



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/>