



## Moorpark Office

Gordon N. Chan Community Services Center  
2400 Moorpark Ave. Suite #300  
San Jose, CA 95128

## 2021 MEDIA PARTNERSHIP

AACI invites Bay Area media to become partners for the 26th annual Growing up Asian in America (GUAA) program. This annual art, essay, and video program reach thousands of Bay Area students, grades Kindergarten to 12. 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.

### WHAT WE ASK FOR (Applicable to your publication/outlet)

#### ➤ **PRINT/DIGITAL**

- Advertisement: One (1) for promotion and outreach [February] and one (1) to congratulate student winners [May]
- Digital banner encouraging submissions [Feb-Early April]
- Promotion through e-newsletters [Feb-Early April]
- Article: Conduct an interview of student winners or cover one of our two GUAA events [May]
- Feature winning artwork, essays or videos [May]

#### ➤ **RADIO/TV**

- Radio Spot: **Advertisement** - One (1) for promotion and outreach [February] and one (1) to congratulate student winners [May] or **Feature** – Interview student winner(s)
- TV Advertisement: Promotion and outreach
- TV Feature: Interview student winner(s)

#### ➤ **SOCIAL MEDIA (February – May)**

- Promote and share information about GUAA through your channels
- Follow AACI on Twitter (@AACIorg) and Facebook
- Retweet or repost our outreach and use the hashtag #GrowingUpAsianInAmerica

### WHAT WE OFFER

- Opportunity to have your brand exposed to the broader Bay Area Asian & Pacific Islander community.
- Recognition on AACI's GUAA webpage.
- Recognition during the awards ceremony.

If you are interested in becoming a Media Partner of the **Growing up Asian in America** program, please email us at [guaa@aaci.org](mailto:guaa@aaci.org).