



Sponsorship Package

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Venue Sponsor:



Dinner Sponsor:



Networking Reception Sponsor:



Scholarship Sponsor:



NGO Booth Sponsor:



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Supporting Media:



Business Solutions for Global Challenges

Introduction

About the CSR Asia Summit

The CSR Asia Summit is the annual flagship event hosted by CSR Asia which is widely recognised as the most innovative and thought-provoking conference on corporate social responsibility in the region. The Summit is held in a different country each year and brings together a unique mix of leaders in business, government and civil society to address pressing concerns and understand important emerging trends. The CSR Asia Summit has previously been held in Hong Kong (2007, 2010), Thailand (2008), Malaysia (2009, 2011) and China (2012).

What is the CSR Asia Summit 2013 about?

Over the past 20 years many Asian countries have grown at an accelerated pace, driven by and benefiting businesses in every sector, and lifting hundreds of millions out of poverty. But this rapid pace has also been volatile, and has left Asia with issues such as growing inequality, social cohesion, rapid urbanization, environmental challenges, water shortages, and natural disasters.

As a result, businesses in Asia are faced with a tough question - how is it possible to grow responsibly, ensure economic development is more inclusive, and make essential products and services accessible for all?

The CSR Asia Summit will help companies and stakeholders find the answers. Business leaders and experts will identify some of the key challenges and discuss solutions that integrate CSR into core business, build relationships with key partners, and protect brand reputation. Businesses, as important drivers of growth and innovation, have much to offer: the Summit will help identify business strategies that address Asia's social and environmental challenges and help steer us toward a more sustainable and equitable future.

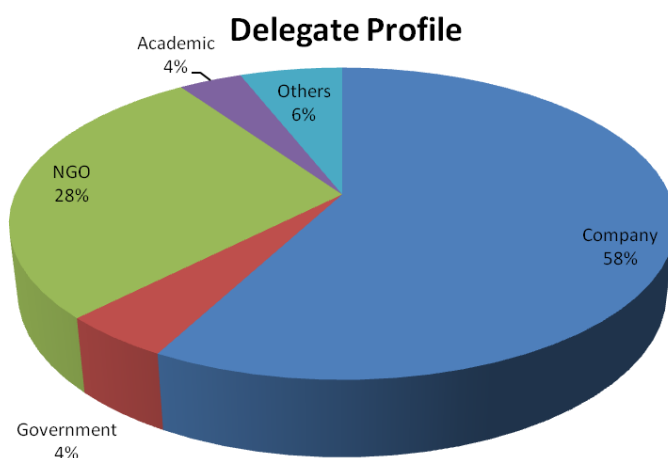
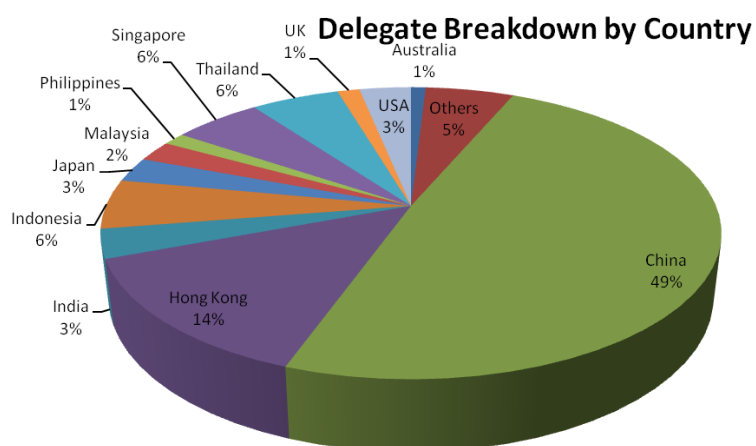
Details of CSR Asia Summit 2013:

Date:	16 September 2013 (Pre-summit training) 17-18 September 2013 (Main conference)
Theme:	Responsible growth, inclusive development
Edition:	7th
Venue:	Centara Grand at Central Plaza Ladprao Bangkok, Thailand
Target number of participants:	500
Highlights of Summit 2013:	<ul style="list-style-type: none">• 16 + breakouts and workshops, plus 50+ international speakers• Interactive session format – debates, roundtable discussions, interviews• Poster Exhibition• CSR Exhibition



Delegate Profile in 2012

The CSR Asia Summit 2012 held in Beijing China successfully attracted 455 delegates. The majority of our delegates came from within the Asia-Pacific, and many were corporate representatives. There were also a good number of representatives from the NGO and other sectors who contributed to dynamic discussions.



	2010 (HK)	2011 (KL)	2012 (Beijing, China)	2013 (Projection)
Total no. of delegates	416	401	455	500
% of local delegates	47%	29%	49%	30%
% of international delegates	53%	71%	51%	70%
No. of countries / regions	26	32	31	>30



Sponsorship Levels

Platinum (US 35,000 /THB 1,050,000) (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
2. Speaking opportunities at the Summit keynote and breakouts upon mutual agreement on content. Conditional on the sponsor having the keynote delivered by a senior executive with content expertise
3. One (1) full page 4-color advertisement in the delegate pack
4. One (1) marketing flyer insert in the delegate pack
5. One (1) free standard 9sq.m exhibition booth
6. One (1) pull-up stand at the registration counter
7. One (1) poster display at the exhibition area (artwork and production to be provided by the sponsor)
8. Access to participant list (name, business title and company name) ahead of time and designated support person to facilitate two (2) one-on-one meetings with participants
9. One (1) year CSR Asia Strategic Partnership (worth USD6,000, current Strategic Partners would have their membership renewed)
10. Ten (10) free tickets to the Summit (worth US 650 each)
11. Unlimited purchase of Summit tickets at 50% discount
12. Sponsorship and company mentioning in press releases and in all media interviews which deemed appropriate

Gold (US 22,000/ THB 660,000) (Max. 6 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
2. Speaking opportunities at the Summit breakouts upon mutual agreement on content
3. One (1) full page 4-color advertisement in the delegate pack
4. One (1) free standard 9sq.m exhibition booth
5. One (1) poster display at the exhibition area (artwork and production to be provided by the sponsor)
6. Five (5) free tickets to the Summit (worth US 650 each)
7. 50% discount on CSR Asia Strategic Partnership for 1 year(worth USD 3,000)
8. Unlimited purchase of Summit tickets at 50% discount



Dinner (USD 16,000 / THB 480,000) (Exclusive) (SOLD)

1. Prominent logo acknowledgement at the dinner venue
2. 5-minute opening speech to kick off the dinner
3. Placement of pull-up stands showcasing company's CSR initiatives at the dinner venue
4. 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
5. One (1) poster display at the exhibition area (artwork and production to be provided by the sponsor)
6. Three (3) free tickets to the Summit (worth US 650 each)
7. 30% discount in purchasing maximum five (5) summit tickets
8. Highest priority for speaking at the Summit upon mutual agreement on content
9. Option for an extra contribution of US 2,000 for one (1) standard exhibition booth

Networking Reception (USD 16,000 / THB 480,000) (Exclusive) (SOLD)

1. Prominent logo acknowledgement at the reception venue
2. 5-minute opening speech to kick off the cocktail reception
3. Placement of pull-up stands showcasing company's CSR initiatives at the cocktail venue
4. 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
5. One (1) poster display at the exhibition area (artwork to be provided by the sponsor)
6. Three (3) free tickets to the Summit (worth US 650 each)
7. 30% discount in purchasing maximum five (5) summit tickets
8. Highest priority for speaking at the Summit upon mutual agreement on content
9. Option for an extra contribution of US 2,000 for one (1) standard exhibition booth

Lunch (USD 16,000 / THB 480,000) (Exclusive for 2 days)

1. Prominent logo acknowledgement at the lunch venue
2. Placement of pull-up stands showcasing company's CSR initiatives at the lunch venues
3. One speaking slot at the breakout of the Summit
4. 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
5. One (1) poster display at the exhibition area (artwork to be provided by the sponsor)
6. Two (2) free tickets to the Summit (worth US 650 each)
7. 30% discount in purchasing maximum five (5) summit tickets
8. Option for an extra contribution of US 2,000 for one (1) standard exhibition booth

NGO Booth Sponsor (US 13,000 / THB 390,000) (SOLD)

As the NGO Booth sponsor, you can support five NGOs to exhibit at the CSR Asia Summit 2013. Each NGO will entitle to have one standard exhibition booth at the Summit to showcase their programme to potential corporate partners.

1. Acknowledgement as “NGO Booth Sponsor” for the CSR Asia Summit 2013
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
 - Fascia of the sponsored booths
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 US 650 each)
5. 30% discount in purchasing maximum three (3) summit tickets
6. Priority for speaking opportunities upon mutual agreement on content
7. Option for an extra contribution of US 2,000 for one (1) standard exhibition booth

Silver (USD 7,000 / THB 210,000) (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 US 650 each)
4. 30% discount in purchasing maximum three (3) summit tickets
5. Priority for speaking opportunities upon mutual agreement on content
6. Option for an extra contribution of US 2,000 for one (1) standard exhibition booth

Bespoke Sponsorship Package

If your company would like to discuss relevant in-kind contributions to be recognized towards sponsorship would like to associate sponsorship with priority CSR issues for your company or has specific marketing and sponsorship goals, we can offer bespoke opportunities at the CSR Asia Summit 2013. We provide varied opportunities for corporate involvement including but not limited to issue-focused sponsorship, tours, networking activities, flights, carbon offsets, show bags, speaker souvenirs, equipment/facilities, printing or any other product or service that has a corresponding cash value.

We are interested in working with you on your CSR priorities, cherish the diversity of our network and understand that every organisation is different. To accommodate this, the Summit team welcomes any further ideas you may like to discuss and build into a possible partnership.

Don't miss the chance to position your company amongst the leaders in the CSR industry in Asia and aligned with your issue or branding priorities.

Branding opportunities at the CSR Asia Summit



Logo exposure on backdrop



Dinner sponsor



Exhibition booth



Summit badges



Summit booklet



Full page advertisement in the Summit booklet



Sponsorship Matrix

	Platinum	Gold	Dinner	Networking	Lunch (2 days)	NGO Booth	Silver
	US 35K / THB 1,050K	US 22K/ THB 660K	(SOLD)	(SOLD)	USD 16K / THB 480K	(SOLD)	USD 7K/ THB 210K
LOGO EXPOSURE							
Conference	✓	✓	✓	✓	✓	✓	✓
Brochure	✓	✓	✓	✓	✓	✓	✓
Delegate Pack	✓	✓	✓	✓	✓	✓	✓
Backdrop	✓	✓	✓	✓	✓	✓	✓
Website	✓	✓	✓	✓	✓	✓	✓
E-promotions	✓	✓					
Special logo placement	Delegate Badges		Dinner venue	Reception venue	Lunch venue	Sponsored booths	
SPEAKING SLOT							
	Keynote Speech & Breakouts	Breakouts	5-minute at the Dinner, Priority speaking at Summit*	5-minute at the Cocktail, Priority speaking at Summit*	One breakout*	Priority speaking at Summit*	Priority speaking at Summit*
MARKETING							
Delegate Pack Advertisement	Full Page	Full Page					
Show Bag Insert	✓						
Exhibition Booth	Free	Free	USD 2K	USD 2K	USD 2K	USD 2K	USD 2K
Pull-up Stand	Reg. Counter		Dinner venue	Reception venue	Lunch venue		
Poster display	✓	✓	✓	✓	✓	✓	✓
SUMMIT TICKETS							
Free	10	5	3	3	2	1	1
Discounts	50% off Unlimited	50% off Unlimited	30% off up to 5	30% off up to 5	30% off up to 5	30% off up to 3	30% off up to 3
ADDITIONAL							
One-on-One Meetings	2						
Strategic partner membership	Free for 1 year	50% off for 1 year					

* Speaking opportunities will be offered upon mutual agreement on the presentation content, length and format.

Contacts

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Thank you to our 2012 Summit Sponsors

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Gold Sponsors 黄金级赞助



Charity Gala Dinner Sponsor 慈善主题晚宴赞助



Networking Reception Sponsor 招待酒会赞助



Scholarship Sponsor 奖学金赞助



NGO Exhibition Sponsor 公益组织展位赞助



Silver Sponsors 银级赞助



PR Partner 公关合作伙伴



Official Newswire Partner 官方新闻稿发布伙伴



Official Carbon Offset Provider 官方碳补偿



Supporting Partners 支持伙伴



International Media Partner 国际媒体合作伙伴



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Supporting Media 支持媒体

