



2014 PUAASC Annual Convention

1:30pm~10pm on May 17 (Sat), 2014 at Pacific Palm Resort

Media Kit

Peking University Alumni Association of Southern California (PUAASC) was founded in 1985. We currently have more than 400 registered members and more than 1,000 alumni/friends on our mailing list. PUAASC is one of the most influential Chinese alumni associations in Southern California. In 2012, PUAASC successfully organized the Peking University Day of Southern California with the support of *Asia Society Southern California* and *Chinese CEO Organization*. More than 500 guests, including many prominent business, academic, and political leaders from Southern California and China, attended the event. PUAASC has been a co-organizer of the popular Song Zhu Mei (Pine, Bamboo and Plum) Picnic since 2002. SZM Picnic attracted more than 700 attendants last year.

Besides community events and networking activities, PUAASC has many programs to serve PKU alumni and the Chinese American community in Southern California. For example, we initiated Song Zhu Mei Scholarship in 2011 to encourage talent development of the second generation of Chinese immigrants. We also launched a mentorship program last year to help young alumni with their career development. We work closely with Peking University to support our alma mater's endeavor for excellence in education and academic research. In 2010, we established PUAASC Student Assistantship Fund to support 10 financially disadvantaged undergraduate students of PKU each year, helping cover their living and education expenses. The assistantship fund has supported 40 students in the past 4 years.

To celebrate Peking University's 116th anniversary and PUAASC's 29th birthday, PUAASC plans to hold its 2014 Convention on May 17, 2014 at the Pacific Palm Resort in City of Industry. Peking University will send a high-level delegation led by Vice President Dr. Shiyi Chen to attend the convention. This year's main theme of the convention is "Entrepreneurship and Philanthropy". We expect about 400 attendants, including our members, local business and community leaders, and guests from other Chinese alumni associations.

Events of the Convention include:

- I. Private VIP Reception (~50 attendants)
- II. BoYa Forum (~200 attendants)
- III. PUAASC Annual Meeting and Banquet (~300 attendants)

If you are interested in sponsoring this event, please contact:

Bruce Liu: 626-380-9319, 515-306-6855, BruceLiu1996@gmail.com

Gene Chang: 516-770-3563 or genejchang@gmail.com

P.O. Box 5784, Diamond Bar, CA 91765, website: www.pku.org

PUAASC is a 501(c)(3) non-profit organization



Sponsorship Plan

Diamond Sponsor - \$5,000

Option 1: Featured Sponsor of Annual Meeting and Banquet + premium full page color ad in Program Book + company exhibition booth + company name and logo on ads and flyers of the event + company name mentioned in news releases + 10 VIP Passes.

Option 2: featured Sponsor of Boya Forum + premium full page color ad in Program Book + company exhibition booth + company name and logo on ads and flyers of the event + company name mentioned in news releases + 10 VIP Passes

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Benefits: Name on thank you list in Program Book + 2 VIP Passes

*VIP Pass: \$150/each, for all events + private reception

Sponsorship Contact: Bruce Liu (626-380-9319, 515-306-6855, BruceLiu1996@gmail.com) or Gene Chang (516-770-3563 or geneichang@gmail.com).

Media Contact: Shanshan Xu at 949-887-7927 or phoenix050183@gmail.com.

Thank you very much for your consideration!



Appendix: PUAASC Student Assistantship Fund

PUAASC Student Assistantship Fund was formally established when Dr. Qifeng Zhou, the President of Peking University, visited Southern California in April 2010. Donations from the Peking University Alumni and their friends living in Southern California are the major sources to the Fund. It is dedicated to support selected undergraduate students currently studying in Peking University from low-income families or families with financial difficulties, and help cover their living and education expenses.

Each year, 10 students will receive PUAASC Student Assistantships, with 5000 Chinese Yuan of each. The evaluation and approval of the assistantship application is conducted by the Peking University Education Foundation. In the past four years, 40 students have already received the financial aids.

PUAASC is a 501(c)(3) non-profit organization. Donation to PUAASC Student Assistantship Fund is tax deductible. All donation checks will be collected by PUAASC and processed by the Peking University Education Foundation (USA). Donors will receive confirmations via e-mail. With the permission of the donors, their names will be published online and in Peking University Education Foundation (USA) annual financial report. If you are interested in making donation to PUAASC Student Assistantship Fund, please visit www.pku.org or contact Shanshan Xu at 949-887-7927 or phoenix050183@gmail.com.