



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

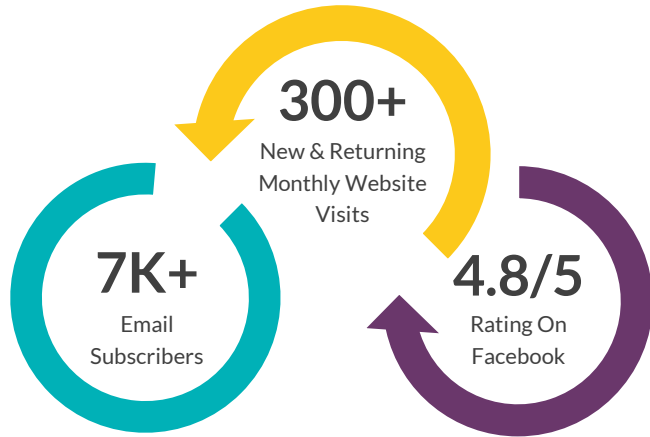
To strengthen the resilience and hope of our diverse community members by improving their health and well-being. Founded in 1973, AACI is one of the largest community-based organizations advocating for and serving the marginalized and vulnerable ethnic communities in the Bay Area.

ABOUT GROWING UP ASIAN IN AMERICA

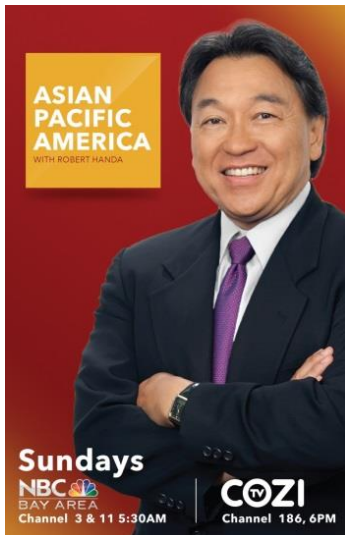
Hosted by AACI and in partnership with NBC Bay Area, Growing Up Asian in America (GUAA) is an annual art contest, including video and essay, that reaches thousands of Bay Area students, grades Kindergarten to 12. Founded 27 years ago, GUAA encourages young Asian Americans to take pride in their identities, 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:



 7K+
Instagram Reach

 2.5K+
Facebook Followers
And FB Page Reach

 700+
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

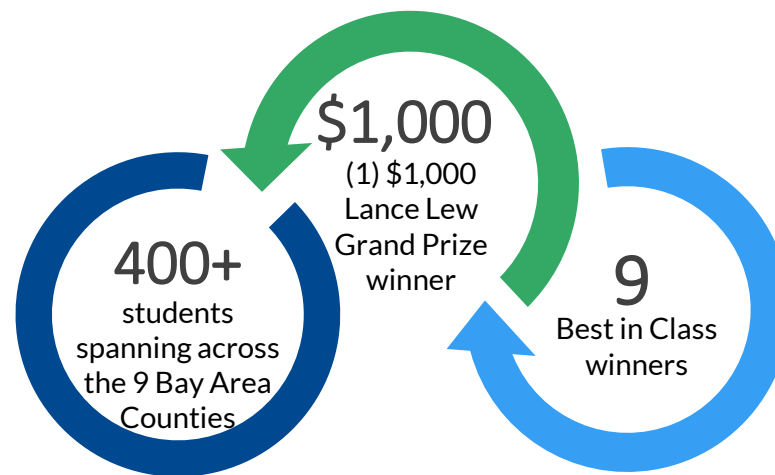
- TV Spots (pending confirmation of media sponsors)
- Radio Spots (pending confirmation of media sponsors)
- Twitter and Facebook
- Contest marketing materials

2022 THEME: A HOME FOR YOU AND ME

Immigrants and refugees shape history. Today, thousands of Afghan refugees are forced to leave their home country and many immigrate to the San Francisco Bay Area, just as Southeast Asian families did in the 1970s. For some of us, home is the place and people we return to at the end of the day. For others, home can also be a group of close friends, a favorite reading spot at the local library, or a community where we feel a sense of belonging and care for one another. *Please reflect and share what home means to you and how you can help others to feel at home.*

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

- What does home mean to you? When you think of home, what do you see, touch, hear, smell and taste?
- How has your idea of home changed over time and why?
- If you and/or your family have ever moved or relocated, either across town or even across the globe, how did you find a sense of home or a community in a new place?
- How would you welcome someone who is new to your home and include them in your community?
- Engage Your Family: Ask a family member like a grandparent, parent, or elder what home means to them. How is their concept of home different or similar to yours?



Become a Sponsor of 2021 Growing Up Asian in America (GUAA)!

Sponsorship Benefits	Presenting \$15,000	Visionary \$10,000	Champion \$5,000	Creator \$2,500	Patron \$1,000
Top-tier logo placement on all contest materials	✓				
Recognition in TV and Radio advertisements	✓	✓			
Special recognition opportunity during AACI's Asian Pacific American Heritage Month activities	✓	✓	✓		
Logo recognition included on all contest materials	✓	✓	✓	✓	
Opportunity to judge contest entries	✓	✓	✓	✓	✓
Recognition on social media channels	✓	✓	✓	✓	✓
Recognition in AACI press releases to major ethnic media outlets	✓	✓	✓	✓	✓