



# Vietnamese Student Association

## University of California, Irvine

April 2008

To Whom It May Concern:

Since 1979, the Vietnamese Student Association (VSA) at the University of California, Irvine has striven to educate both the student body at UCI and the local community about the Vietnamese American culture. Our organization continually provides students with the opportunity to learn and to participate in community efforts. In addition to its dedication to the UCI community, VSA also works with the Vietnamese community at large. VSA at UCI has a long and rich tradition within the UCI campus, as well as the community, as we are one of the oldest VSA's in the area. VSA prides itself in its involvement with an array of community based programs such as a mentorship program with local high schools, participation in the annual New Years Festival, and numerous activities with other Vietnamese organizations throughout Southern California. One of our biggest accomplishments this year has been our efforts to raise \$1000 for the organization VOICE, which aims to combat human trafficking in Vietnam. On behalf of the Vietnamese Student Association at the University of California, Irvine, we are writing to you in regards for financial assistance for our 29<sup>th</sup> Annual Culture Night.

Culture Night has been tremendously valuable in achieving our goals by preserving yesterday's traditions and incorporating a modern perspective of the evolving Vietnamese American culture through performances such as traditional dances, skits, martial arts, vocal performances, and an original musical score composed by one of our very own VSA members. Set in modern times, this year's culture night will touch upon the invaluable aspect of family in the Vietnamese culture, through the portrayal of a story of two brothers who travel westward across the U.S. to pursue their dreams of winning a cooking competition. Due to VSA's budgetary constraints, your financial contribution will be a great asset to the success of our production. All financial contributions will be used for facility rentals, costumes, audio and visual equipments, advertisements, food and beverages, and security. A portion of the proceeds from Culture Night 2007 will benefit our mentorship and scholarship programs, while the remaining funds will support the cultural activities that VSA sponsors throughout the year.

All contributions to the Vietnamese Student Association will be greatly appreciated. Donations are tax deductible and the contributors will be recognized within our production program. We sincerely thank you in advance for your time and consideration and we look forward to your presence at our 29<sup>th</sup> Annual Culture Night. All questions and concerns should be directed to Tracy Nguyen at (951)756-4506 or [tracy.vsa@gmail.com](mailto:tracy.vsa@gmail.com). For further information regarding our organization, please visit our website at [www.vsauci.com](http://www.vsauci.com).

Respectfully yours,

**VSA UCI Cabinet 2007-08**  
**[www.vsauci.com](http://www.vsauci.com)**

Vietnamese Student Association • University of California, Irvine  
Office of the Dean of Students  
Irvine, CA 92697



# Vietnamese Student Association

University of California, Irvine

## CULTURE NIGHT SUMMARY

**Event:** UCI VSA's 29<sup>th</sup> Annual Culture Night

**Location:** Bren Events Center

**Date & Time:** Saturday, May 10th, 2008  
Show Time: 7:00-10:00 PM  
Doors open: 6:00 PM

**Attendance:** 1,500 (est.)

**Admission:** \$6.00 Presale – UCI General Admission  
\$8.00 Presale – Non-UCI  
\$10.00 Presale – Reserved  
\$10.00 @ the door– General Admission

**Performances:**

Lion Dance	Acting
Traditional Dance	Singing
Choir	Dancing
Modern Dance	Martial Arts



# Vietnamese Student Association

University of California, Irvine

## EXPENDITURES 2007

Facility – Bren Events Center <ul style="list-style-type: none"> <li>▫ Rehearsal: N/A</li> <li>▫ Show day: May 12<sup>th</sup>, 2007</li> </ul>	<b>\$2000.00</b>
Performance <ul style="list-style-type: none"> <li>▫ Costumes</li> <li>▫ Props</li> </ul>	<b>\$2000.00</b>
Audio/Visual Equipment <ul style="list-style-type: none"> <li>▫ Projection</li> <li>▫ Projector Screen</li> <li>▫ Speakers</li> <li>▫ Lighting/Audio Coordinator</li> <li>▫ Lighting Technician</li> <li>▫ Electrician</li> <li>▫ Video Director/ Producer</li> </ul>	<b>\$3,500.00</b>
Publicity <ul style="list-style-type: none"> <li>▫ Flyers</li> <li>▫ Radio Announcements</li> <li>▫ Programs</li> <li>▫ Ticket Printing</li> </ul>	<b>\$2,000.00</b>
Security	<b>\$3000.00</b>
Miscellaneous <ul style="list-style-type: none"> <li>▫ Food and beverages for performers and crew</li> <li>▫ Rehearsal Expenses</li> <li>▫ Clean-up Crew</li> </ul>	<b>\$900.00</b>
<b>Total Expenditures</b>	<b>\$13,400</b>



# Vietnamese Student Association

University of California, Irvine

## SPONSORSHIP OPPORTUNITIES

Since we are expecting an audience of 1500 people, we are offering prospective sponsors an opportunity to advertise in our program booklets, which will be distributed the night of the event.

Package	Price	Description
A	\$50	Business card size advertisement in our program (2.5" x 4")
B	\$100	Digital business ad (slideshow) throughout the show
C	\$150	Half page advertisement (5" x 4") Digital business ad (slideshow) throughout the show
D*	\$200	30 seconds of video commercial during our program
E	\$200	Signage on stage during the show
Bronze	\$300	Half page advertisement (5" x 4") Exhibition Space (1 table) Digital business ad (slideshow) throughout the show 1 VIP tickets
Silver	\$600	Full page advertisement (5"x 8") Exhibition space (1 table) Honorable Mention 1 Banner Advertisement (Max. Size 2'x 5') Digital business ad (slideshow) throughout the show 2 VIP tickets DVD of the Culture Night (upon release)
Gold	\$1000	2 Full page advertisement Color (5"x 8") Exhibition space (2 tables) Honorable Mention Signage on stage during the show. 1 Banner Advertisement (Max. Size 3'x 8') A digital business ad (slideshow) during our program 4 VIP tickets DVD of the Culture Night (upon release)
Donation	X	All donations are tax deductible
Other	- -	Other opportunities for advertisements are also available upon negotiation. Please contact us.

\*only 2 available spaces

Vietnamese Student Association • University of California, Irvine  
Office of the Dean of Students  
Irvine, CA 92697



# Vietnamese Student Association

University of California, Irvine

## LETTER OF RESPONSE

Package: \_\_\_\_\_

Donation Amount: \_\_\_\_\_

Sponsor/ Business: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Please make checks payable to: **Vietnamese Student Association**

Send to: **Vietnamese Student Association - UCI**

*Attn: Tracy Nguyen  
University of California, Irvine  
Office of the Dean of Students  
Irvine, CA 92697*

Additional Comments:

---

---