



## Corporate Sponsorship Packet

Asian Pacific American Medical Student Association  
[www.apamsa.org](http://www.apamsa.org)



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Dear Friends,

On behalf of the Asian Pacific American Medical Student Association (APAMSA), I welcome and thank you for your interest in our organization. We are a 501(c)(3) nonprofit, nonpartisan organization, and the only *National* organization with more than 90 chapters nationwide and representing over 15,000 Asian Pacific American (APA) medical students. APAMSA is dedicated to improving the health and well being of the APA community. Recently, we were *recognized for our excellence in service* by Mr. Jimmy Lee, the Executive Director of the White House Initiative on Asian Americans and Pacific Islanders. (Please see enclosed a letter of support from the White House Initiative on Asian Americans and Pacific Islanders.)

Recently, some of our most visible projects include the National Marrow Donor Program, “**The Gift of Hope**” on Obama National Day of Service and the National Hepatitis B project, “**APAMSA Fights to Break the Hepatitis B Cycle!**” APAMSA’s National Marrow Donor Program, dedicated to increasing Asian American bone marrow donors, has successfully recruited thousands of much needed minority donors. In addition, we are dedicated to educating, screening, and immunizing the Asian American Community against Hepatitis B as Asian Americans account for more than 80% of all Hepatitis B patients in the United States. Our many other awareness initiatives include educating the APA community about Diabetes, Cancer, Mental health in the APA community, and much more.

APAMSA is also proud to be hosting the **16<sup>th</sup> APAMSA National Conference**. This year’s conference, entitled *Transforming Medicine: A Challenge for Future Leaders* will be held from **October 9-11th, 2009 in Los Angeles, CA**. With tides of change sweeping through society at large, leaders in medicine must navigate the challenges and advancements in biotechnology, career development, health policy, and industry trends. This conference will provide a forum for current and future leaders to collaborate on the best approach to the new and critical decisions of our time. Our annual national conference seeks to address often neglected issues pertinent to the health and well-being of APA communities including cultural awareness, advocacy and policy, health care access, establishing community clinics, domestic violence, mental health, hepatitis B, and bone marrow typing. The conference gives our members the opportunity to engage in dialogue with health professionals working on APA health issues and equips these future leaders of medicine with the tools they need to meet the health needs of the APA community.

Since APAMSA is a student-run non-profit organization, we rely on the generous donations from organizations and corporations such as yours. Please join us in our efforts to further the education and development of our future leaders. Enclosed you will find information on various sponsorship options. On behalf of the Board of Directors, and the members of APAMSA, I look forward to working with you and fostering a long-term relationship.

Sincerely,

Shelly S. Choo  
APAMSA National President  
M.D. Candidate 2010, Johns Hopkins University School of Medicine  
[president@apamsa.org](mailto:president@apamsa.org)  
[www.apamsa.org](http://www.apamsa.org)



**WHITE HOUSE INITIATIVE ON  
ASIAN AMERICANS AND PACIFIC ISLANDERS**

February 24, 2006

Dear Sir/Madam,

As the Executive Director of the White House Presidential Initiative on Asian Americans and Pacific Islanders, I am writing support for the Asian Pacific American Medical Student Association (APAMSA).

I would like to write and commend the work that this student organization for the well being of the Asian and Pacific American community. Their National Bone Marrow Drive and National Hepatitis B Initiative has been a great service to our community and serves as a national model to so many other groups around the country. In addition, their community health fairs and outreach programs have delivered much information and promotion on health and disease prevention in our immigrant and refugee community.

The goals of APAMSA include: the education of the community about AAPI health issues, the addressing of health disparities in the AAPI Community through service projects, advocacy for the delivery of culturally sensitive healthcare to the AAPI Community, the empowerment of the AAPI Community with resources to obtain quality health care, and also the promotion of career development and training of the future of America's physicians.

I have had the tremendous pleasure working with this group and believe strongly that their work has been essential in helping us reach our community regarding health issues and disparities. I would encourage you to support APAMSA and its efforts through collaboration and support.

Thank you in advance for your attention to this letter.

Sincerely,

Jimmy D. Lee  
Executive Director  
The White House  
Initiative for Asian Americans and Pacific



## NATIONAL APAMSA SPONSORSHIP LEVELS

<b>Sponsorship Options</b>
<b>Friend: \$500 and up</b>
Named sponsor (hyperlinked to sponsor's website) on sponsor page of <a href="http://www.apamsa.org">www.apamsa.org</a>
Friend sponsorship recognition of contribution fund
Quarter page advertisement in the national conference program brochure
<b>Benefactor: \$1000 and up</b>
Named sponsor (hyperlinked to sponsor's website) on sponsor page of <a href="http://www.apamsa.org">www.apamsa.org</a>
Named sponsor (hyperlinked to sponsor's website) on <a href="http://www.apamsa.org">www.apamsa.org</a>
Benefactor sponsorship recognition of contribution fund
Half page advertisement in the national conference program brochure
<b>Bronze Sponsor: \$5000 and up</b>
Named sponsor (hyperlinked to sponsor's website) on sponsor page of <a href="http://www.apamsa.org">www.apamsa.org</a>
Small banner ad (90x60 pixels) on main page of <a href="http://www.apamsa.org">www.apamsa.org</a>
Full page advertisement in the national conference program brochure
Choose one <ul style="list-style-type: none"> <li>• Exhibit table space at the national conference</li> <li>• One text email (less than 200 words) sent to all APAMSA members by the board of directors on behalf of sponsor</li> </ul>
<b>Silver Sponsor: \$10000 and up</b>
Named sponsor (hyperlinked to sponsor's website) on <a href="http://www.apamsa.org">www.apamsa.org</a>
Small banner ad (90x60 pixels) on main page of <a href="http://www.apamsa.org">www.apamsa.org</a>
Full page advertisement in the national conference program brochure
Named sponsor on all APAMSA brochures, flyers, and e-mails
Silver sponsorship recognition of contribution fund
Choose two <ul style="list-style-type: none"> <li>• 50 minute workshop at the national conference</li> <li>• Named sponsor of a national conference or National APAMSA event (workshop, forum, banquet, health screenings, awareness initiatives, etc)</li> <li>• One text email (less than 200 words) sent to all APAMSA members by the board of directors on behalf of sponsor</li> </ul>
<b>Gold Sponsor: \$20,000 and up</b>
Named sponsor (hyperlinked to sponsor's website) on <a href="http://www.apamsa.org">www.apamsa.org</a>
Full page advertisement in the national conference program brochure
Named sponsor on all APAMSA brochures, flyers, and e-mails
Gold sponsor recognition of contribution fund
Large banner ad (360x60 pixels) on main page of <a href="http://www.apamsa.org">www.apamsa.org</a>
Choose two <ul style="list-style-type: none"> <li>• 50 minute workshop at the National conference</li> <li>• Named co-sponsor of a service project or fund of your choosing (Hepatitis B, bone marrow drive, health fairs)</li> <li>• One text email (less than 200 words) sent to all APAMSA members by the board of directors on behalf of sponsor</li> </ul>



## NATIONAL APAMSA SPONSORSHIP OPTIONS

National APAMSA is open to sponsorship options that would best suit your organization's needs. Please feel free to contact [president@apamsa.org](mailto:president@apamsa.org) to discuss these possibilities.

### Contribution Options

- General Support
- National Service Project Fund: APAMSA Fights to Break the Hepatitis B Cycle
- National Service Project Fund: APAMSA's National Marrow Donor Program
- Disease Prevention and Health Awareness Campaigns
- 2009 National Conference
- Leadership Training Fund
- Chapter Grants Fund
- New Initiatives Support
- Purchasable Advertising

#### General Support

This is the most flexible means of giving to the APAMSA and supports the overall programming and structure of our organization.

#### National Service Project Fund: APAMSA Fights to Break the Hepatitis B Cycle

We are seeking funds to support and develop our nationwide initiative to combat hepatitis B through community education, screenings, vaccinations, and the media. *Additional info available in separate packet.*

#### National Service Project Fund: APAMSA's National Marrow Donor Program

Our national efforts to recruit bone marrow donors have been instrumental to increasing bone marrow donors. To continue and expand our very successful programs, we are seeking support.

#### Disease Prevention and Health Awareness Campaigns:

Disease prevention is one of the most effective means of improving the health and well-being of our communities. With your support, we will be able to provide health screenings and disease awareness initiatives to our communities.

#### 2009 National Conference

Our annual national conference is the largest gathering of future APA physicians each year. This event is highly dependent on sponsorship. *Please see our Conference Sponsor Packet for conference-specific sponsorship options.*



**Leadership Training Fund**

We are working on developing leadership training sessions for all levels of leadership. Currently we have two annual leadership training session for our national officers, and we would like to develop programs for our regional and local leaders as well. Our leadership conferences provide students with the opportunity to learn the necessary skills of business, marketing, and management necessary for effective leadership of a National or community organization.

**Chapter Grants Fund**

The purpose of this fund is to encourage community service by our APAMSA chapters. We hope to provide chapters with financial support in the form of grants to conduct community service activities focusing on health prevention and education. Grant proposals are submitted to the National Executive Committee for review. Our community service projects have included fundraisers for the Tsunami victims, the South Asian earthquake victims, the China AIDS orphans fund, and much more.

**New Initiatives Support**

New initiatives are vital components of our organization’s growth and development each year. As the health care needs of the APA community continue to change, APAMSA is constantly re-evaluating its programming to best suit the needs of the APA community. Development of new projects requires a considerable amount of resources and your support is needed to bring these projects to fruition.

**Purchasable Advertising**

<b>Purchasable Website/ E-mail/Newsletter Advertising</b>	
Website Banner ad	\$3000
Sponsor link on our website	\$500
Sponsor ad on our website	\$500 (starting)
One time e-mail or ad (200 words per e-mail)	\$200
6-month recurring e-mail announcement	\$1000
E-mail attachment (1 page flyer)	\$300
¼ page Newsletter ad	\$300
½ page Newsletter ad	\$500
Full page Newsletter ad	\$800



APAMSA CORPORATE SPONSORSHIP APPLICATION FORM

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Position: \_\_\_\_\_

Address: \_\_\_\_\_

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

Fax: \_\_\_\_\_

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

SPONSORSHIP OPPORTUNITY REQUESTED

<p><b>Level of Sponsorship</b></p> <p><input type="checkbox"/> Gold \$ _____</p> <p><input type="checkbox"/> Silver \$ _____</p> <p><input type="checkbox"/> Bronze \$ _____</p> <p><input type="checkbox"/> Benefactor \$ _____</p> <p><input type="checkbox"/> Friend \$ _____</p>	<p><b>Please identify a Contribution Fund</b></p> <p><input type="checkbox"/> General Fund</p> <p><input type="checkbox"/> National Service Project: HepB</p> <p><input type="checkbox"/> National Service Project: Bone Marrow</p> <p><input type="checkbox"/> Disease Prevention/Health Awareness</p> <p><input type="checkbox"/> 2009 National Conference</p> <p><input type="checkbox"/> Leadership Training</p> <p><input type="checkbox"/> Chapter Grants</p> <p><input type="checkbox"/> New Initiatives Support</p> <p><input type="checkbox"/> Purchasable Advertising</p> <p><input type="checkbox"/> Other _____</p>
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All donations are tax-deductible within the limits of the law.

- A tax invoice will be issued.
- Sponsorship will be confirmed in writing by APAMSA National Chief Financial Officer upon receipt of investment.
- Checks should be made payable to **Asian Pacific American Medical Student Association**.
- Sponsorship application forms may be mailed to the address shown below.

Method of Payment:

- Check Enclosed       Please Send Invoice

Please contact [cfo@apamsa.org](mailto:cfo@apamsa.org) for additional payment options

Please mail payment with form to:

**Nicholas Tadoria**

[CFO@apamsa.org](mailto:CFO@apamsa.org)

**237 Roxborough Ave. #A**

**Philadelphia, PA 19128**



## More on Our Initiatives:

### **National Service Project: APAMSA Fights to Break the Hepatitis B Cycle!**

Left untreated and unrecognized, chronic hepatitis B infections can progress to cirrhosis or liver cancer in 25% of carriers. Asian and Pacific Islander Americans make up more than half of the over 1.3 million hepatitis B carriers in the United States. Low vaccination rates in Asian countries, lack of awareness, and little hepatitis B outreach to the Asian and Pacific Islander communities in America contribute to the higher prevalence rate of this potentially devastating yet preventable disease in Asian and Pacific Americans. APAMSA's mission for the National Hepatitis B project is to increase the public's awareness regarding the epidemiology of hepatitis B and its prevention and to provide screenings to identify those in need of vaccinations or treatment. To this end, our chapters have organized educational lectures and screening events across the nation with support from nationally renowned hepatologists such as **Dr. Anna Lok and other organizations such as the American Liver Foundation, Asian Liver Center, Quest Diagnostics, Gilead, and Bristol Meyers Squibb**. In addition, we have recently partnered with **HepB.TV**, an internet channel representing collaborative efforts between the medical community, celebrities, and filmmakers to educate the community about Hepatitis B in Asian Americans.

### **National Service Project: Bone marrow drives in collaboration with the National Marrow Donor Program**

With the pressing need for more underrepresented donors such as Asian Pacific Islanders (API) in the national bone marrow registry, APAMSA and the National Marrow Donor Program (NMDP)® have collaborated on a national recruitment project for potential marrow or blood stem cell donors. Our goal is to increase the number of matches and more importantly help those with treatable diseases such as leukemia, for which a blood stem cell transplant could be a cure.

### **The Growing Epidemic of Diabetes in Asian Americans**

Type II Diabetes is on the rise in Asian communities. Research has shown that Asian Americans are at a higher risk of developing diabetes at a BMI that is considered normal for other ethnicities. With proper screening and life style adjustments, Type II Diabetes can be prevented. However, if left untreated, it is a chronic disease that can lead to devastating complications. APAMSA is committed to the education and prevention of Type II Diabetes. This year, we are focusing our efforts on educating current and future health professionals in our organization, so that they may make a greater impact among patients.

### **Health Awareness Initiatives**

We are dedicated to promoting the health and well-being of the APA community through education of our members, medical school communities, and local communities. A few of these awareness initiatives include:

- Mental Health in the APA community
- Cardiovascular Disease in the South Asian community
- Cancer in the APA community
- Much more!



### **Health Screenings**

APAMSA health fair screenings are the trademark event at most of our local chapters. Students utilize their cultural understanding and medical knowledge to offer free cholesterol, diabetes, blood pressure, vision, hearing, and lead screening of the APA community. APAMSA health fairs serve as an important mechanism to disseminate health information regarding cancer, smoking, domestic violence, and many more topics through brochures and counseling services, which we are able to offer in multiple different languages.

### **Technology Support**

In this age of electronic communication, our website and e-mail messages are our most effective and reliable means of conveying our messages to our members. Because constant updates of the website are needed, we as students are not able to provide the daily monitoring of our website that APAMSA deserves. In addition, our ever-growing membership list needs frequent updates, and we are in need of an online database system to monitor and organize our membership information. For these reasons, we are soliciting funds to hire technical support to establish and maintain an active membership database and website.

### **Membership Benefits**

- Access to a network of APA student and physician leaders
- Leadership training forums
- Information on research and fellowship opportunities
- Materials on APA health care issues
- Local project grants
- Newsletters
- Mentorship
- Start-up kits for national projects
- Discounts on medical textbooks
- Media exposure and opportunities

We need your help to continue these benefits and offer new ones to provide more incentives for medical students to join our organization.

### **Organizational Expenses**

APAMSA's ever expanding membership requires constant infrastructure growth and strengthening.

To achieve these goals and host meaningful and successful events, we need the help and generosity of sponsors. Please find enclosed details on various sponsorship options. We personally look forward to forging an important partnership between your organization and ours in the coming months. If you have any questions, please do not hesitate to contact us at [president@apamsa.org](mailto:president@apamsa.org).



## **What is APAMSA?**

The Asian Pacific American Medical Student Association (APAMSA) was founded in January 1995. We have over 80 active chapters nationwide and represent more than 15,000 medical students! We are committed to addressing the unique challenges of the APA medical student and through community education and volunteer work, APAMSA serves as a vital advocate for the delivery of accessible, quality health care for the communities we serve—a growing population of over 10 million Asian Pacific Americans. We are dedicated to addressing cultural competency issues, promoting diversity in health care, and building strong community relations.

Just a few of our collective accomplishments include:

- registering of thousands of bone marrow donors
- organizing thousands of community health fairs
- disseminating information regarding APA health
- screening and immunizing the community against Hepatitis B
- providing numerous leadership opportunities for our medical students
- hosting 15 national conferences and numerous regional conferences
- serving as a national forum for discussion, activism, and change

APAMSA is governed on the national level by a Board of Directors, comprised of medical students elected to the Executive Committee and to Regional Directorships. In addition, APAMSA benefits from the expert advice of its Physicians Advisory Board. This ever-expanding physicians board includes such luminaries as Dr. Samuel Lin, former Assistant Surgeon General of the U.S., and Dr. Mohammad Akhter, former Executive Director of the American Public Health Association.

APAMSA provides an essential voice for the Asian Pacific American community and our programs are important mechanisms to promote awareness and advocacy of the issues affecting the APA community. Our initiatives are numerous, and we invite you to join us in our very important mission of improving the health and well being of our communities.



Some of our past sponsors have included:

CNN.com

The Princeton Review

Volvo Cars

Kaplan, Inc.

Pfizer

National Board of Medical Examiners

Kaiser Permanente

Association of Military Surgeons United States

Welch Allyn

Asian Pacific Health Care Venture, Inc.

Howard Hughes Medical Institute

National Cancer Institute

Redding Medical

Lexi-Comp

National Asian Women's Health Organization

National Institute of Neurological Disorders and Stroke

National Institute of Health Office of Education

Office of Minority Health Resource Center

Physicians for Social Responsibility

Cooper University Hospital and UMDNJ-Robert Wood Johnson Medical School-Camden

American Psychiatric Association

Lippincott, Williams and Wilkins

National Health Service Corps

National Library of Medicine

National Center for Complementary and Alternative Medicine

Center for Disease Control



## 2009 APAMSA NATIONAL CONFERENCE

**OCTOBER 9-11, 2009**

Los Angeles, CA

The 2009 APAMSA National Conference is expected to be **one of the largest gatherings of Asian Pacific American medical students, premedical students, and physicians to date**. We have an exciting program planned:

- The **Theme** of this year's conference is *Transforming Medicine: A Call for Future Leaders*
- Our **Workshops** will address often neglected issues pertinent to the health and well-being of Asian Pacific Islander (API) communities including cultural awareness, advocacy and policy, health care access, establishing community clinics, domestic violence, mental health, hepatitis B, and bone marrow typing.

There are tremendous opportunities for your company to reach a diverse group of healthcare professionals:

1. **TITLE, GOLD, OR SILVER SPONSORSHIP**. Sponsors enjoy maximum visibility and signage.
2. **EXHIBITOR FAIR BOOTH**. The one-day fair offers companies and event attendees networking opportunities to exchange information and ideas.
3. **PROGRAM BOOK ADVERTISEMENTS**. The official conference program book will provide your organization with an excellent and cost effective way to reach all attendees and exhibitor fair participants.
4. **RAFFLE PRIZES**. Raffles are a surefire way to maximize marketing impact.

### **ADDITIONAL CONFERENCE SPONSORSHIP OPTIONS IN A SEPARATE PACKET**



## HIGHLIGHTS OF APAMSA IN THE NEWS

### APAMSA Encourages Asian-Americans to Join the NMDP Donor Registry

During April, the Asian Pacific American Medical Student Association (APAMSA) is responding to the need for more donors for patients needing a blood stem cell transplant. APAMSA is encouraging Asian-American medical students to learn about blood stem cell transplants and to join the National Marrow Donor Program (NMDP) Registry of potential volunteer donors so patients may have a second chance at life. To date, APAMSA and its chapters have educated and recruited more than 5,000 Asian and Pacific Islander potential donors to the NMDP donor Registry. Many of these potential donors are medical students, residents and physicians.

APAMSA now designates the month of April for education and recruitment activities at medical schools across the country. Its objectives are:

- Recruitment: To conduct an education and recruitment campaign with the goals of recruiting at least 1,000 donors to the Registry, with a special goal of recruiting donors from ethnically and racially diverse communities.
- Professional Education: To enlist active participation of medical students from ethnically diverse communities in training and education on the importance of becoming a life-saving marrow and blood stem cell donor.
- Community Involvement: To create strong community programs and to empower Asian and Pacific Islanders to be involved in community-driven strategies to help patients and save lives.
- Donor Retention: To confirm the commitment of Asian and Pacific Islander donors already on the NMDP donor Registry.

Source: [http://www.marlow.org/NEWS/Feature\\_Articles/2004/20040402\\_apamsa.html](http://www.marlow.org/NEWS/Feature_Articles/2004/20040402_apamsa.html)

### Personalizing health care: APAMSA illuminates issues in Asian-American health

While most of Stanford was fast asleep on the morning of May 8, TCSEQ bustled with life at 8:30 a.m. These early birds were a diverse crowd, ranging from high schoolers to leading professionals in the medical field. From all over the West coast, these minds convened at Stanford for the very first 2004 Western Regional Conference hosted by the Asian Pacific American Medical Student Association of Stanford (APAMSA).

The conference successfully provided a liaison between professionals and the broader community, and also addressed the latent issues that the Asian community faces... Moreover, the conference successfully brought to the surface pertinent issues of Asian health status, which, if not for such a conference, would not have a platform to be discussed or presented... Perhaps the most important accomplishment of the 2004 Western Regional Conference was paving the way and successfully laying down the groundwork for future conferences and other educational networking opportunities to come on the subject of Asian Pacific American health.

Source: <http://daily.stanford.edu/article/2004/5/14/personalizingHealthCare>



## APAMSA from Washington University raised money for the China AIDS Orphans Fund

On September 19th Asian Pacific American Medical Student Association (APAMSA) from Washington University Medical School held a car wash in the parking lot of the art school on the hilltop campus to raise money for the China AIDS Orphans Fund, which is operated by the Chi Heng Foundation, a charitable organization committed to preventing AIDS in China and caring for AIDS patients and their children. The China AIDS Orphans Fund provides primary and secondary school scholarships to orphans in the rural villages of central China who lost both parents to AIDS. The scholarships provide the students with school supplies, books, tuition, and other school fees, which they would otherwise not have the ability to pay. As there are a growing number of orphans due to the AIDS epidemic, these children will have a continued impact on the social stability of the country for years to come and therefore a sense of urgency is felt as the window for educational attainment narrows.

Blessed with beautiful weather and a steady stream of dirty cars and generous patrons, the students washed more than 60 cars over the course of five hours to raise more than \$400 for the organization. APAMSA members were delighted by the success of the event and hope to hold future fundraisers for the foundation. Contributions to the China Orphan's Fund can be made by check payable to "China AIDS Orphan Fund of the Minneapolis Foundation." The Minneapolis Foundation, 800 IDS Center, 80 South Eighth Street, Minneapolis, MN 55402. For more info see [www.chinaaidsorphanfund.org](http://www.chinaaidsorphanfund.org).

Source: <http://www.scanews.com/2004/sept/s736/wu/index.html>

## Northwestern Hosts APAMSA's National Conference

The meeting, held September 30 through October 2, attracted some 250 medical students representing 41 APAMSA chapters around the country. The conference featured several guest speakers including a keynote address from Wei-Jen Huang, PhD, a renowned clinical psychologist who conducts psychological and relationship seminars around the world. Dr. Huang's work on couples' therapy and relationship education is well known in China, Taiwan, and Malaysia. The founder of APAMSA, B Li, MD, former professor of pediatrics at the Feinberg School, also spoke at the conference about the reasons to pursue medicine and keys to long-term success.

Eighty-members strong, the Feinberg School's APAMSA chapter sponsors social activities and events throughout the year. The group helps organize *Fusion*, a multicultural talent show held in January, and plans to organize a bone marrow drive this spring. The 2006 APAMSA National Conference is slated for mid-October at the Uniformed Services University of the Health Sciences in Bethesda, Maryland.

Source: <http://www.medschool.northwestern.edu/students/msn/winter-06/APAMSA.html>