SPONSORSHIP OPPORTUNITIES

Join us as we celebrate 25 years of excellence as a sponsor of the Growing Up Asian in America Art, Essay, and Video contest.

For questions please contact Ham Pham | Ham.Pham@aaci.org | 408-975-2730 x403 | www.aaci.org
ABOUT AACI

AACI’s mission is to strengthen the hope and resilience of our community members by improving their health, mental health and well being. Founded in 1973, AACI is one of the largest community-based organizations advocating for and serving the marginalized and vulnerable ethnic communities in the Bay Area.

ABOUT GROWING UP ASIAN IN AMERICA

Hosted by AACI and in partnership with NBC Bay Area, this annual art, essay, and video program reaches thousands of Bay Area students, grades Kindergarten to 12. Founded 25 years ago Growing up Asian in America encourages young Asian Americans to take pride in their identities, and helps others understand the varied experiences of our youth growing up in the Bay Area’s diverse communities.
BENEFITS OF SPONSORSHIP

Championing the Power of Diversity
Your reputation as a corporate citizen is enhanced as your brand is seen by parents, teachers, and community members. You can also take pride in supporting May as Asian Pacific Heritage Month.

Reaching a Fast-Growing Consumer Base
The Asian American consumer population is one of the fastest growing in the Bay Area market and also has tremendous buying power, according to the 2015 Nielsen Report on Asian consumers.

Supporting Future Leaders
This program builds up the confidence and voice of our youth.

Brand Exposure
- TV Spots (pending confirmation of media sponsors)
- Radio Spots (pending confirmation of media sponsors)
- Twitter and Facebook
- Contest marketing materials

SOCIAL MEDIA AND PRESS REACH

On Air Recognition:

6,000+ Subscribers

605 Followers

2,805 Followers
In 2019....

In celebration of the 2020 United States Census, we invite students to share why it is important to stand up and be counted in your community! Every 10 years, the U.S. Census takes a snapshot of everyone living in our country. The data gathered from the census helps to determine important information such as how many congressional representatives we receive, as well as funding for schools, roads, hospitals and more. Our community benefits most when the census counts everyone.

2020 THEME: WHY I COUNT!

$5,000 awarded to Best in Class Students from K-12th grade

19 Additional students from K-12th selected as Honorable Mentions

400+ students spanning across the 9 Bay Area Counties

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<table>
<thead>
<tr>
<th>Sponsorship Benefits</th>
<th>Presenting $15,000</th>
<th>Visionary $10,000</th>
<th>Champion $5,000</th>
<th>Creator $2,500</th>
<th>Patron $1,000</th>
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<tbody>
<tr>
<td>Opportunity to speak at the award ceremony</td>
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<td>Top-tier logo placement on all contest materials</td>
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<td>Opportunity to present awards at awards ceremony</td>
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<td>Recognition in TV and Radio advertisements</td>
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<td>Opportunity to host exhibition of winning artwork your at corporate office or public space</td>
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<td>Opportunity to host judging exhibition at your corporate office or public space</td>
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<td>Logo recognition included on all contest materials</td>
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<td>Invitation to student awards ceremony</td>
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<td>Opportunity to judge contest entries</td>
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<td>Recognition on social media channels</td>
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<td>Recognition in AACI press releases to major ethnic media outlets</td>
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