

# CSR ASIA SUMMIT 2011

Asian Growth: Global Responsibility

SEPTEMBER  
27th - 28th 2011  
MALAYSIA  
Hotel Istana Kuala Lumpur

## Sponsorship Prospectus

Gold Sponsors:



Dinner Sponsor



Networking Reception Sponsors



Silver Sponsors:



Scholarship Sponsor:



PR Partner



Official Multimedia & Newswire Partner



Supporting Partners



International Media Partner



Official Online Media



Supporting Media



## Overview

Sponsorship opportunities are available at CSR Asia Summit 2011. Corporations from all sectors and industries who are looking into corporate social responsibility are invited to take advantage of this significant opportunity to enhance your brands and demonstrate your CSR commitment to participants from around the globe.

Themed **"Asian Growth: Global Responsibility"** this year, the summit is expecting to attract over 400 delegates to participate.

Your company can benefit from the sponsorship program in many ways, such as:

- Enhancing company image and create positive publicity
- Meeting face-to-face with over 400 CSR leaders in the Asia-Pacific region
- Demonstrating your commitment to CSR
- Promoting your CSR initiatives

### Who you will meet?

- Presidents, Vice Presidents, CEOs, CMOs, COOs, Directors, Managers, Heads, Leaders and Professionals of:
  - Corporate Social Responsibility; Sustainable Development; Environmental Affairs; Corporate Governance; Corporate Communications; Community Relations; Corporate Affairs; Public Relations; Media Relations; Branding; Business Development; Investor Relations; Strategic Planning; Human Resources; Resource Development; Risk & Compliance; Marketing Communication and Marketing
- Companies, NGOs and governments looking to update themselves on the latest CSR developments

### About CSR Asia

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 information about CSR Asia, please visit

[www.csr-asia.com](http://www.csr-asia.com).

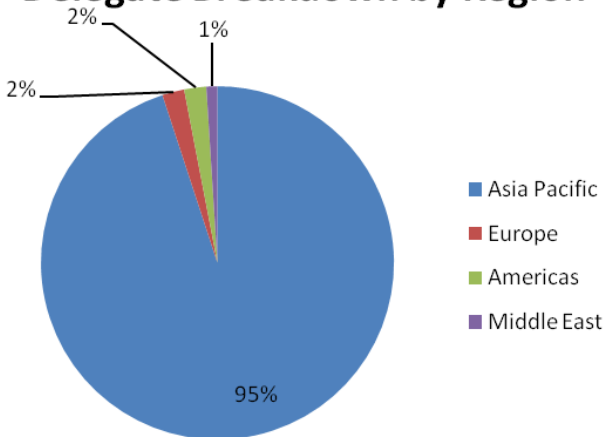
## CSR Asia Summit

The CSR Asia Summit is an annual flagship event of CSR Asia which aims to be the most innovative and thought-provoking gathering on CSR across the Asia-Pacific. Each year, the conference gathers over 300 international thought leaders and provocative thinkers to discuss key CSR issues and strategies, bringing new insights for businesses, governments, CSR practitioners and NGOs.

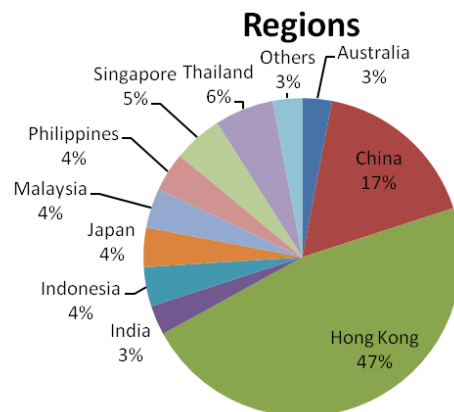
### Delegate Profile in 2010

The CSR Asia Summit 2010 held in Hong Kong successfully attracted 416 delegates from 26 countries and regions. The majority of our delegates come from within the Asia-Pacific, and many are corporate representatives. There are also a good number of representatives from the NGO and other sectors to contribute to the dynamic discussion.

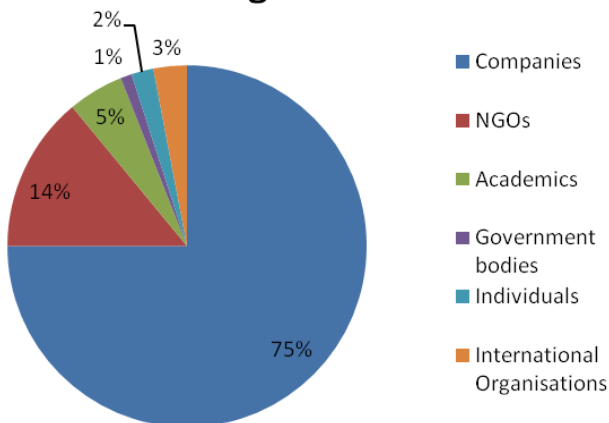
**Delegate Breakdown by Region**



**Delegate Breakdown by Asian - Pacific**



**Delegate Profile**



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## Sample list of participating companies in 2010 Summit:

ACCA	Holcim Philippines, Inc	Royal Danish Embassy
AECOM	Hong Kong Aircraft Engineering Co Ltd	Save the Children Denmark
Asia Pacific Breweries Limited	Hong Kong Disneyland	Shangri-La's Tanjung Aru Resort
Aviva	Hong Kong Exchanges and Clearing Limited	Siam City Cement Public Company Limited
Bakrie Sumatera Plantations	Huawei Technology	Sime Darby Berhad
Bandai	IBM	Singapore Exchange Limited
BASF	ING Asia/Pacific Ltd	Sony
BNP Paribas	John Swire & Sons (HK) Ltd	Standard Chartered Bank (Hong Kong) Ltd
Cathay Pacific Airways	JP Morgan	State Investment Corporation Ltd.
Chevron Pacific Indonesia	KPMG	Sumitomo Corporation
Cisco	Kulim (Malaysia) Berhad	Sime Darby Berhad
Citi	LRQA	Swire Beverages Limited
Coats China Holdings Ltd	Luen Thai Holdings Ltd	Talisman Malaysia Limited
Coca-Cola	MERCY Malaysia	Telenor Group
Commonwealth Bank of Australia	Microsoft Hong Kong Limited	The Body Shop International
Cosco Group	Mongolia Energy Corporation Ltd.	The Climate Group
Deutsche Bank AG	MTR Corporation	The Hong Kong Polytechnic University
DIC Corporation	Nestle Philippines, Inc	The Hongkong Electric Company Limited
Electricity Generating Public Company Ltd.	Nokia	The Kowloon Motor Bus Company Ltd
Ethos International Limited	Ogilvy Public Relations Worldwide	The Siam Cement PLC
First State Investments	Permata Bank	The Walt Disney Company (Asia Pacific) Ltd
Fujitsu Research Institute	PricewaterhouseCoopers	Thunderbird Resorts
German Technical Cooperation	PRN Asia	Total
Global Reporting Initiative	Procter & Gamble	UBS
H&M	PTT Chemical Public Company Limited	UNICEF
Hewlett-Packard	Putera Sampoerna Foundation	Vestergaard Frandsen Group S.A.

## Delegate Quotes:

*"This Summit helped me realise the gaps that we have in our own CSR activities. It presents to me the level of our CSR initiatives compared to other organisations"*

**Cilor Guevarra, Holcim Philippines Inc**

*"Coming from the UK I had no expectations of how this conference would play out. I've been so pleased to see the energy and passion of people and organisations here, and this has been one of the best CSR conferences I've been to."*

**Joanne Goddard, Senior CR Manager, Aviva Plc**

*"It's an excellent venue for learning, discussing and networking with much established multinationals."*

**Wang Jie, Corporate Branding, Huawei**



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## Sponsors of 2010 Summit

### Platinum Sponsors



Developing Sustainable Futures



### Gold Sponsors



### Other sponsors and partners:

#### LUNCH SPONSORS



#### SILVER SPONSORS



#### OFFICIAL CARBON OFFSET PROVIDERS



#### PR PARTNER



#### OFFICIAL NEWSWIRE SERVICE



#### INTERNATIONAL MEDIA PARTNER



#### MEDIA PARTNERS



#### NETWORKING RECEPTION SPONSOR



#### CSR ASIA SCHOLARSHIP SPONSOR



#### SUPPORTING PARTNERS



## Sponsorship Opportunities

### **Platinum (MYR 100,000/ USD 32,000) (max. 2 sponsors)**

1. Lead logo exposure in the following conference marketing materials:
  - Conference brochure, delegate pack and conference backdrop
  - Official conference website with direct link to the sponsor's homepage
  - Conference e-promotions & delegate badges
  - Selected conference signage
2. One (1) full page 4C advertisement in the delegate pack
3. One (1) marketing flyer insert in the delegate pack
4. One (1) free standard 9sq.m exhibition booth
5. One (1) year CSR Asia Strategic Partnership (worth USD6,000, current Strategic Partners would have their membership renewed)
6. Four (4) free tickets to the Summit (worth MYR2000/USD665 each)
7. Unlimited purchase of Summit tickets at 50% discount
8. 50% discount on all CSR Asia events and advertising valid for 1 year from date of Summit

### **Gold (MYR 65,000/ USD 20,800) (max. 5 sponsors)**

1. Prominent logo exposure in the following conference marketing materials:
  - Conference brochure, delegate pack and conference backdrop
  - Official conference website with direct link to the sponsor's homepage
  - Conference e-promotions & delegate badges
2. One (1) full page 4C advertisement in the delegate pack
3. One (1) free standard 9sq.m exhibition booth
4. Two (2) free tickets to the Summit (worth MYR2000/USD665 each)
5. 50% discount on CSR Asia Strategic Partnership for 1 year (worth USD3,000)
6. Unlimited purchase of Summit tickets at 50% discount
7. 50% discount on all CSR Asia events and advertising valid for 1 year from date of Summit

### **Silver (MYR 20,000/ USD 6,400) (max. 10 sponsors)**

1. Logo exposure in the following conference marketing materials:
  - Conference brochure, delegate pack and conference backdrop
  - Official conference website with direct link to the sponsor's homepage
2. One (1) poster display at the exhibition area (artwork to be provided by the sponsor)
3. One (1) free ticket to the Summit (worth MYR2000/USD665 each)
4. Option for an extra contribution of MYR 6,000 / USD 2,000 for one (1) standard 9sq.m exhibition booth

### **Networking Reception (MYR 35,000/ USD 11,200) (SOLD OUT)**

1. Logo exposure in the following conference marketing materials:
  - Conference brochure, delegate pack and conference backdrop
  - Official conference website with direct link to the sponsor's homepage
2. Additional logo exposure on signage at reception venue
3. One (1) poster display at the exhibition area (artwork to be provided by the sponsor)
4. Two (2) free tickets to the Summit (worth MYR2000/USD665 each)
5. 30% discount in purchasing maximum five (5) summit tickets
6. 30% discount on all CSR Asia events and advertising valid for 1 year from date of Summit
7. Option for an extra contribution of MYR 6,000 / USD 2,000 for one (1) standard 9sq.m exhibition booth

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## **Dinner (MYR 35,000/ USD 11,200) (SOLD OUT)**

1. Logo exposure in the following conference marketing materials:
  - Conference brochure, delegate pack and conference backdrop
  - Official conference website with direct link to the sponsor's homepage
2. Additional logo exposure on signage at dinner venue
3. One (1) poster display at the exhibition area (artwork to be provided by the sponsor)
4. Two (2) free tickets to the Summit (worth MYR2000/USD665 each)
5. 30% discount in purchasing maximum five (5) summit tickets
6. 30% discount on all CSR Asia events and advertising valid for 1 year from date of Summit
7. Option for an extra contribution of MYR 6,000 / USD 2,000 for one (1) standard 9sq.m exhibition booth

## **Lunch (MYR 25,000/ USD 8,000) (limited to 1 sponsor for each day, max. 2 sponsors)**

1. Logo exposure in the following conference marketing materials:
  - Conference brochure, delegate pack and conference backdrop
  - Official conference website with direct link to the sponsor's homepage
2. Additional logo exposure on signage at lunch venue
3. One (1) poster display at the exhibition area (artwork to be provided by the sponsor)
4. One (1) free tickets to the Summit (worth MYR2000/USD665 each)
5. 30% discount on all CSR Asia events and advertising valid for 1 year
6. Option for an extra contribution of MYR 6,000 / USD 2,000 for one (1) standard 9sq.m exhibition booth

## **Summit Stream Sponsor (MYR 30,000 / US 9,600)**

By sponsoring a full summit stream of the educational programme dedicated to a specific subject, you can position your company as the expert and leader with vision and commitment to that particular area. Your logo will be associated with your stream of choice on the event website, transition slides, room entrance and delegate pack.

1. Acknowledgement as "Stream Sponsor" for the stream of your choice
2. Logo exposure in the following conference marketing materials:
  - Conference brochure, delegate pack and conference backdrop
  - Official conference website with direct link to the sponsor's homepage
  - Transition slides and room entrance of all sessions of the particular stream
3. One (1) poster display at the exhibition area (artwork to be provided by the sponsor)
4. One (1) free ticket to the Summit (worth MYR2000/USD665 each)
5. Option for an extra contribution of MYR 6,000 / USD 2,000 for one (1) standard 9sq.m exhibition booth

## **Other Sponsorships**

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

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## Sponsorship Matrix

	Platinum	Gold	Silver	Networking Reception	Dinner	Lunch	Stream Sponsor
	MYR100,000/ USD32,000	MYR65,000/ USD20,800	MYR20,000/ USD6,400	<b>SOLD OUT</b>	<b>SOLD OUT</b>	MYR25,000/ USD8,000	MYR30,000 / US9,600
<b>LOGO EXPOSURE</b>							
Conference Brochure	✓	✓	✓	✓	✓	✓	✓
Delegate Pack	✓	✓	✓	✓	✓	✓	✓
Backdrop	✓	✓	✓	✓	✓	✓	✓
Website	✓	✓	✓	✓	✓	✓	✓
E-promotions	✓	✓					
Special logo placement	Badges & Signage	Badges		Signage at Reception Venue	Signage at Dinner Venue	Signage at Lunch Venue	Transition slides and session entrance
<b>MARKETING</b>							
Delegate Pack Advert	Full Page 4C	Full Page 4C					
Show Bag Insert	✓						
Exhibition Booth	Free	Free	Discount rate at USD2,000	Discount rate at USD2,000	Discount rate at USD2,000	Discount rate at USD2,000	Discount rate at USD2,000
Poster display			✓	✓	✓	✓	✓
<b>SUMMIT TICKETS</b>							
Free	4	2	1	2	2	1	1
Discounts	50% off Unlimited	50% off Unlimited		30% off up to 5	30% off up to 5		
<b>ADDITIONAL</b>							
Strategic partner discount	Free for 1 year	50% off					
Discounts on CSR Asia events and advertising	50% off	50% off		30% off	30% off	30% off	

## Contact CSR Asia

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### Beijing, Shanghai & Guangzhou:

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### Thailand

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