

THE UNION OF NORTH AMERICAN VIETNAMESE STUDENT ASSOCIATIONS

UNAVSA SPONSORSHIP PACKET 2025-2026

 EIN: 20-4437353



ABOUT UNA VSA

photo taken by Chris Nguyen

Greetings!

It is with great honor that our organization, the Union of North American Vietnamese Student Associations (UNA VSA) has the opportunity to bridge partnerships continentally year after year. Each year brings new concepts to our programming & conference, but our mission never changes.

The Union of North American Vietnamese Student Associations (UNA VSA) is a 501(c)(3) non-profit, non-partisan community-based organization dedicated to cultivating the next generation of leaders who will serve as stewards of the Vietnamese community. Our mission is to empower the next generation of Vietnamese leaders with a passion for service, propensity for leadership, and self-awareness with the intent of advocating for progress in the North American Vietnamese community. Our vision is to be a thriving non-profit organization achieving inclusiveness and equality through: resources, education, social awareness and embracing diversity. In order to achieve our goals, we use our pillars of operation (education, leadership development, philanthropy, and culture) to guide our initiatives and projects.

Throughout the years, we have introduced & developed a number of programs that add value to our community, while empowering our leaders. With each day, our organization expands and our goals continue to evolve with it. As we continue to foster leaders and engage the Vietnamese youth, we value and look to alumni and partners to continue guiding our organization in the right direction.



THE UNAVSA NETWORK

UNA VSA's reach extends across the map, advancing the respective interests of regional partners while strengthening the Vietnamese community!



WESTERN CANADA

- British Columbia
- Alberta
- Manitoba
- Saskatchewan

EASTERN CANADA

- New Brunswick
- Newfoundland and Labrador
- Nova Scotia
- Ontario
- Prince Edward Island
- Quebec

NORTHWEST

- Washington
- Idaho
- Alaska
- Oregon

NORTHERN CALIFORNIA

SOUTHERN CALIFORNIA

SOUTHWEST

- Arizona
- Colorado
- Utah
- Nevada
- New Mexico

CENTRAL

- North Dakota
- South Dakota
- Montana
- Wyoming

SOUTH

- Texas
- Arkansas
- Oklahoma

MIDWEST

- Michigan
- Illinois
- Nebraska
- Ohio
- Indiana
- Wisconsin
- Missouri
- Minnesota
- Kansas
- Kentucky
- Iowa

GULF COAST

- Louisiana
- Mississippi
- Alabama

MID-ATLANTIC

- Delaware
- Maryland
- Washington D.C.
- Virginia
- North Carolina
- West Virginia

SOUTHEAST

- Alabama
- Florida
- Georgia
- North Carolina
- South Carolina
- Tennessee

NORTHEAST

- New York
- Pennsylvania
- New Jersey

NEW ENGLAND

- Connecticut
- Massachusetts
- Maine
- New Hampshire
- Rhode Island
- Vermont





OUR PROGRAMS

photo taken by Steven Bui



Our year-round programs aspire to bring together and impact continental communities, build leaders, strengthen cultural ties, and provide a support network and a collective voice.

ALUMNI RELATIONS

In our communities, we constantly strive for further development that will allow us to educate, entertain, and empower those who enter into these communal spaces after us. Our Alumni Relations cabinet aims to maintain our alumni base and foster growth in collegiate students through initiatives like a mentorship program.



CIVIC ENGAGEMENT

As a collective, we advocate for civic action and promote social awareness by leading education and mobilization efforts. Our Civic Engagement cabinet strives to provide a space to: engage in dialogue, register voters year-round, advocate for the progression of marginalized communities, examine historical and current events that influence the greater Vietnamese community, and distribute cultural, political, and non-political resources to aid in best practices of civic engagement.



OUR PROGRAMS

COLLECTIVE PHILANTHROPY PROJECT

Established in 2005, the Collective Philanthropy Project (CPP) is an initiative for students and community organizations to work towards a charitable cause together. Each year, UNAVSA has selected, collaborated with, and developed awareness campaigns for various non-profit organizations.



VNAH THIS YEAR'S CPP BENEFICIARY

This year, our selected beneficiary is Vietnam Assistance for the Handicapped Clinic (VNAH).

Vietnam Assistance for the Handicapped Clinic is a U.S. based NGO that works to improve the quality of life for Vietnamese children with disabilities or disadvantaged circumstances through vocational, occupational, and training services.

VSACADEMY



Established in 2011, the VSAcademy cabinet was envisioned to be an online space to connect our constituents via knowledge-sharing. VSAcademy continues to offer curated content highlighting the diverse Vietnamese-American & Vietnamese-Canadian experiences and relevant conversation topics within our diaspora.

We encourage our constituents to experience and spread the world of knowledge through various forms of multimedia expression. The content and resources produced during the year are compiled into the VSAcademy database for access by all regional and community partners.





UNA VSA-21

THE ANNUAL 21ST LEADERSHIP CONFERENCE

Our annual leadership conference unites approximately 400 leaders across Canada and the U.S. to cultivate and strengthen their professional and leadership skills, cultural ties, and sense of community. Across the past twenty years, we continue to make great strides in empowering our community in learning and taking action, no matter how big or small, and to build upon the progress and momentum of previous generations.

This year, our 21st annual leadership conference, UNA VSA-21, is hosted in San Jose, CA, a city filled with Vietnamese culture, heritage, and community. This year's theme, "Unwritten - Những Dòng Chứa Kể," returns us to our roots to explore the meaning of cultural heritage, community, and legacy. Over 50 years have passed since the historic journey that shaped the Vietnamese diaspora, and our theme hopes to pay homage to sacrifices and steps taken by our ancestors to bring us to where we are today.

Each of us carries a unique narrative shaped by our diverse experiences and backgrounds. By uplifting one another and embracing our collective strength, we stand united as a thriving community rooted in heritage, pride, and solidarity. Together, we are writing a future that honors the past while uplifting generations to come.

photo taken by Steven Bui



WHAT MAKES CONFERENCE

OUR CONFERENCE HOLDS A VARIETY OF PROGRAMMING INCLUDING:

- Keynotes and workshop presenters that feature skilled professionals, community leaders, and elected officials.
- Career development programming (networking mixers, coffee chats, resume reviews, etc) that integrates working professionals and diverse panelists
- Unique bonding activities through an integrated family system
- A culture show highlighting aspects of Vietnamese heritage
- A culminating gala that awards outstanding student organizations and individuals on their achievements during the academic year
- Performances to showcase the diverse artistic abilities of our community and constituents



PROJECT FUNDING ITEMS

- Leadership Conference
 - Professional Development and Empowerment
 - Keynote speakers
 - Workshop presenters
 - Networking Mixers
 - Other various professional aspects within conference
 - Attendee Scholarships
 - Creating accessibility for attendees to afford to attend conference
- Cabinet initiatives
- Civic Engagement projects
- Philanthropy for nonprofits assisting the Vietnamese community
- Fellowship stipend for students aiding Vietnamese nonprofits
- Cultural and Educational programming
- Organizational Costs
- Website hosting and licenses
- Printing & postage



BENEFITS OF UNAVSA'S PARTNERSHIP



YOUR DONATION WITH UNAVSA GETS YOU ACCESS TO...

150+
colleges and universities

7,500
current collegiate students across Canada and the U.S.

Average of **5,000** engagement (likes, shares, comments, etc.) with our content across the network

Social media network of students and young professionals across Canada and the U.S.



SPONSORSHIP BENEFITS

	PLATINUM (\$5,000)	GOLD (\$2,500)	SILVER (\$1,000)	BRONZE (\$500)	CORNERSTONE (\$250)	SUPPORT (<\$250)
Shoutouts on our social media platforms • i.e. Instagram, Facebook, TikTok, etc.	•	•	•	•	•	•
Instagram Post Recognition	SOLO	SOLO	GROUP	GROUP	GROUP	GROUP
Logo will be featured on a rotating slideshow all throughout conference	•	•	•	•	•	
Logo featured in the attendee packet	•	•	•	•	•	
Logo on Brochure/Programming	•	•	•	•	•	
Logo on Attendee Packet	•	•	•	•	•	
Live verbal acknowledgement during Opening Ceremony	•	•	•	•		
One ad displayed inside the Conference Program booklet	FULL PAGE	HALF PAGE	QUARTER PAGE	QUARTER PAGE		
Logo added to website	•	•	•	•		
Logo on video	•	•	•	•		
For local businesses, featured as a destination in our handbook	•	•	•	•		
Logo will be displayed at our registration table	•	•	•			
Logo will be featured at the Conference Night Market	•	•	•			
Partnership to bring Attendees to your business during Conference Weekend	•	•	•			
Short-Form Instagram Reel OR TikTok Ad created by Conference Marketing to advertise your brand	•	•	•			
Logo on Conference T-shirt	•	•	•			



SPONSORSHIP BENEFITS

	PLATINUM (\$5,000)	GOLD (\$2,500)	SILVER (\$1,000)	BRONZE (\$500)	CORNERSTONE (\$250)	SUPPORT (<\$250)
Sponsor Logo on Vertical Banners • Sizing of logo dependent on tier	20"x20"	15"x15"	10"x10"			
Table or Booth at Conference Night Market or Workshop slot • Availability for workshops will be provided upon conference availability and time of sponsorship	•	•	•			
Conference Gala Seats	4	2	1			
Distribute your promo items during conference events	•	•				
"Gala Presented By..."	•	•				
"UNAVSA By Night Presented By..."	•	•				
Logo printed on award plaques at our Conference Award Ceremony	•	•				
Logo displayed at each Gala table	•					
Personal Instagram Reel Ad created by Conference Staff advertising your brand	•					
Branded fan signs for custom messages	•					





IN-KIND DONOR SPONSORSHIP PACKAGE

*Offered to sponsors who provides any goods or services at the conference.
In-kind package subject to the conference team's discretion based on monetary value.*

Promotion in Host City Exploration Video	The host city exploration video captures our host city (San Jose) and its local businesses. As sponsors, the video will highlight the sponsor's company in order to bring more traction and sales
Business Content	Includes photos of the products provided by sponsors
Attendee Interaction Content	Includes photos with the attendees or staff interaction with product of the business
Individual Sponsor Highlight	Promotion of sponsor via graphics posted on social media to highlight business, restaurants and their own personal stories
Physical Signs for Photos at Photobooth	Includes designed material to be used during conference and photobooth

Please make checks payable to:

Union of North American Vietnamese Student Associations or UNAVSA

Please complete the Sponsor Agreement form and mail that with the check.

Mailing Address:

UNAVSA
440 N Barranca Ave #8246
Covina, CA 91723

Donate Online:

unavsa.org/cpp/donate/



A LETTER FROM THE EXECUTIVE DIRECTOR

Dear Prospective Sponsors,

On behalf of the Executive Team for UNAVSA-21, I am honored to invite you to join us as a valued sponsor in creating a meaningful and lasting experience for our community.

Each year, the Annual Leadership Conference is hosted by one of the 13 partnering regions of the Union of North American Vietnamese Student Associations (UNAVSA) across the United States and Canada. The Annual Leadership Conference serves as a catalyst that brings together young leaders to explore identity, strengthen leadership skills, and build a lifelong connection rooted in culture, community, education, and philanthropy.

This year's conference will be hosted in San Jose, California from July 9-12, 2026. Our theme, *Unwritten: Những Dòng Chưa Kể*, invites attendees to reflect on community, cultural heritage, and legacy. Through this lens, we encourage attendees to honor the stories of those who came before them while empowering them to write their own. UNAVSA-21 seeks to bridge generations, connecting attendees and alumni as they continue shaping their narratives through our shared core values.

Your support makes this possible. Sponsorships directly provide, but not limited to, financial assistance to support registration costs, program materials, attendee meals, and more. Your partnership goes beyond support, it creates transformative experiences that inspire young leaders to give back, uplift others, and carry our community forward.

By sponsoring UNAVSA-21, you are not only supporting an event, you are investing in the next generation of leaders. We would be honored to have your organization by our side in this mission. Together, we can empower emerging leaders and inspire lasting change within our communities.

Thank you for your time and consideration! We look forward to the possibility of partnering with you to uplift and inspire the leaders of tomorrow to shape their own stories.

With gratitude,

Jason Tran

UNAVSA-21 Executive Director



UNAVSA



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