

**What is Passport day?**

* An event hosted by international students to share their country’s culture – over 30 countries represented: students serve food from their native countries to fellow classmates
* Date and time of event: Thursday, April 26, 2012 from 4:30pm to 6:30pm
* Location: Gould Plaza, New York University, Leonard N. Stern School of Business, 44 West Fourth Street, New York, NY 10012
* People are entertained with cultural / traditional costumes, music and performances
* The BIGGEST event at NYU Stern – over 1,500 people in attendance
* Event where future NYU Stern MBA students are recruited

**The Benefits**

International Passport Day is a fantastic opportunity to have your company publicized prominently at an event full of local graduate students who will be New York’s future business leaders.

* Your company is showcased to 600 potential new customers
* Opportunity to promote your business through flyers, menus, and business cards
* Have your company banner or logo displayed prominently along with particular country displays and dishes!
* Placement of your company logo in the International Passport Day promotional billboard prominently displayed at the reception table
* Placement of your company logo on the Passport Day website

**How to Become a Sponsor**

* Sponsorship packages
* Platinum – Premier placement on all marketing material and sponsorship announcement during country performances (**$200**)
* Sponsor – Promote your business through flyers, menus and business cards and logo placement on website (**any contribution is appreciated**)

Thank you for your interest, and we look forward to working with you on this upcoming International Passport Day!

For more information, visit: <http://nyustern.campusgroups.com/international/passport-day/>