

CSR Asia Summit 2009

27-28 October

Kuala Lumpur, Malaysia

Sustainable Business as the Road to Recovery

Sponsorship Proposal

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Introduction

Who are we?

CSR Asia is the leading provider of information, training, research and consultancy services on sustainable business practices in Asia. We provide independent and cutting edge services and expert insight into the CSR issues facing companies in Asia. We also build capacity and promote awareness of CSR in order to advance sustainable development across the region. For more about CSR Asia and the Summit visit www.csr-asia.com.

What is the CSR Asia Summit?

Running for the 7th time in 2009, the CSR Asia Summit is our annual flagship event which aims to be the most innovative and challenging conference on CSR in the Asia-Pacific region. Amidst the global economic crisis, CSR is more important than ever. With the theme “**Sustainable Business as the Road to Recovery**”, the event will explore key CSR issues and strategies to demonstrate leadership in times of turbulence. The topics will be focused on Asia and bring new insights for businesses, governments, NGOs and other CSR practitioners.

When and where is the CSR Asia Summit going to be held?

The Summit will be held 27-28 October, 2009 in Kuala Lumpur, Malaysia

Who will attend the CSR Asia Summit?

- CEOs, directors and managers from various sectors and industries across Asia including extractive, manufacturing, apparel, electronics, utilities, logistics, information technology, agriculture, risk consultancies, service sectors and financial and educational institutions
- CSR/ Environmental/ Community Investment/ SRI/ compliance directors and managers
- Companies, NGOs and governments looking to update themselves on the latest CSR developments

Why sponsor the CSR Asia Summit?

Key advantages of sponsoring the CSR Asia Summit include:

- Enhance your brand appeal
- Reach out to CSR leaders in the Asia-Pacific region
- Demonstrate your commitment to CSR
- Announce your CSR initiatives
- Other benefits, which are outlined in pages 5 to 7



Comments from our delegates:

“Great networking opportunity for anyone in the CSR field in Asia.”

Neeraj Jain, Regional Retail Head – Asia, Vestergaard Frandsen India P. Ltd. (India)



“It’s the good work like what you have done in organising this year’s Summit that keeps pushing the boundaries of environmental and social responsibility!”

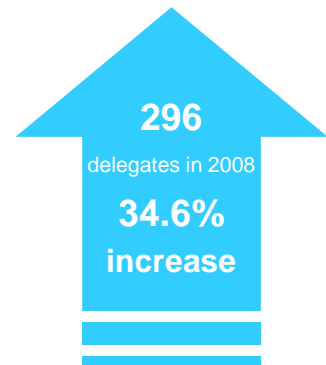
Yip Yoon Wah, Naturalist (PLR), YTL Corporation Bhd. (Malaysia)

About our 2008 Summit

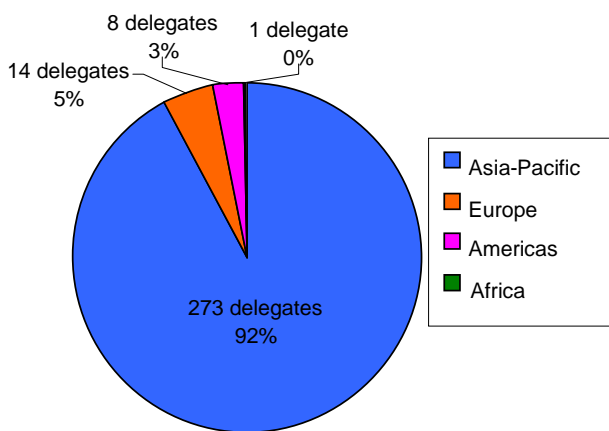
Who attended?

The Summit is targeted at global and Asian experts and practitioners in the fields of social, environmental and corporate governance issues.

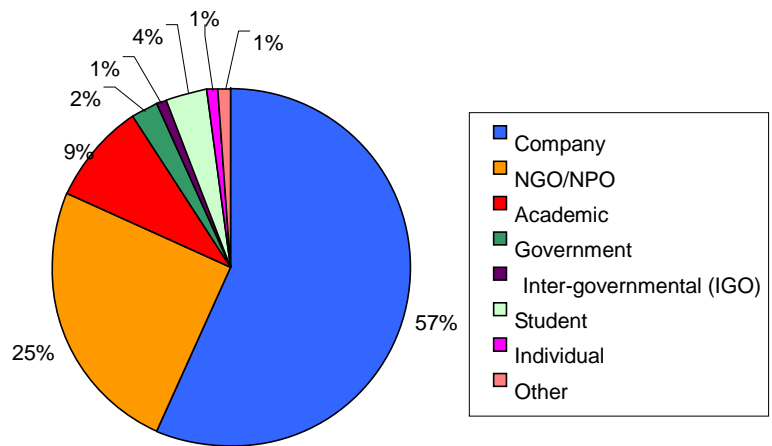
In 2008, the event successfully attracted 300 delegates from 26 countries and regions, most of them high profile companies and organisations who have enormous influence in shaping the CSR landscape in the Asia-Pacific.



Delegate breakdown by region



Delegate types



According to an on-site survey at the CSR Asia Summit 2008:

94.5% of respondents expressed that they would recommend the Summit to colleagues and friends

91.9% said they would be interested in attending the 2009 Summit

86.4% commented that the content of the Summit was "Excellent" or "Good"

How much media coverage was attracted?

The 2008 Summit was widely covered in Thailand's bestselling newspapers such as the *Bangkok Post*, *Post Today*, *Prachachart*, *Krunthep Thurakij*, and was featured in many regional and international publications such as *Saigon Times*, *Responsabilité Sociale des Entreprises*, to name a few. The news clippings can be found on our website: <http://www.csr-asia.com/summit08/press.php>. We also held a press conference and gained extensive pre- and post- event promotion through our Supporting Partners, Media Partners and other networks. The Summit is now featured on Youtube at <http://www.youtube.com/watch?v=YpLzK9fNLaY>.



Comments from our delegate:

"Great job done by all the staff at CSR Asia! Good opportunity to learn, network and think!"

Mika Nakahara, President, Risk Management Office for Japanese Nonprofits (Japan)

2008 Sponsors

Platinum Sponsor



Gold Sponsor



Silver Sponsors



Dinner Sponsor



Lunch Sponsors



Bronze Sponsor



Carbon Offset Sponsors



Media Sponsors



Media Partners



Supporting Partners



Sponsorship Options & Benefits[#]

1. Platinum (MYR 108,000 / US\$30,000) (max. 2 sponsors, 1 slot remaining)

- 1 keynote speech slot
- Automatic CSR Asia Strategic Partnership membership (worth MYR 18,000 / US\$5,000) for 1 year (Current CASPs would have their membership renewed)
- 4 free tickets to the Summit (worth MYR 2,100 / US\$580 each)
- Unlimited 50% discounted Summit tickets
- 50% discount on all CSR Asia events and advertising valid for 1 year from date of Summit
- Logo exposure on all our marketing materials (top priority) including brochures, website, Summit delegate packs
- 1 free standard 9sq.m exhibition booth

2. Gold (MYR 72,000 / US\$20,000) (max. 5 sponsors, 4 slots remaining)

- 1 speaking slot on a panel
- 50% discount on our CSR Asia Strategic Partnership membership (worth MYR 9,000 / US\$2,500) for 1 year
- 2 free tickets (worth MYR 2,100 / US\$580 each)
- Unlimited 50% discounted Summit tickets
- 50% discount on all CSR Asia events and advertising valid for 1 year from date of Summit
- Logo exposure on all our marketing materials (second priority) including brochures, website, Summit delegate packs
- 1 free standard 9sq.m exhibition booth

3. Silver (MYR 36,000 / US\$10,000) (max. 8 sponsors, 5 slots remaining)

- 1 speaking slot on a panel
- 1 free ticket (worth MYR 2,100 / US\$580)
- Up to 5 tickets at 30% discount
- 30% discount on all CSR Asia events and advertising valid for 1 year from date of Summit
- Logo exposure on all our marketing materials including brochures, website, Summit delegate packs
- Option for an extra contribution of MYR 7,200 / US\$2,000 for 1 standard 9sq.m exhibition booth



Comments from our delegates:

“Good opportunity to get contacts, to share our problems and difficulties.”

Philippe Lafay, Sustainable Development Coordinator (Upstream), Total France (France)



“The topics are not only for advanced stagers, but there are also some for newcomers in conducting CSR programmes in their companies / institutions. Well done!”

Hestu Wibowo, Senior Analyst, Bank Indonesia (Indonesia)

Sponsorship Options & Benefits[#]

4. Dinner (MYR 36,000 / US\$10,000) (max. 1 sponsor, 1 slot remaining)

- 2 free tickets (worth MYR 2,100 / US\$580 each)
- Up to 5 tickets at 30% discount
- 30% discount on all CSR Asia events and advertising valid for 1 year from date of Summit
- Logo exposure on all our marketing materials including brochures, website, Summit delegate packs
- Option for an extra contribution of MYR 7,200 / US\$2,000 for 1 standard 9sq.m exhibition booth

5. Lunch (MYR 21,600 / US\$6,000) (max. 2 sponsors, all taken)

- 1 free ticket to the Summit (worth MYR 2,100 / US\$580)
- 30% discount on all CSR Asia events and advertising valid for 1 year
- Logo exposure on all our marketing materials including brochures, website, Summit delegate packs
- Option for an extra contribution of MYR 7,200 / US\$2,000 for 1 standard 9sq.m exhibition booth

6. Networking Reception (MYR 18,000 / US\$5,000) (max. 2 sponsors, all taken)

- 1 free ticket to the Summit (worth MYR 2,100 / US\$580)
- Logo exposure on all our marketing materials including brochures, website, Summit delegate packs
- Option for an extra contribution of MYR 7,200 / US\$2,000 for 1 standard 9sq.m exhibition booth

7. Other sponsorships

- We will be happy to consider other sponsorship possibilities, such as carbon offsets, wireless internet, IT support, business centre, TV/radio commercials, equipment/facilities, flights, transportation, printing or any other product or service that has a corresponding cash value.

[#] The sponsorship benefits are exclusive and cannot be used in conjunction with other offers, including the offers for CSR Asia Strategic Partners (CASPs)

Be a thought leader by sponsoring the most innovative and important CSR conference in Asia



Sponsorship Options[#]

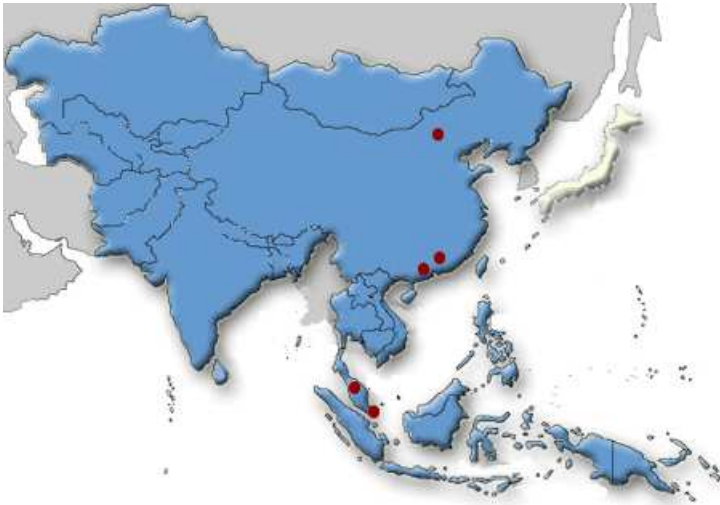
	Platinum MYR 108,000/ US\$30,000	Gold MYR 72,000/ US\$20,000	Silver MYR 36,000/ US\$10,000	Dinner MYR 36,000/ US\$10,000	Lunch MYR 21,600/ US\$6,000	Networking Reception MYR 18,000 / US\$5,000	Other sponsorships
Speaking slot	Keynote slot	✓	✓				To be negotiated
CASP* membership discount for 1 year (worth MYR 18,000 / US\$5,000)	100%	50%					
Free tickets for Summit (worth MYR 2,100 / US\$580 each)	4	2	1	2	1	1	
Discounted Summit tickets	50% Unlimited	50% Unlimited	30% Up to 5	30% Up to 5			
Discounts on CSR Asia events & advertising for 1 year from date of Summit	50%	50%	30%	30%	30%		
Logo exposure in Summit marketing materials	Top priority	Second priority	✓	✓	✓	✓	
Standard exhibition Booth (9sq.m)	✓	✓	Extra contribution of US\$2,000	Extra contribution of US\$2,000	Extra contribution of US\$2,000	Extra contribution of US\$2,000	

Conference Fees

	Companies (per person)	NGOs / Students (per person)
Full price	MYR 2,100 / US\$580	MYR 1,400 / US\$390
CASPs* (20% discount)	MYR 1,680 / US\$464	MYR 1,120 / US\$312
Early bird (15% discount) - up to 15 August 2009	MYR 1,785 / US\$493	NA
Multiple participation package ☒ (5-9 delegates) (20% discount) - up to 1 October 2009	MYR 1,680 / US\$464	NA
Multiple participation package ☒ (10 delegates and up) (30% discount) - up to 1 October 2009	MYR 1,470 / US\$406	NA

- # Sponsorship benefits are exclusive and cannot be used in conjunction with other offers, including the offers for CSR Asia Strategic Partners (CASPs)
- * CASP: CSR Asia Strategic Partner
- ☒ The multiple participation package cannot be used together with the sponsorship package, CASP discount or the early bird discount

Contact us



Hong Kong Office

Jimmy Huen
Marketing Manager
Tel: (852) 3579 8079
Email: jhuen@csr-asia.com

Malaysia Office

Rikke Netterstrom
Director, Malaysia
Tel: (60) 3 2072 2130
Email: rnetterstrom@csr-asia.com

Singapore Office

Erin Lyon
Executive Director
Tel: (65) 6438 0677
Email: elyon@csr-asia.com

Beijing Office

Brian Ho
Director, China
Tel: (86) 10 5907 1992
Email: bho@csr-asia.com

Shenzhen Office

Poland Li
Project Manager
Tel: (86) 755 2590 4370
Email: pli@csr-asia.com

Visit our website:
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