



LEAP 25th Anniversary Celebration  
Thursday, July 19, 2007  
Los Angeles Hilton/Universal City

**LEAP: Vision, Voice and Visibility**  
Celebrating 25 years of growing  
leaders in the Asian American/  
Pacific Islander community

**LEADERSHIP EDUCATION FOR ASIAN PACIFICS (LEAP), Inc.**

**Sponsorship Opportunities • 25th Anniversary Celebration**



g r o w i n g   l e a d e r s





LEAP 25th Anniversary Celebration  
Thursday, July 19, 2007  
Los Angeles Hilton/Universal City

**LEAP: Vision, Voice and Visibility**  
Celebrating 25 years of growing  
leaders in the Asian American/  
Pacific Islander community



g r o w i n g   l e a d e r s

Dear Friends:

On behalf of the Board and staff of Leadership Education for Asian Pacifics, Inc. (LEAP), I would like to thank you for your support and belief in our organization. We are proud of the work we have accomplished in “growing leaders” across communities and industries for the last 25 years, and we are excited to continue to expand the leadership potential of the Asian American/Pacific Islander community.

In 2007, LEAP will reach a significant milestone: our 25th Anniversary! This is a very special time for us and we are inviting all of our friends and supporters to be a part of the celebration. We hope that you will join us at one or more of the celebratory events that will be held throughout the year. In commemoration of our Silver Anniversary, we have developed the theme of “Vision, Voice, Visibility” to highlight the scope of our mission and work in the Asian American/Pacific Islander community.

As your organization prepares and budgets for the upcoming year, we invite you to consider sponsoring our 25th anniversary activities, which will culminate in our Anniversary Awards Dinner Gala on Thursday, July 19, 2007 at the Universal Hilton in Los Angeles. Details on each sponsorship level for the Gala Dinner are included in this packet.

As part of the 25th anniversary, LEAP has set an aggressive fundraising goal of \$500,000 and we hope the recent opportunity of a challenge grant from Kellogg will help us achieve this amount. The “challenge grant” offers LEAP the bonus of \$10,000 if we can meet that goal. I hope you will consider making an individual pledge today!

More information on the the gala and activities is enclosed for your ready reference. 25th Anniversary sponsorship packages can also be customized to meet organizational goals. If you would like to pledge your support for the 25th Anniversary celebration now or if you have any questions, please do not hesitate to contact Linda Akutagawa, Vice President of Resource & Business Development at (213) 485-1422 x 4115 or [lakutagawa@leap.org](mailto:lakutagawa@leap.org).

With warmest regards,

J.D. Hokoyama  
President & CEO

# STERLING SILVER TITLE SPONSORSHIP: \$100,000

We will accept only one Sterling Silver Title Sponsor for this gala event.

## Exclusive benefits:

- Introduction of the keynote speaker by Sponsor representative at the podium
- Sponsor logo with corporate name featured on signage at the Annual Dinner
- Additional branding opportunities in the dining area
- Opportunity to provide logo for lighting branding at event

## Sponsorship of one of 6 Leadership Conference held nationally:

- Banner displayed at Leadership Conference
- Logo on Leadership Conference documents and brochures
- Opportunity to give words of welcome
- Invitation for 10 registrations

## VIP Reception:

- Banner displayed at VIP Reception
- Opportunity to speak at VIP Reception
- Personal introductions to celebrities at VIP reception
- Twenty (20) tickets to the VIP reception

## Gala Dinner:

- Corporate table of twenty (20) guests at the gala dinner
- Title seating at the gala dinner
- Seating/hosting of Celebrity Guest of choice at sponsor table
- Opportunity to speak at Gala Dinner
- Ads in program booklet only for table sponsors
- Branded gift Bag item (valued at \$5.00 or more)
- Two full-page color ads (inside front and back cover) in program booklet
- Sponsor acknowledgement in program booklet, press releases, web site and announcements
- Sponsor logo with link to Sponsor website on the LEAP homepage for one month preceding the Annual Dinner
- Opportunity to provide logo for lighting branding at event

## Additional Benefits

- Sponsor logo with link to Sponsor website featured on the Annual Dinner page of the LEAP website
- Sponsorship of two (2) regional community programs (valued at \$15,000 per program)
- Listing in LEAP's 25th anniversary brochure as 25th anniversary Sterling Silver Title sponsor
- Sponsor named in a thank-you announcement in the LEAP newsletter



---

## CO-PRESENTING SPONSOR: \$50,000

We will accept only four (4) Co-presenting Sponsors for this gala event.

### Exclusive benefits:

- Introduction of one awardee recipient by Sponsor representative at the podium.
- Sponsor logo with corporate name featured on signage at the Annual Dinner.

### Branding at one of 6 Leadership Conferences held nationally:

- Logo on Leadership Conference banner
- Invitation for 5 registrations

### VIP Reception:

- Banner displayed at VIP Reception
- Ten (10) tickets to the VIP reception

### Gala Dinner:

- Corporate table of ten (10) guests at the gala dinner
- Co-presenting seating at the gala dinner
- Seating/hosting of Celebrity Guest of choice at sponsor table
- Ads in program booklet only for table sponsors
- Branded gift Bag item (valued at \$5.00 or more)
- One full-page color ad strategically placed in program booklet
- Sponsor acknowledgement in program booklet, press releases, web site and announcements
- Sponsor logo with link to Sponsor website on the LEAP homepage for one month preceding the Annual Dinner
- Opportunity to provide logo for lighting branding at event

### Additional Benefits

- Sponsor logo with link to Sponsor website featured on the Annual Dinner page of the LEAP website
- Sponsorship of one (1) regional LEAP Leadership Conference (valued at \$10,000 per program)
- Listing in LEAP's 25th anniversary brochure as 25th anniversary Co-Presenting sponsor
- Sponsor named in a thank-you announcement in the LEAP newsletter



## **PRESIDENT SPONSOR: \$25,000**

We will accept only ten (10) President Sponsors for this gala event.

### Exclusive benefits:

- Emcee will thank all President sponsors during gala event

### Community Leadership Conferences:

- Invitation for 5 registrations at one of 6 Leadership Conferences held nationally

### VIP Reception:

- Ten (10) tickets to the VIP reception

### Gala Dinner:

- Corporate table of ten (10) guests at the gala dinner
- President seating at the gala dinner
- Ads in program booklet only for table sponsors
- Branded gift Bag item (valued at \$5.00 or more)
- One full-page black and white ad in program booklet
- Sponsor acknowledgement in program booklet, press releases, web site and announcements
- Sponsor logo with link to Sponsor website on the LEAP homepage for one month preceding the Annual Dinner.

### Additional Benefits

- Sponsor logo with link to Sponsor website featured on the Annual Dinner page of the LEAP website.
- Listing in LEAP's 25th anniversary brochure as 25th anniversary President sponsor
- Sponsor named in a thank-you announcement in the LEAP newsletter



g r o w i n g   l e a d e r s



---

## **EXECUTIVE SPONSOR: \$10,000**

We will accept only twenty-five (25) Executive Sponsors for this gala event.

Exclusive benefits:

- Emcee will thank all Executive sponsors during gala event

VIP Reception:

- Ten (10) tickets to the VIP reception

Gala Dinner:

- Corporate table of ten (10) guests at the gala dinner
- Executive seating at the gala dinner
- Ads in program booklet only for table sponsors
- One half-page black and white ad in program booklet and opportunity to upgrade to larger ad
- Branded gift Bag item (valued at \$5.00 or more)
- Sponsor acknowledgement in program booklet, press releases, web site and announcements

Additional Benefits

- Sponsor logo with link to Sponsor website featured on the Annual Dinner page of the LEAP website.
- Listing in LEAP's 25th anniversary brochure as 25th anniversary Executive sponsor
- Sponsor named in a thank-you announcement in the LEAP newsletter



g r o w i n g   l e a d e r s



## **CORPORATE SPONSOR: \$5,000**

We will accept an unlimited number of Corporate Sponsors.

Exclusive benefits:

- Emcee will thank all corporate sponsors during gala event

VIP Reception:

- Two (2) tickets to the VIP reception

Gala Dinner:

- Corporate table of ten (10) guests at the gala dinner
- Corporate seating at the gala dinner
- Ads in program booklet only for table sponsors
- One 1/4-page black and white ad in program booklet and opportunity to upgrade to larger ad
- Branded gift Bag item (valued at \$5.00 or more)
- Sponsor acknowledgement in program booklet, press releases, web site and announcements

Additional Benefits

- Listing in LEAP's 25th anniversary brochure as 25th anniversary Corporate Sponsor
- Sponsor named in a thank-you announcement in the LEAP newsletter

---

## **LEAP FRIEND SPONSOR: \$3,000**

We will accept an unlimited number of LEAP Friends for this gala event.

Gala Dinner:

- LEAP Friend table of ten (10) guests at the gala dinner
- Ads in program booklet only for table sponsors
- One 1/4-page black and white ad in program booklet and opportunity to upgrade to larger ad
- Branded gift Bag item (valued at \$5.00 or more)
- Sponsor acknowledgement in program booklet, press releases, web site and announcements

Additional Benefits

- Listing in LEAP's 25th anniversary brochure as 25th anniversary LEAP Friend
- Sponsor named in a thank-you announcement in the LEAP newsletter



g r o w i n g   l e a d e r s



## COMMUNITY SPONSOR: \$1,500

We will accept an unlimited number of Community Sponsors.

### Gala Dinner:

- Community table of ten (10) guests at the gala dinner
- Ads in program booklet only for table sponsors
- Opportunity to purchase any size ad in program booklet
- Branded gift Bag item (valued at \$5.00 or more)
- Community Sponsor acknowledgement in program booklet, web site and announcements

### Additional Benefits

- Listing in LEAP's 25th anniversary brochure as 25th anniversary Community Sponsor
- Community Sponsor named in a thank-you announcement in the LEAP newsletter

---

## ADDITIONAL BRANDING OPPORTUNITIES

Subject to consideration

Gift Bag

*Sponsor the gift bag*

Silent Auction

*Donate auction item*

Beverage Sponsor

*Alcoholic beverages*

*Non-alcoholic beverages*

Pre-dinner reception

*Hors d'oeuvres*

*Displays*

Floral Sponsor

*Centerpiece Sponsor*

*Floor pieces*

*Podium arrangement*

Entertainment Sponsor

*Performers / Entertainers*

Print Sponsor

*Bio Boards*

*Invitations*

*Programs*



g r o w i n g   l e a d e r s





LEAP 25th Anniversary Celebration  
Thursday, July 19, 2007  
Los Angeles Hilton/Universal City

**LEAP: Vision, Voice and Visibility**  
Celebrating 25 years of growing  
leaders in the Asian American/  
Pacific Islander community



g r o w i n g   l e a d e r s

## Sponsorship Levels • 25th Anniversary Celebration

PLEASE CHECK THE BOX NEXT TO YOUR DESIRED SPONSORSHIP LEVEL.

### Sterling Silver Title Sponsor • \$100,000 (limit: 1)

- Introduction of guest speaker during gala program
- Sponsor logo with corporate name featured on signage at the Gala
- Sponsor one of 6 Leadership Conferences held nationally
- Invitation for 10 registrations at conference
- Twenty (20) tickets to the VIP reception
- Sterling Silver table of twenty (20) guests at the gala dinner
- Two full-page color ads (inside front and back cover) in program booklet

### Co-presenting Sponsor • \$50,000 (limit: 4)

- Introduction of one awardee recipient by Sponsor representative at the podium.
- Invitation for 10 registrations at Leadership Conference of choice
- Banner display at VIP reception
- Ten (10) tickets to the VIP reception
- Co-Presenting table of ten (10) guests at the gala dinner.
- One full-page color ad strategically placed in program booklet

### President Sponsor • \$25,000 (limit: 10)

- Emcee will thank all President sponsors during gala event
- Ten (10) tickets to the VIP reception
- President table of ten (10) guests at the gala dinner
- One full-page black and white ad in program booklet

### Executive Sponsor • \$10,000 (limit: 25)

- Emcee will thank all President sponsors during gala event
- Ten (10) tickets to the VIP reception
- Executive table of ten (10) guests at the gala dinner
- One half-page black and white ad in program booklet
- Sponsor acknowledgement in program booklet, web site and announcements

### Corporate Sponsor • \$5,000

- Emcee will thank all Corporate sponsors during gala event
- Two (2) tickets to the VIP reception
- Corporate table of ten (10) guests at the gala dinner
- One 1/4 page black and white ad in program booklet
- Sponsor acknowledgement in program booklet, web site and announcements

### LEAP Friend • \$3,000

- LEAP Friend table of ten (10) guests at the gala dinner
- One 1/4 page black and white ad in program booklet
- Sponsor acknowledgement in program booklet, web site and announcements

### Community Sponsor • \$1,500

- Community table of ten (10) guests at the gala dinner
- Opportunity to purchase any size ad in program booklet
- Sponsor acknowledgement in program booklet, web site and announcements



LEAP 25th Anniversary Celebration  
 Thursday, July 19, 2007  
 Los Angeles Hilton/Universal City

**LEAP: Vision, Voice and Visibility**  
 Celebrating 25 years of growing  
 leaders in the Asian American/  
 Pacific Islander community



g r o w i n g   l e a d e r s

**LEAP 2007 Annual Leadership Awards Dinner - Sponsorship Form**  
 Please respond by May 1, 2007 for recognition on the Gala invitation.

Name		Title		Company	
Address		City	State	Zip Code	
Daytime telephone		Cellular Phone		Fax	

I would like to support LEAP's Annual Dinner with the following:  
 (check appropriate boxes)

- |  |   |
|--|---|
| <input type="checkbox"/> Sterling Silver Title Sponsor • \$100,000 | <input type="checkbox"/> President Ticket • \$1,000 |
| <input type="checkbox"/> Co-Presenting Sponsor • \$50,000          | <input type="checkbox"/> Executive Ticket • \$750   |
| <input type="checkbox"/> President Sponsor • \$25,000              | <input type="checkbox"/> Corporate Ticket • \$500   |
| <input type="checkbox"/> Executive Sponsor • \$10,000              | <input type="checkbox"/> LEAP Friend Ticket • \$300 |
| <input type="checkbox"/> Corporate Sponsor • \$5,000               | <input type="checkbox"/> Community Ticket • \$150   |
| <input type="checkbox"/> LEAP Friend • \$3,000                     |   |
| <input type="checkbox"/> Community Sponsor • \$1,500               |   |

I am sorry, I am unable to attend. Enclosed is my donation. \$ \_\_\_\_\_

Please charge my:  
 (circle) AMEX/DINERS/MC/VISA # \_\_\_\_\_  
 Expiration Date \_\_\_\_\_  
 CVV2 Code \_\_\_\_\_  
 Print name on card \_\_\_\_\_  
 Signature \_\_\_\_\_

Please return this form with payment to:  
 LEAP Awards Dinner, c/o Grace Toy  
 327 East 2nd Street, Suite 226, Los Angeles, CA 90012  
 (213) 485-1422 or by fax to (213) 485-0050

**About LEAP**

Leadership Education for Asian Pacifics, Inc. (LEAP) is a national, nonprofit organization based in Los Angeles, CA. LEAP's mission is to achieve full participation and equality for Asian Americans/Pacific Islanders through leadership, empowerment and policy. LEAP works to achieve its mission in three ways:

**developing people**  
 "leaders are made, not born"

With unrivaled experience and a training curriculum designed by and for Asian Americans/Pacific Islanders, LEAP trains talented leaders for the nonprofit, public, private and educational sectors. We offer weeklong, one-day and customized training for AAPIs and non AAPIs in all sectors. Inspired by LEAP's training, our graduates have furthered their careers, forged coalitions, and founded organizations and employee groups.

**informing society**  
 "leaders know the issues"

LEAP is the only national organization dedicated to producing original policy research about our communities. Our research is at the forefront of public policy affecting AAPIs. In publishing reports and convening symposia with scholars, experts, and AAPI leaders throughout the nation, LEAP defines a policy agenda responsive to community needs.

**empowering communities**  
 "leaders are grounded in strong, vibrant communities"

To build community infrastructure and mobilize a national network of AAPI leaders, LEAP is pursuing a long-range strategy. We design and deliver leadership and organizational training for AAPI nonprofits. The impact of LEAP's training goes beyond initial delivery. Our model trains community leaders so that they, in turn, train and empower others. In addition, LEAP cultivates active community networks through national and regional caucuses.

LEAP is a charitable, nonprofit 501(c)(3) organization with Tax ID #95-3879677.

# Frequently Asked Questions (FAQs)

## GENERAL QUESTIONS

*Q1: What is LEAP?*

A1: LEAP is a national, nonprofit organization based in Los Angeles, CA whose mission is to “grow leaders” in the Asian Americans/Pacific Islander (AAPI) communities across the country. Founded in 1982, LEAP operates under a simple yet powerful idea: in order for AAPI communities to realize their full potential and to foster robust participation in the larger democratic process, those communities would have to begin producing leaders who could advocate and speak on their behalf. Our organization works to achieve its mission in three ways: developing people, because leaders are made, not born; informing society, because leaders know the issues; and empowering communities, because leaders are grounded in strong, vibrant communities.

*Q2: What makes LEAP different from other organizations?*

A2: LEAP was created to address a critical, unmet need in the Asian Americans/Pacific Islander community: the need for leadership development process which would guarantee that the success and accomplishments made by one generation would be transferred to the next. LEAP is guided by its leadership development philosophy that AAPIs can retain their unique cultures, identities and values while developing new and vital skills that will make them effective leaders within their own organizations, their communities and broader societies.

*Q3: Why do we need leadership development programs designed specifically for AAPI employees?*

A3: With over 20 years experience working with AAPI professionals, LEAP finds that many are 1st or 2nd generation corporate employees who don't have the awareness and/or understanding of the written and unwritten “rules of success” in their companies. At the same time, a number of common misconceptions about AAPIs may limit their advancement in the organization. These include: a) AAPIs are satisfied with focusing on technical work and thus not interested in becoming managers; b) AAPIs are not “leadership or management material” meaning, they lack the interest or skills to be good leaders or managers; c) AAPIs are a “model minority” and therefore are already successful, or that they don't need help. As a consequence, many AAPI employees are overlooked or miss out on growth opportunities. The results are an underutilization of a company's AAPI talent and costly turnovers. The LEAP leadership programs offer AAPI professionals the opportunity to understand the “rules of success” and develop the self-confidence and tools to take action and determine their own path to career success.



*Q4: Are you doing anything special to commemorate the 25th Anniversary?*

A4: LEAP will be embarking on an exciting journey for its 25th Anniversary, connecting with alumni of our programs, past Board members, trainers and other stakeholders, as well as celebrating new partnerships. We will be hosting regional events through the country, commemorating LEAP's impact on companies, organizations, AAPI community-based organizations, and individuals. The highlight of our 25th anniversary will be our 25th Anniversary Awards Dinner Gala, which will take place in Los Angeles on Thursday, July 19, 2007. The Gala, a formal event, will celebrate the accomplishments of four Asian Americans/Pacific Islander individuals and one community-based organization whose leadership and vision exemplify the type of leadership LEAP espouses. The Gala will be preceded by a Silent Auction, featuring a diverse array of products from scarves to Ipods, as well as a VIP reception and general reception.

*Q5: LEAP is celebrating its 25th anniversary this year, why haven't I heard about the organization before?*

A5: Although LEAP's clientele includes a fair number of Fortune 500 companies, we are a non-profit organization and run our many programs with only 10 staff members! We are entrenched both in national AAPI activities as well as our own local Los Angeles. Our 25th Anniversary affords LEAP the opportunity to share its success and stories with a wider audience, focusing on the AAPI community

*Q6: Are there any significant milestones over the past 25 years?*

A6: Through the years, LEAP has made strides in all of its programs and services, including:

- Expansion of corporate and community programs
- Creation of the Asian Pacific American Public Policy Institute/ partnership with UCLA
- Annual Awards Dinner
- Growth in business opportunities, clients, and local and national networks
- Partnerships with IBM and other companies who value diversity
- Possibility of international business

*Q7: Are there any notable LEAP alumni you can share?*

A7: LEAP program alumni include Frank Chong, who graduated from our Leadership Development Program for Higher Education in 1997 and is now President of Mission College in Silicon Valley, Northern California; Robert Yi, who graduated from our flagship Leadership Development Program in 1998 and is now Operations Vice President for State Farm Insurance Companies; Chongge Vang, who went through our Building Community Leaders program in 2000 and is a prominent leader in Southern California's Hmong and Laotian community; and Margaret



Ashida, who also graduated from our Leadership Development Program and is now the Director of Talent for the IBM Software Group and also serves as a Vice-Chair for LEAP's Board of Directors.

*Q8: How can I obtain additional information on LEAP and how can people get involved with the organization?*

A8: For more information on LEAP, feel free to contact our office by email (leap@leap.org); by phone at (213) 485-1422, or visit our website [www.leap.org](http://www.leap.org) for immediate information on our programs, services and events.

You can always get involved in our organization, by volunteering your time and talents at the LEAP office, or getting involved in our Awards Dinner Committee.

## **SPONSOR QUESTIONS**

*Q1: Why should I (my company) support the 25th Anniversary?*

A1: By sponsoring LEAP's 25th anniversary activities, your company will gain access to LEAP's ethnically, geographically and industrially diverse audience, which includes Fortune 500 companies, national and local community-based organizations, civic and political leaders, college youth, and our cadre of program alumni. Sponsorship of our 25th anniversary are almost 95% tax deductible, creating a powerful financial investment on your part. LEAP's 25th anniversary will be our most high-profile series of events in our organization's history, and our sponsors will have the exclusive benefit of branding their company/organization at all of our diverse functions: offering your company a powerful advantage over your competitors.

*Q2: Why are the sponsor packages higher than year's past?*

A2: Packages are higher this year so that LEAP can meet its significantly increased financial goals. Sponsorship levels have been raised uniformly in the hopes that we can encourage our returning supporters to consider matching that increase, or even raising their commitment.

*Q3: What do the sponsor packages offer this year?*

A3: This year, our sponsor packages include the option to give as the Sterling Silver Title Sponsor, which includes sponsorship of the Los Angeles Leadership Conference, a one day program held in 2007 that will feature LEAP's premiere leadership trainings. The Title Sponsorship also includes support of another one of LEAP's national activities.



*Q4: What makes the 25th Anniversary Gala different than the annual Awards Banquet?*

A4: The 25th Anniversary Gala is LEAP's sole fundraising activity, and our Board has set an aggressive financial to support LEAP's expanded programming as well as our existing efforts. 2007 is LEAP's silver anniversary, no small feat in the constantly shifting political arena that is Los Angeles, the state of California, and the United States. We feel that 25 years of existence in the non-profit world is much cause for celebration, as well as prime opportunity to brand our name in the community as THE premier leadership institution for Asian Americans/Pacific Islanders.

*Q5: Are there any other programs I (my company) can support?*

A5: Yes. LEAP has a broad array of activities that depend in part on the generous support of our funders in order to move forward. Such activities include: the Executive Directors Leadership Program, geared towards directors of small non-profit organizations who need specific training and mentorship but don't have the resources to attend culturally-specific programs; the Civic Leadership Institute, created in 2004, addresses the need to advance civic participation of the AAPI community. The Leadership In Action 8-week summer internship provides 6-8 interns the opportunity to explore careers in the non-profit sector while receiving LEAP's leadership training. LEAP's Asian Pacific American Public Policy Institute is seeking funding to launch a volume entitled "Asian American Futures to 2035," which will be a comprehensive review of the impact of increased immigration on the AAPI community.



g r o w i n g   l e a d e r s

