



February 6, 2014

Greetings!

The Center for Hmong Studies is proud to present its 5th International Conference on Hmong Studies to be held March 21 – 23, 2014. I would like to invite you to become a sponsor of the 5th International Conference on Hmong Studies at Concordia University St. Paul.

The Center for Hmong Studies holds the International Conference as part of its mission to promote the educational and cultural advancement of the Hmong community. The conference provides a forum for scholars to share their research, to inspire and motivate students to engage in scholarly research, to recognize distinguished scholars for their work in the field of Hmong Studies and to facilitate application of research into practical uses in business and organizations.

Please choose a sponsorship level that is appropriate for your business. You can find more details on the sponsorship levels on the next page.

<u>Sponsorship Levels</u>	<u>Amount</u>
Gold	\$3,000.00
Silver	\$2,000.00
Bronze	\$1,000.00
Friends of the Center	\$500.00

As a sponsor, you will be able to market your products and services to over 700 participants which include recent college graduates, scholars and professionals. The Center for Hmong Studies is a 501(c) (3) non-profit organization and a portion of your corporation's financial contribution may be tax deductible.

For more information about the Center for Hmong Studies and the International Conference please visit our website at <http://hmongcenter.csp.edu/>.

Thank you for your consideration in supporting the mission of the International Conference. I look forward to working with you.

Sincerely,

Center for Hmong Studies
Concordia University St. Paul
1282 Concordia Avenue
St. Paul, Minnesota 55104
Email: center4hmongstudies@gmail.com
Phone: 651-603-6337

5th International Conference on Hmong Studies Sponsorship Levels

I. Why the International Conference on Hmong Studies?

The International Conference is presented by the Center for Hmong Studies as part of its mission to promote the educational and cultural advancement of the Hmong community across the world. The purpose of this conference is to provide a forum for emerging and established scholars to share their research on Hmong related topics, to inspire and motivate students to engage in scholarly research, to recognize distinguished scholars for their work in the field of Hmong Studies and to facilitate application of research into practical uses in business and organizations.

The conference is a platform to network and connect with leading researchers and to access research based studies on relevant topics that will help business and community better understand and work with the Hmong community.

Research topics presented at the 5th International Conferences include, but limited to:

**Evolution Toward Religious Freedom in post-1975 Vietnam: The Circumstance of the Hmong*

** On the Protection and Utilization of Hmong Culture (China)*

**Empowering of Hmong Women in a Bi-cultural Context*

**Teaching English to Rural Hmong Students: The Application of Innovative Methods and Cultural Mode in English Teaching (China)*

** Artistic Hmong Voices: Activism, youth empowerment, and participatory democracy through poetry and song
Others*

II. What is the Center for Hmong Studies

The Center for Hmong Studies, located at Concordia University St. Paul, exists to promote the scholarly interest, the rich legacy and the complex heritage of the Hmong people. Since establishment in 2004, the Center for Hmong Studies has become internationally renowned for its work. The Center tracks, documents, research, develop and teach the long history, the current conditions, and the future trajectory of an international community in the midst of transition. Funded by both public and private dollars, the Center for Hmong Studies is excited to meet the needs of a diverse population in the pursuit of delivering the most accurate and compelling information on the Hmong.

In Minnesota, the Hmong population from the 2010 U.S. census indicates a remarkable growth of 46% from 2000 to 2010. As noted by scholars, the growing Hmong population in Minnesota and across the world has stimulated an impressive level of scholarship among academic writers beginning in the early 1980s. Various entities have attempted to respond to this increased interest in Hmong-related scholarship by publishing some bibliographies and initiating various collections. However, there is not a recognized academic center that would centralize these resources or at least provide access to them.

The Center for Hmong Studies works to advance a comprehensive and holistic understanding of the Hmong people and the important role they have played in the shaping of the modern world. We are here to instigate the field of Hmong Study by unifying the ideas, the experiences and the wisdom of the Hmong.

Please visit our website <http://hmongcenter.csp.edu/> for more information about the accomplishments of the Center for Hmong Studies.



III. Who will attend the Conference?

The International Conference is open to the public. Communication and marketing will be targeted toward the following local, national and international constituents:

- College juniors, seniors, and graduate students
- Scholars and education professionals
- Community members, business professionals and local business owners
- Non-profit organizations, social service and governmental agencies

IV. Why sponsor the Fifth International Conference?

Sponsoring the conference gives your business an opportunity to **directly connect with hundreds of potential long-term customers or employees of your company.**

By sponsoring the conference, you will:

- Promote your company and its services and products
- Reach a critical target market that is the future of our economy and society.
- Brand your organization as an appealing supplier, employer, and leader in your industry.

V. Sponsorship levels

The following four sponsorship levels were established by the Center for Hmong Studies to offer financial value and organizational benefit to all parties. The Center for Hmong Studies values its partnerships, therefore these options are customizable for optimal value.

Gold Level	\$3,000
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As a Gold Level sponsor you will have maximum presence in all conference communications, marketing material, and at the event itself.

Gold Level sponsors will receive:

- Logo inclusion on conference website, conference program, and direct mail.
- Full page advertising space in conference program
- Display table - A table to place company materials and displays in a high-traffic area during the conference at Concordia University.
- Two admission tickets to the conference

Silver Level	\$2,000
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As a Silver Level sponsor you will have extensive presence in all conference communications, marketing material and at the event itself.

The Silver Level sponsor will receive:

- Logo inclusion on conference website, conference program and direct mail.
- Half page advertising space in conference program
- Display table - A table to place company materials and displays in a high-traffic area during the conference at Concordia University.
- Two admission tickets to the conference

Bronze Level	\$1,000
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As a Bronze Level sponsor you will have presence in all conference communications, marketing material and at the event itself.

The Bronze Level sponsor will receive:

- Logo inclusion in all marketing material including conference website, conference program and direct mail.
- Half page advertising space in conference program
- Display table - A table to place company materials and displays in a high-traffic area during the conference at Concordia University.
- Two admission tickets to the conference

Friends of the Center	\$500
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As a Friends Level sponsor, you will receive:

- Logo inclusion on conference website, conference program and direct mail
- Half page advertising space in conference program
- Two admission tickets to the conference

VI. Other ways to support

Vendor Tables

\$200 - \$300 Vendor Table

Table is located in a high traffic area during the conference at Concordia University. Table cloth and skirt is provided.

- \$200 Non-profit
- \$300 Merchant

Advertising Space in Conference program (black and white)
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<u>Size</u>	<u>Rate</u>
Full Page Ad (7 in. x 9.25 in.)	\$350
Half Page Ad (7 in. x 4.5 in.)	\$200
Quarter Page Ad (3.25 in. X 4.5 in.)	\$100

Please submit your ad in .jpeg or .gif formats no later than March 10, 2014 to
center4hmongstudies@gmail.com

A Final Message from the Center for Hmong Studies

We sincerely thank you for your consideration in sponsoring the International Conference.

Thank you!