

University of California, Los Angeles

Vietnamese Student Union

308 Westwood Plaza
413 Kerckhoff Hall
Los Angeles, CA 90095
VSU.VCN.2010@gmail.com

November 2009

Dear Community Member,

Over the past thirty years, the Vietnamese Student Union has grown to be one of the largest and most prominent non-profit student organizations in Southern California. *We cherish and take very seriously this opportunity to increase our responsibility to educate people about bicultural issues concerning the Vietnamese American community.* In attempts to foster a greater understanding towards the unique Vietnamese American experience, we enhance our own appreciation of the culture through the medium of performing arts. Thus, the Vietnamese Student Union is proud to present our 30th annual Vietnamese Culture Night (VCN) to the UCLA community and beyond. VCN is one of our most anticipated and biggest events of the year, set to grace the stage on Monday, January 18, 2010, at the prestigious Royce Hall Auditorium on the UCLA campus.

The Vietnamese Student Union is a non-profit organization, and VCN is open to a community of well over 1,800 Undergraduate and Graduate students, UCLA alumni, family members, and community members free of charge. We aim to foster a sense of appreciation for the unique Vietnamese culture through traditional song and dance, modern/hip hop, and distinctive storytelling. This year, we bridge both historical and modern narratives with a production that explores the Vietnamese-American community through the lenses of current issues: education, labor and mental and physical health in an economic crisis.

The program follows the dramatic story of a family: a mother and her children, from life in war-torn Vietnam to the family's struggles in America. For each member of the family, a unique story and series of challenges unfold in their journey for strength, identity, opportunities, and most importantly, the value of family during difficult times. Amid adversities, it is a story of history, hardships, and household heroes. We seek to educate a large group of people about the beauty in diversity and community in difficult times to look forward to a brighter future yet to come while recognizing our mothers for their sacrifices, courage and strength.

However, as the university suffers from large budget cuts for the programs of outreach and education, it has become increasingly necessary for us to call upon the benevolent assistance of our community and to those who support the cultural enrichment through the arts. Limited financial resources are preventing us from reaching our goals in the production of this show, and the support of our community will greatly aid in the success of this program.

Support can be shown through donations by placing an advertisement in our event program or through a monetary contribution. Please help us reach our goals in trying to further a social, political, and cultural outreach to the interests of the ever-changing Vietnamese American identity at UCLA.

With our show date rapidly approaching, the cast and crew of VCN 2010 are working diligently to ensure that the production is a success. We hope that you will assist us in our continuing efforts to promote Vietnamese American cultural awareness on and beyond the UCLA campus, and we would like to express our sincerest gratitude and appreciation for your support.

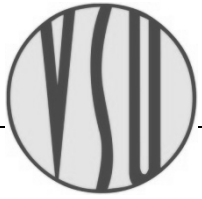
Thank you very much for your time and consideration.

Sincerely,

Myca Tran
President

Van Duong
Producer & Co-Director

Tom Nguyen
Co-Director



Program Advertisements

We anticipate an 1800 member audience who will receive our souvenir programs. We are the first culture night of the school year so you can make sure the audience remembers your contribution all year long with an advertisement! Or consider placing a personal ad to congratulate a friend or loved one on his or her performance night.

- Full page **\$250**
- Half Page **\$150**
- Quarter Page **\$100**
- Eighth Page **\$50**

Corporate Level Contributions

Bruin Walk Level

\$500

- Company logo recognition on Vietnamese American Culture Night 2010 T-shirts
- Invitation to attend the Vietnamese American Culture Night 2010 with 4 exclusive VIP show tickets
- Full page Program Advertisement
- 1 VCN 2010 DVD (upon release)

Who is noticing your Contribution? (based on 2005; note total population has increased since 2005)

UCLA Demographics

Total Population

Relation to Campus

Undergraduate Students	24,899
Graduate Students	8,522
Law & Medical Students	1,594
Intern & Residents	1,687
TOTAL STUDENT POPULATION	36,702
Academic & Personnel Staff	36,749
TOTAL STUDENT & PERSONNEL POPULATION	73,451

Student Population by Gender

By percentage

Undergraduate Male	44.4
Undergraduate Female	55.6



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VSU is a non-profit organization and donations are tax-deductible.

Contributors at the Platinum and Gold levels will receive reserved orchestra seating upon request (limited to 4 tickets). Tickets will be sent via mail.

We anticipate an 1800 member audience with souvenir programs. When the night is over, make sure the audience remembers you with an advertisement! Or consider placing a personal ad to congratulate a friend or loved one on his or her performance night.

To help maintain VSU's tradition of sharing Vietnamese American culture and history, I will make a donation of money or goods, or will advertise in the show's program.

Name: _____

Address: _____

Phone: _____ Email Address: _____

<p><input type="checkbox"/> Yes! I would like to sponsor in the area(s) of: (check all that apply)</p> <p><input type="checkbox"/> Advertising/ Promotion</p> <p><input type="checkbox"/> Costumes</p> <p><input type="checkbox"/> Facilities</p> <p><input type="checkbox"/> Food</p> <p><input type="checkbox"/> Graphics</p> <p><input type="checkbox"/> Supplies</p> <p><input type="checkbox"/> Other: _____</p>	<p><input type="checkbox"/> Yes! I would like to make a donation of: (any amount is welcome!)</p> <p><input type="checkbox"/> Platinum \$200+</p> <p><input type="checkbox"/> Gold \$100+</p> <p><input type="checkbox"/> Silver \$50</p> <p><input type="checkbox"/> Bronze \$25</p> <p><input type="checkbox"/> Friends \$5</p> <p><input type="checkbox"/> Other: _____</p>	<p><input type="checkbox"/> Yes! I would like to place an advertisement in the culture show program:</p> <p><input type="checkbox"/> Full Page \$250</p> <p><input type="checkbox"/> Half Page \$150</p> <p><input type="checkbox"/> Quarter Page \$100</p> <p><input type="checkbox"/> Eighth Page \$50</p> <p><input type="checkbox"/> Bruin Walk Level \$500</p>
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Please make checks payable to the **Vietnamese Student Union at UCLA**.
Mail this form (along with your advertisement if applicable) to:

Vietnamese Student Union
308 Westwood Plaza
413 Kerckhoff Hall
Los Angeles, CA 90065

Please let us know if you are submitting donations and advertisements before December 30, 2009. For any questions or concerns, please call Van Duong at (209) 403-8563 or e-mail VSU.VCN.2010@gmail.com. Thank you very much for your support!