



SPONSORSHIP OPPORTUNITIES

Partner with us to highlight youth voices as a sponsor of the Growing Up Asian in America Art, Essay, and Video contest



Please email us with any questions | guaa@aaci.org | 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

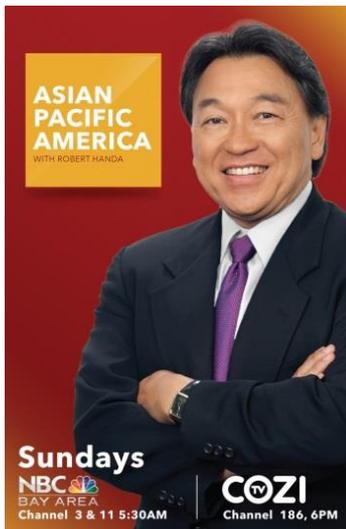
Hosted by AACI and in partnership with NBC Bay Area, Growing Up Asian in America (GUAA) is an annual art contest, including video and essay, that reaches thousands of Bay Area students, grades Kindergarten to 12. Founded 26 years ago, GUAA encourages young Asian Americans to take pride in their identities, and helps others understand the varied experiences of our youth growing up in the Bay Area's diverse communities.



AACI SOCIAL MEDIA AND PRESS REACH



On Air Recognition:



f 2.5K+
Facebook Followers

3K+
Average Monthly FB
Post Reach

3K+
Avg Monthly FB
Post Engagement

t 600+
Twitter Followers

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 this market 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

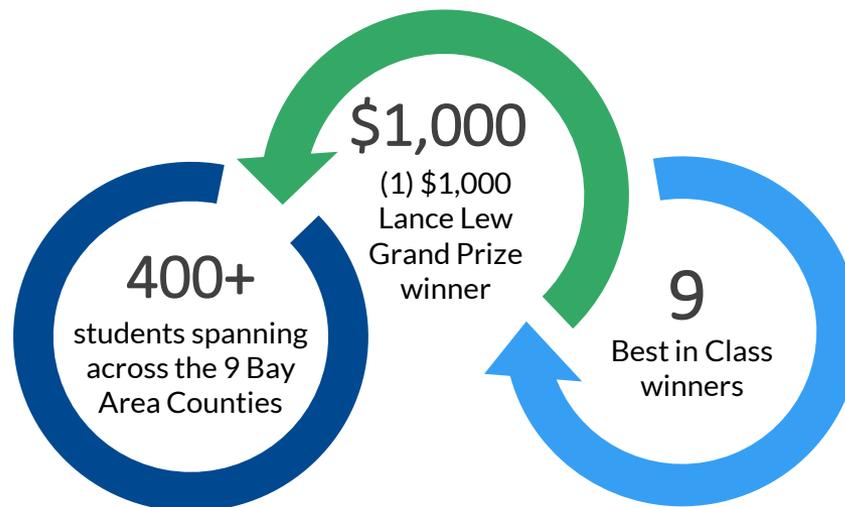
- TV Spots (pending confirmation of media sponsors)
- Radio Spots (pending confirmation of media sponsors)
- Twitter and Facebook
- Contest marketing materials

2021 THEME: THIS IS MY TIME

The year of 2020 has left a mark on history. With the COVID-19 pandemic, our community has battled a difficult time of uncertainty, illness, loss, and inequity. However, we can reflect and implement change to ensure a brighter future. Share what your vision of the future is and what tools and lessons you think will help to propel us into a new era post-pandemic.

Use the questions below to help spark ideas. You do not have to answer any/all of these specific questions.

- (K-2 only) After all the events of 2020, what are your dreams for your family and community in 2021?
- What are some challenges you and/or your family faced in the last year? Did you have the resources to overcome the issues?
- What are your hopes for the future both for you and your family and for your community more broadly?
- How can we collectively heal and strengthen our community and society? What does solidarity look like for the future?



Become a sponsor of 2021 Growing Up Asian in America

Sponsorship Benefits	Presenting \$15,000	Visionary \$10,000	Champion \$5,000	Creator \$2,500	Patron \$1,000
Opportunity to speak at the award ceremony	✓				
Top-tier logo placement on all contest materials	✓				
Opportunity to present awards at awards ceremony	✓	✓			
Recognition in TV and Radio advertisements	✓	✓			
Opportunity to host exhibition of winning artwork at your corporate office or public space (*Subject to COVID Restrictions)	✓	✓	✓		
Logo recognition included on all contest materials	✓	✓	✓	✓	
Invitation to student awards ceremony	✓	✓	✓	✓	
Opportunity to judge contest entries	✓	✓	✓	✓	✓
Recognition on social media channels	✓	✓	✓	✓	✓
Recognition in AACI press releases to major ethnic media outlets	✓	✓	✓	✓	✓