



March 3, 2011

To Whom It May Concern:

On behalf of Taiwanese American Professionals (TAP), I cordially invite you to become a sponsor of the San Francisco Taiwanese American Cultural Festival, held this year on **Saturday, May 14, 2011** at Union Square.

The Taiwanese American Cultural Festival is the Bay Area's largest showcase of the arts, talent, food, and culture of Taiwan. Started in 1992, the festival has grown into an annual landmark event for the Bay Area Taiwanese American community, drawing thousands of visitors to San Francisco's Union Square each May to celebrate the start of Asian Heritage Month. Attendees come from all over the world to learn more about Taiwan's unique cultural heritage and recognize the contributions of Taiwanese Americans.

The festival is widely recognized by key community leaders and officials in the Bay Area – in 2010, honored guests in attendance included David Chiu, President of the San Francisco Board of Supervisors; Gavin Newsom, Mayor of San Francisco and California State Lieutenant Governor-Elect; various members of the California State Legislature; and representatives of the U.S. Congressional offices. Featuring vibrant performances of Taiwanese music and dance, exhibits of Taiwanese art & history, displays of the latest technologies from Taiwan, and samplings of traditional Taiwanese food and drink, the festival is not to be missed. For more information, please visit: <http://sftafest.org>.

The cost of hosting such an event is enormous, and financial support from various sources is needed to make the festival possible and successful. To show appreciation for your generous donation, TAP will place your organization's logo and contact information in all of our promotional material, and forward any announcements to our exclusive member mailing list.

TAP is the largest second-generation network for Taiwanese American professionals in the U.S., with key chapters in major U.S. cities such as Los Angeles, San Francisco, and New York. Its mission is to develop community-oriented leaders through professional development, community service, and social networking programs and events, while maintaining a strong sense of cultural identity. TAP strives to make a difference in the lives of both its members and the greater community. For more information, please visit: <http://tap-sf.tacl.org>.

TAP is a 100% non-paid volunteer-run 501(c)3 non-profit organization, so any contributions are tax deductible. Please see the enclosed material regarding different sponsorship opportunities. I look forward to working with you and thank you in advance for your support. Please do not hesitate to contact me if you have any questions.

Sincerely,

Roll Jean Cheng
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Taiwanese American Professionals (TAP) enhances the Taiwanese-American community by networking individuals interested in professional and career development, while emphasizing the preservation of Taiwanese American identity. TAP provides resources and programs that inspire and empower; develop and support professionals to become community-oriented leaders.



TAIWANESE AMERICAN

P R O F E S S I O N A L S

SAN FRANCISCO/BAY AREA

2011 Taiwanese American Cultural Festival Sponsorship Opportunities

Diamond Sponsor – \$1500+

- Rights to company name/logo on all TAP marketing material before, during and after (for one month) event function: email campaigns, fliers, event invite
- Special formal recognition at event
- Announcement in TAP monthly online newsletter and monthly announcement

Silver Sponsor – \$1200+

- Program booklet back cover advertising space
- Special formal recognition at event
- Announcement in TAP monthly online newsletter and monthly announcement

Advertising Space (Program Booklet)

- Inside back page - \$1000
- Inside front page - \$1000
- Full page - \$800
- Half page - \$500
- Quarter page - \$250
- Business card size - \$125

TAP also appreciates any in-kind donations and is open to creating customizable sponsorship packages for our sponsors. Please contact Jennifer.wu@tacl.org for more information or any questions you may have.

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SAN FRANCISCO/BAY AREA

Taiwanese American Cultural Festival Sponsorship Registration Form

CONTACT INFORMATION:

Company/Organization Name: _____

Contact Person: _____ Title: _____

Address: _____

Tel: _____ Fax: _____ E-mail: _____

Print Name: _____

Signature: _____ Date: _____

I would like to support the Taiwanese American Cultural Festival as a:

- Diamond Sponsor - \$1500+
- Silver Sponsor - \$1200+
- Ad Space (please specify): \$_____
- Other (please specify value of donation): \$_____
- In-kind Donation (please specify approx. value of donation): \$_____

Description of in-kind donation: _____

PLEASE MAIL TO:

TAP-SF c/o Jennifer Wu
 16 Jessie St. #308
 San Francisco, CA 94105
 Or e-mail this sheet to: jennifer.wu@tacl.org

Checks can be made payable to: TAP-SF or Taiwanese American Professionals – San Francisco Chapter

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