



Moorpark Office

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

GROWING UP ASIAN IN AMERICA MEDIA PARTNERSHIP

AACI invites Bay Area media to become partners for the Growing up Asian in America (GUAA) contest. 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 in February and one (1) to congratulate student winners in May
- Digital banner encouraging submissions during contest (Feb 1 – March 15)
- Promotion through e-newsletters (Feb 1 – March 15)
- Article: Conduct an interview of student winners or cover a GUAA event during Asian Pacific American Heritage Month (May)
- Feature winning artwork, essays or videos (May)

➤ **RADIO/TV**

- Radio Spot: Advertisement - One (1) for promotion and outreach in February and one (1) to congratulate student winners in 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 GUAA events

If you are interested in becoming a Media Partner of the **Growing up Asian in America** contest, please email us at guaa@aacj.org.