



**THIRD ANNUAL
FWN SUMMIT**

**FILIPINA
FIRST:
RE-INVENTING
OURSELVES**

**OCTOBER 21-23, 2005
CROWNE PLAZA
UNION SQUARE
SAN FRANCISCO**

**ABOUT FILIPINA
WOMEN'S NETWORK**

The Filipina Women's Network (FWN) is a non-profit association for women of Philippine ancestry. FWN strives to enhance public perceptions of Filipina women's capacities to lead, change biases against Filipina women's leadership abilities and foster the entry of Filipina women into positions of leadership in corporate, government, and nonprofit sectors.

FWN sponsors educational programs, leadership and skill building / career development workshops for Filipina women, and popular culture.

For more info:
Please email fipilina@ffwn.org
or call 415.278.9410

**THIRD ANNUAL FWN SUMMIT
FILIPINA FIRST: RE-INVENTING OURSELVES**

Deadline: Sept. 12, 2005

SPONSORSHIP AND ADVERTISING OPPORTUNITIES

At this three-day gathering, Filipina women will articulate a progressive agenda to develop new strategies, expand and enhance current personal and professional situations, and share ideas about "re-invention" as a vehicle for social change. The FWN Summit is held in October in celebration of Filipino Heritage Month.

The learning and development tracks will take a holistic approach to examining the different factors affecting the Filipina woman's ability to lead productive and meaningful lives. Among the issues we plan to address include:

- personal leadership
- "breaking the glass ceiling"
- entrepreneurship
- community and political empowerment

Please join us - in a series of compelling conversations on what it takes to lead change and initiate re-invention.

Realizing that there is no resource guide about the Filipino community specially about cultural considerations on how to navigate the complex nature of working successfully with the second largest Asian Pacific American (APA) group, the Filipina Women's Network is going to reach out to the mainstream U. S. community as well as the Filipino community, in two ways:

1. Convene the 3rd Annual FILIPINA Summit on Oct. 21-23, 2005 in San Francisco
2. Develop and publish the FILIPINA Resource Guide and Membership Directory (October)

The guide will feature Filipina women's accomplishments in the U.S. with an exclusive "Filipina First" section including business and community resources as well as culture nuances to be mindful about. A 20,000 print run will be distributed in select zip codes as a supplement in the San Francisco Chronicle and will also be available during the Filipina Summit in October.

WHY SPONSOR THE FILIPINA SUMMIT OR BUY AN AD IN THE FILIPINA RESOURCE GUIDE?

It is an effective way for your organization to:

- Access the power of leaders in the Filipina community
- Increase recognition and develop brand loyalty by consumers that may not be aware of your products and services
- Reach a targeted and diverse audience
- Stimulate sales and trial usage of products or services
- Entertain clients, prospects and friends
- Demonstrate social responsibility
- Celebrate and honor the Filipina women and girls in your organization and in your community
- Be part of a collective voice that says YES to Filipina women who are productive contributors to organizations.



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FWN MEMBERSHIP PROFILE

Well Educated

- 41% have graduate degrees
- 22% have college degrees

Occupation

- 30% in professional occupations
- 11% in government
- 8% are business owners
- 8% are management executives

Age Range

- Over half of members are 25-34 years old
- 4% are 35-44
- 7% are over 45

Household

- 26% have children
- 15% have daughters

Acculturation

- 56% are U.S. born
- 26% have lived in the U.S. over 10 years

FILIPINO AUDIENCE PROFILE

Market Size

- ◆ 2.36 million Filipinos in the U.S.
- ◆ Filipinos are the second largest Asian Pacific American (APA) group in the U.S.
- ◆ Represents 18% of the 12.54 million Asian Pacific Americans living in the U.S.
- ◆ 1,098,321 million Filipinos in California; largest APA group in California

California's Largest APA Groups

Filipino	1,098,321
Chinese	1,046,775
Vietnamese	484,023
Japanese	394,896
Korean	375,571
Asian Indian	360,392
Taiwanese	75,412

Most Filipinos live in California

State	Filipino Population	% of all Filipino Americans
California	1,098,321	46%
Hawaii	275,728	12%
Illinois	100,338	4.2%
New York	95,144	4.0%
New Jersey	95,063	4.0%

High Earners

Median income: \$58,323 (vs. \$41,994 U.S. average)

More Filipina Women

55% are women

Young Age

Average age is 31.7 years (vs. 35.4)

Highly Educated

42% have bachelor degrees+ (vs. 24%)

Large Households

Average 3.35 people (vs. 2.59)

High Levels of Home-Ownership

66% (vs. 58%)

The Filipino American market holds \$50 billion in buying power:

In 1990, highest participation in the workforce: 75% vs. 65% US average
Low poverty rates: 6.9% vs. 12.3%
Many households with 3+ income earners
3rd largest amount of dollar remittances: \$5billion from US

Sources:

US Census Bureau, 2000
2003 World Bank Report
FWN Membership Survey



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THE FINE ORGANIZATIONS SUPPORTING US

American Mortgage Funding
ARS Realty & Mortgage
Asia Pacific Groups
Atlantic Bancorp of America
Baylan Megino, PrePaid Legal
Bay Area Non-Violent
Communication
Biscocho Insurance Services
CA Transplant Donor Network
Chapman and Cutler, LLP
Coldwell Banker
Cozo Communications
Dunnewood Vineyards
Edward Jones
Fast Easy Divorce
Global Properties & Financial
Goldilocks
Heartbridge Foundation
Pacific Union Real Estate
Island Huts, Inc.
Law Office of Rodel Rodis
National Center for Lesbian Rights
SF Dept. on the Status of Women
Serramonte Mortgage Co. Inc.
Seton Medical Center
Soma Dental
Subway
Tancinco Law Offices
The California Endowment
UBS Financial Services
Wells Fargo Bank
West Bay Pilipino Center
Willis Lease Finance

THIRD ANNUAL FWN SUMMIT FILIPINA FIRST: RE-INVENTING OURSELVES

Deadline: Sept. 12, 2005

HERMANA MAYOR (BENEFACTOR) \$15,000

◆ **Exclusive Sponsor of the FILIPINA SUMMIT.** (One opportunity only)

- The FILIPINA Resource Guide will be billed as "[YOUR COMPANY]'s FILIPINA Resource Guide" (20,000 print run and inserted as a supplement in the San Francisco Chronicle in select San Francisco Bay Area zip codes)
- Logo on cover of the FILIPINA Resource Guide
- Full-page color advertisement with premium placement (choice of inside front cover or back cover) in the FILIPINA Resource Guide
- Opportunity for sponsor representative to address Summit participants at either the opening or closing general session
- Table-top exhibitor display (premium placement)
- Sponsor PowerPoint slide rotated on-screen during breaks at the general sessions and before the evening receptions (10 slides provided by sponsor)
- 5 complimentary Summit registrations (with sponsor badges); additional registrations at 50% discount

◆ **Pre-Event Publicity and Promotion Exposure**

- Recognized as the Exclusive Sponsor on all materials, including prominent logo placement on:
- FWN's website with a live link to sponsor's homepage (12 months)
- TV and print advertising (if donated)
- Eblast announcements to FWN distribution list (prospects, past participants, FWN members, Filipino community leaders) for at least 40,000 exposures
- Sponsor acknowledgment on all press releases and marketing outreach

◆ **On-Site Promotional Exposure**

- Opportunity for sponsor representative to address participants at either the opening or closing general session
- 5 complimentary Summit registrations (with sponsor badges); additional registrations at 50% discount
- Table-top exhibitor display (premium placement)
- Signage at the FILIPINA Summit general session meeting rooms (signage to be provided by sponsor)
- Sponsor PowerPoint slide rotated on-screen during breaks at the general sessions and before the evening receptions (10 slides provided by sponsor)
- Product sampling in attendee registration bags

◆ **Post-Event Promotional Exposure**

- Organization logo included in all conference proceedings and DVDs
- Organization logo placement on FWN website with live link to sponsor's homepage
- FILIPINA Resource Guide will be used year-round for promotional and publicity purposes until Filipina Summit 2006



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Deadline: Sept. 12, 2005

NINANG SPONSOR \$10,000

◆ **Sponsor one full-day of the FILIPINA SUMMIT.**

- Logo on cover of the FILIPINA Resource Guide
- Full-page color advertisement with premium placement in the FILIPINA Resource Guide (20,000 print run and inserted as a supplement in the San Francisco Chronicle in select San Francisco Bay Area zip codes)
- Opportunity for sponsor representative to address Summit participants at one of the general sessions during the sponsored day
- Table-top exhibitor display
- Sponsor PowerPoint slide rotated on-screen during breaks at the general sessions and before the evening receptions (5 slides provided by sponsor)
- 2 complimentary Summit registrations (with sponsor badges); additional registrations at 50% discount

◆ **Pre-Event Publicity and Promotion Exposure**

- Recognized as the Day Sponsor on all materials, including prominent logo placement on:
- FWN's website with a live link to sponsor's homepage (12 months)
- TV and print advertising (if donated)
- Eblast announcements to FWN distribution list (prospects, past participants, FWN members, Filipino community leaders) for at least 40,000 exposures
- Sponsor acknowledgment on all press releases and marketing outreach

◆ **On-Site Promotional Exposure**

- Opportunity for sponsor representative to address Summit participants at one of the general sessions during the sponsored day
- Sponsorship of one Keynote, general session or Learning Program (subject to approval and availability)
- 2 complimentary Summit registrations (with sponsor badges); additional registrations at 50% discount
- Table-top exhibitor display (premium placement)
- Sponsor PowerPoint slide rotated on-screen during breaks at the general sessions and before the evening receptions (5 slides provided by sponsor)
- Product sampling in attendee registration bags

◆ **Post-Event Promotional Exposure**

- Organization logo included in all conference proceedings and DVDs
- Organization logo placement on FWN website with live link to sponsor's homepage
- FILIPINA Resource Guide will be used year-round for promotional and publicity purposes until Filipina Summit 2006

MEDIA COVERAGE

Asian Journal
Asian Week
ANC
Balitang Amerika
Bay Area BusinessWoman
Contra Costa Times
Filipinas Magazine
International Channel
KBLX 102.9
KQED
KRON 4
KTSF Channel 26
Manila Bulletin USA
Manila Mail
Pacific Time
Philippine Headlines
Philippine News
Pinoy Today
San Francisco Business Times
San Mateo County Times
The Filipino Channel (TFC)
The Filipino Guardian
Women's Calendar
Women's Radio

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KUMADRE SPONSOR \$5,000

◆ **Sponsor one Keynote, general session or Learning Track of the FILIPINA SUMMIT.**

- Half-page color advertisement with premium placement in the FILIPINA Resource Guide (20,000 print run and inserted as a supplement in the San Francisco Chronicle in select San Francisco Bay Area zip codes)
- Opportunity for sponsor representative to introduce speaker of sponsored session
- Table-top exhibitor display
- Sponsor PowerPoint slide rotated on-screen during breaks at general sessions (2 slides provided by sponsor)
- 1 complimentary Summit registrations (with sponsor badge); additional registrations at 50% discount

◆ **Pre-Event Publicity and Promotion Exposure**

- Recognized as the Keynote, General Session or Learning Track Sponsor on all materials, including prominent logo placement on:
- FWN's website with a live link to sponsor's homepage (6 months)
- Eblast announcements to FWN distribution list (prospects, past participants, FWN members, Filipino community leaders) for at least 40,000 exposures
- Half-page advertisement with premium placement in the FILIPINA Resource Guide (20,000 print run)
- Sponsor acknowledgment on all press releases and marketing outreach

◆ **On-Site Promotional Exposure**

- Sponsorship of one Keynote session, general session or Learning Track (subject to approval and availability)
- 1 complimentary Summit registrations (with sponsor badge); additional registrations at 50% discount
- Table-top exhibitor display
- Sponsor PowerPoint slide rotated on-screen during breaks at general sessions (2 slides provided by sponsor)
- Product sampling in attendee registration bags

◆ **Post-Event Promotional Exposure**

- Organization logo included in all conference proceedings and DVDs
- Organization logo placement on FWN website with live link to sponsor's homepage
- FILIPINA Resource Guide will be used year-round for promotional and publicity purposes until Filipina Summit 2006



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**KAPAMILYA - OUR
COMMUNITY
PARTNERS**

Alameda County Supervisor Alice
Lai-Butker
Asian Pacific American Women's
Leadership Institute (APAWLI)
Asian Women's Shelter
California Transplant Donor
Network (CTDN)
California Women's Agenda
(CAWA)
Dittie
Filipino Americans Coming
Together (FACT) @
Genentech
Filipino American National
Historical Society (FANHs)
International Museum of Women
(IMOW)
LUNA
National Federation of Filipino
American Associations (NaFFAA)
Nuetzel & Blomberg LLP
McGrath RentCorp
Mission-Hope Day Program
The Lodge at Blue Lakes
Wells Fargo Bank
Women's Intercultural Network

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Kapuso Event Sponsorships (ranging from \$500 to \$5,000) can include:

- ◆ Welcome Reception (10/21) - \$3,500
- ◆ Filipina Women Who Could Be President Awards Reception - \$5,000
- ◆ Lunch - \$2,500
- ◆ Closing Event - \$3,500
- ◆ Breaks - \$500
- ◆ Community Partner Benefits apply

Exhibit Space (6' Table-top) - \$1,500 (single); \$2,500 (double)

- ◆ organization logo on FWN website with live link to exhibitor's home page
- ◆ 1/8 page b/w advertisement in the FILIPINA Resource Guide (20,000 print run and inserted as a supplement in the San Francisco Chronicle in select San Francisco Bay Area zip codes)
- ◆ 1 complimentary Summit registration

Kababayan Promotional Opportunities

- ◆ Summit portfolio with your organization logo - \$3,000
- ◆ Summit tote bag with your organization logo - \$3,000
- ◆ Souvenir Summit T-shirt with your organization logo - \$2,500
- ◆ Pens, markers - \$750
- ◆ Community Partner Benefits apply

HOW TO BECOME A KAPAMILYA COMMUNITY PARTNER - \$4,150

- ◆ Sponsor a minimum of 10 Summit registrations for your employees or donate to FWN as scholarships
- ◆ Distribute our flyers and sponsorship materials to your members or employees (provide your list to FWN)
- ◆ Email our campaign information to your email list (provide copy of email announcement)
- ◆ Inform other organizations about FWN's FILIPINA Summit (provide list to FWN)

KAPAMILYA COMMUNITY PARTNER BENEFITS

- ◆ Your organization's name or logo will be listed on the Community Partner page in:
 - the FILIPINA Resource Guide (20,000 print run and inserted as a supplement in the San Francisco Chronicle in select San Francisco Bay Area zip codes)
 - Logo on FWN's website with link to community partner's homepage
 - Opportunity to purchase PowerPoint slide rotated on-screen during breaks at the general sessions and before the evening receptions
 - Opportunity for shared table-top space for your literature only.



P.O. Box 192143
San Francisco, CA 94119
P415.278.9410 / F415.840.0655
www.ffwn.org

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♦ **Advertising in the FILIPINA Resource Guide will reach a targeted and lucrative market.**

- 20,000 print run and inserted as a supplement in the San Francisco Chronicle in select SF Bay Area zip codes.
 - Supplement Format: Magazine
 - Issue Date: October 14, 2005
- The FILIPINA Resource Guide will include the Summit schedule, membership directory, cultural features and a special FILIPINA FIRST section.
- FILIPINA Resource Guide will be used year-round for promotional and publicity purposes until Filipina Summit 2006.
- **RETENTION:** We expect the recipients to save the FILIPINA Resource Guide as a keepsake but most importantly as a help guide to learn about the vibrant and diverse cultures within the Filipino community.

AD OPTIONS:

Full Page (bleed) 8.5" W 9" H
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Half Page Vertical 4" W 9" H	Quarter Page Vertical 4"W 4.25" H
---	--

Half Page Horizontal 8.5" W 4.5" H

1/8 Page Horizontal 4" W 2" H
--

Bleed size: 9.5" W x 10.5" H

Column inch size: 2"

SLIDE: Advertiser-provided PowerPoint slides (3) will be rotated on-screen during audience seating before general sessions / receptions and during breaks. Can only be purchased with Full and Half Page Ads.

AD RATES:

Ad Option	Ad Only	Ad + slide
Full Page, color (front cover) <i>(has to be approved)</i>	\$10,000	\$10,500
Full Page, color (inside front cover)	\$7,000	\$7,500
Full Page, color (back cover)	\$7,000	\$7,500
Full Page, color (inside back cover)	\$5,000	\$5,500
Full Page (color, premium placement)	\$3,500	\$4,000
Full Page, b/w	\$2,000	\$2,500
Half Page, color (vertical or horizontal)	\$1,500	\$2,000
Half Page, b/w (vertical or horizontal)	\$1,000	\$1,500
Quarter Page, b/w	\$ 500	
1/8 Page, b/w	\$ 250	

ADD: design fee equal to 20% of ad rate if no camera-ready ad

For more info:

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ADVERTISING REQUIREMENTS

Deadline: Sept. 12, 2005

◆ **AD SUBMISSION FORMAT**

- Please submit your PowerPoint slides and ad by Sept. 12, 2005.
- Send your advertisements as an electronic file (MAC format) in one of the following formats:
- Option #1: Adobe Illustrator 6.0 to 10.0 files:
 - Embed all images or include placed images in file.
 - All fonts must be outlines
 - File must be saved in EPS format
- Option #2: Adobe Photoshop 4.0 to 6.0 files:
 - Adobe Photoshop files are not recommended for ads with heavy copy.
 - Ad must be flattened (no working layers) TIFF or EPS file only.
 - Anti-alias font files are not recommended.
- Option #3: Adobe PDF files:
 - Embed all images and fonts.

◆ **AD SUBMISSION GUIDELINES**

- Signed Ad Agreement and full payment must accompany ad submission.
- Advertiser to provide both ad artwork and slides.
- Ads submitted must be accompanied by a full size proof.
- Changes after ad submission will require a new file to be submitted and will incur a 10% surcharge.
- ADD: design fee equal to 20% of ad rate if no camera-ready ad
- We accept CD (MAC formatted) disks only.
- **If you email your ad, send to:**
filipina@ffwn.org , please indicate on subject line: Attention: FILIPINA Resource Guide Ad
Make sure you wait for an acknowledgment from us.
- **If you want to mail or messenger your ad materials, send to:**
ATTENTION: FILIPINA Resource Guide Ad
Filipina Women's Network
P. O. Box 192143
San Francisco, CA 94119
415.278.9410
- **All payments should be made payable and sent to:**
Filipina Women's Network
P. O. Box 192143
San Francisco, CA 94119

For more info:
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SPONSORSHIP / ADVERTISING AGREEMENT

Organization _____

Address _____

City / State / Zip _____

Phone _____ Fax _____

Email _____ URL _____

AGREEMENT

☐ **YES!** We want to support Filipina women and help convene the FILIPINA Summit!

_____ Hermana Mayor \$15,000
_____ Ninang Sponsor \$10,000
(indicate date: ___ Oct. 21 ___ Oct. 22 ___ Oct. 23)
_____ Kumadre Sponsor \$ 5,000
_____ Kapamilya Community Partner \$ 4,150
_____ Exhibit Space (single) \$ 1,500
_____ Exhibit Space (double) \$ 2,500
_____ OTHER Amount \$ _____

ADD: FWN Membership Dues

_____ Individual membership \$75/year
_____ Adopt-a-Filipina membership \$75/year
(membership in honor of a loved one)
_____ Corporate membership \$2,500/year

KIND DONORS:

I / We are not able to attend, but would like to donate the following:

• Cash donation of \$ _____

• In-kind donation value of \$ _____
(please describe):

Ad Option

	Ad Only	Ad + slide
_____ Full Page (front cover)	\$10,000	_____ \$10,500
(has to be approved)		
_____ Full Page, color (inside front cover)	\$ 7,000	_____ \$ 7,500
_____ Full Page, color (back cover)	\$ 7,000	_____ \$ 7,500
_____ Full Page, color (inside back cover)	\$ 5,000	_____ \$ 5,500
_____ Full Page, color (premium placement)	\$ 3,500	_____ \$ 4,000
_____ Full Page, b/w	\$ 2,000	_____ \$ 2,500
_____ Half Page, color (vertical/horizontal)	\$ 1,500	_____ \$ 2,000
_____ Half Page, b/w (vertical/horizontal)	\$ 1,000	_____ \$ 1,500
_____ Quarter Page, b/w	\$ 500	
_____ 1/8 Page, b/w	\$ 250	

_____ **ADD:** graphic design fee (20% of purchased ad) if no camera-ready ad

Kapuso Event Sponsorships / Kababayan Promotion Opportunities

_____ Welcome Reception (10/21) \$3,500
_____ Awards Reception (10/22) \$5,000
_____ Lunch \$2,500
_____ Closing Event \$3,500
_____ AM/PM Breaks \$ 500
_____ Summit portfolio w/your logo \$3,000
_____ Summit tote bag w/your logo \$5,000
_____ Souvenir T-shirt w/your logo \$2,500
_____ Pens, markers \$ 750
_____ **ADD:** Powerpoint slide \$ 500

TOTAL REMITTANCE AMOUNT:

☐ **YES!** I am the authorized representative of the organization indicated above. I have read the sponsorship, community partner, promotional and advertising opportunity descriptions. I agree with the benefits and requirements for the category we have selected.

Payment type: ☐ Check ☐ Visa ☐ MasterCard ☐ Discover ☐ American Express

Name _____ Title _____

Signature _____ Date _____

Fill out form below if paying by credit card:

Credit Card No. _____ Credit Card Verification No _____ Exp. Date _____

Billing Address _____ City/State/Zip _____

**Please make checks
payable and send to:**
Filipina Women's Network
P. O. Box 192143
San Francisco
CA 94119

415.278.9410
415.840.0655/fax
filipina@ffwn.org
www.ffwn.org
Tax ID# 91-2133243