



**Cambodian Collegiate Association**

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**California State University, Fresno**

5280 N. Jackson Ave. M/S SU 36

Fresno, CA 93740

csufresnocca@gmail.com

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Dear Community Leaders,

The Cambodian Collegiate Association (CCA) is pleased to announce that we are hosting our first annual Culture Empowerment Night on June 3<sup>rd</sup>, 2011! In an effort to unify the Cambodian community, this event marks a rare collaboration between the older and younger generations of Cambodian Americans to promote higher education and to alleviate the communication issues between the youth and the elders. Highlights of the evening include a panel discussion, guest speakers from prominent positions in the community and cultural performances.

CCA, established in 2000, is dedicated to promoting leadership, education and preserving Cambodian culture. We are comprised of thirty CSU Fresno students whose academic interests involve community development in the Southeast Asian community of Fresno. Our distinguished projects include the Annual Khmer Cultural Heritage Night, assisting students into the Cambodian Heritage Camp in Colorado and Advanced Study of Khmer (ASK) Study Abroad Program in Cambodia, and hosting the 2010 Khmer Unity Games. Culture Empowerment Night will be our largest event to date and as an organization dedicated to the cause of Southeast Asian advancement, you are an ideal partner for us in this venture.

We are expecting to raise \$10,000 through this event and would be delighted if you'd be a sponsor of our evening! As a sponsor, your organization's advertisement will be printed in our evening's agenda, banner, and T-Shirts, in addition to exposure to media campaigns and all promotions for the event. Further details are provided on the attached sheet. All proceeds are tax deductible and will go towards the evening's expenses which include food, equipment, facility fees, and performance materials. In addition, 10% will be donated to the Cambodians for Clean Water Project. Please feel free to contact us with any questions or concerns. Thank you for your time and support in this endeavor!

Sincerely,

**Sokha Serey**  
President of Cambodian Collegiate Association  
Co-Director of Culture Empowerment Project  
sokieserey@gmail.com, 559-250-1778

**Tony Chontong**  
Communications Officer of Culture Empowerment Project  
thetruth87@gmail.com, 559-903-4806

**Vechat Kim**  
Co-Director of Culture Empowerment Project  
vkim@scif.com, 559-908-1161