA members, and UNAVSA scholars. Delegates attended workshops and speeches of influential Vietnamese leaders in entrepreneurship, health, and culture. Vietnamese Canadian youth representatives were able to form intercontinental connections with other youth, adding Canadian representation to the North American narrative of Vietnamese culture.



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UNAVSA LEADERSHIP CONFERENCE



"I thought my realm of community involvement would be localized only in the GTA. However, attending Conference surrounded by passionate individuals provided a space to communicate my vision to a larger audience and to be a voice for the Vietnamese-Canadian identity. The conference allowed for increasing interpersonal connections but also gaining awareness about intrapersonal beliefs, goals, and motives for the community. I've been very fortunate to be able to attend Conference through winning the Visionary Scholarship hosted by UNAVSA and advise anyone interested in applying for next year's Conference. It is truly a life changing experience with the leadership skills gained and friendships made."

- Jennifer Tran, Visionary Scholarship Recipient 2018.

UVSA ONTARIO

SPONSORSHIP BENEFITS

UVSA Ontario provides various opportunities for you to strengthen your brand with students from across Ontario and the larger Vietnamese community. Depending on what your goals and objectives are, we have varying options for you to choose from (please refer to our sponsorship tiers below). We are more than willing to be flexible in molding these benefits to fit your goals and objectives.

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SPONSORSHIP BENEFITS

	SUPPORTER <\$500	BRONZE \$500	SILVER \$750	GOLD \$1000	PLATINUM \$2000+
Corporate logo and mention on the UVSA website	✓	✓	✓	✓	✓
Honourable mentions on UVSA social media accounts	✓	✓	✓	✓	✓
Invitation to all UVSA events and general meetings	✓	✓	✓	✓	✓
Business card and print distribution at UVSA events		✓	✓	✓	✓
Honourable mention on IGNITE XXI & Summit poster and booklet		✓	✓	✓	✓
2 VIP tickets to IGNITE XXI & Summit		✓	✓	✓	✓
Honourable mention on all IGNITE XXI & Summit material		✓	✓	✓	✓

UVSA ONTARIO

SPONSORSHIP BENEFITS

	SUPPORTER <\$500	BRONZE \$500	SILVER \$750	GOLD \$1000	PLATINUM \$2000+
Half-page advertisement in the Ignite Show & Summit program					
Company logo, address, and phone number placed on: <i>- Slideshow loop during IGNITE XXI & Summit pre-show, intermission, and credits</i>					
Sponsorship table available for advertisement at IGNITE XXI & Summit Recipient of Recognition Award from UVSA Board of Directors during IGNITE XXI & Summit					
Awarded Title Sponsor of UVSA					
A UVSA event named after your business					

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PAST SPONSORS

IGNITE XX Sponsors



Spirit of Vietnam Radio

93.1 CKCU-FM - Ottawa - Saturdays at 5:30pm

Leadership SUMMIT Sponsors



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LP design



* Mutual funds are distributed through Desjardins Financial Security Investments Inc.

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UVSA ONTARIO

BUSINESS IMPACT



"Every year, UVSA puts forth a spectacular show - IGNITE - which displays creativity at its utmost level of vibrancy. It celebrates not just Vietnamese and Canadian cultures, but manifests youth devotion, community work, and positive social messages, attracting the public-at-large to its growing enthralled audience."

- **Suzy Nguyen, Thoi Bao Media Manager**

UVSA ONTARIO

BUSINESS IMPACT

Spirit of Vietnam Radio

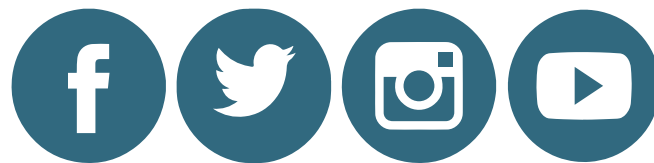
93.1 CKCU-FM - Ottawa - Saturdays at 5:30pm

On behalf of our organization, Spirit of Vietnam Radio in Ottawa, I have had the privilege of being a sponsor for UVSA Ontario for the last several years. As such, I also acted as judge for UVSA's annual Ignite Cultural Show. I have always been impressed by their energy and creativity in coming up with events that speak to students' social and cultural interests, with Ignite being a prime example. Another recent high point was the Leadership Summit held in May 2018, which brought together speakers from diverse areas to give participants exposure to and insights into student and community issues so they could position themselves for tomorrow's leadership roles. UVSA Ontario's events and activities also showcase remarkable organization skills on the students' part, for which they set up mechanisms to maintain and improve to ensure continuity and growth.

- **Minhtri Truong, Spirit of Vietnam Radio**

THANK YOU

We extend our warmest thank you for taking the time to assess and consider our sponsorship package. We look forward to connecting with you to preserve and promote the Vietnamese culture to Vietnamese youth, unifying all generations through our cultural heritage.



@UVSAOntario

www.uvsaontario.org