



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

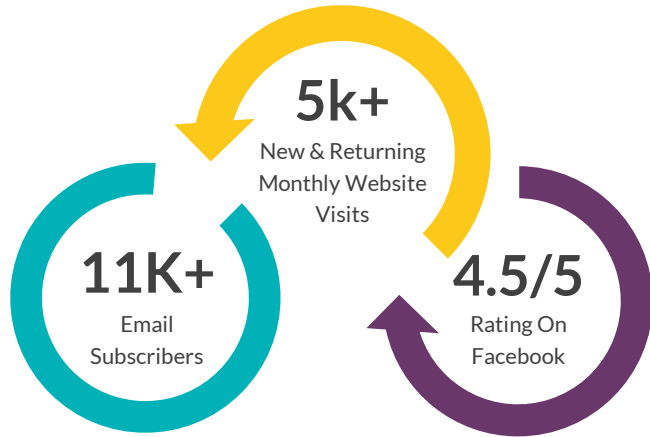
To strengthen the resilience and hope of our diverse community members by improving their health and well-being. Founded in 1973, AACI serves individuals and families with cultural humility, sensitivity and respect, advocating for and serving the marginalized and ethnic communities in the Bay Area.

ABOUT GROWING UP ASIAN IN AMERICA

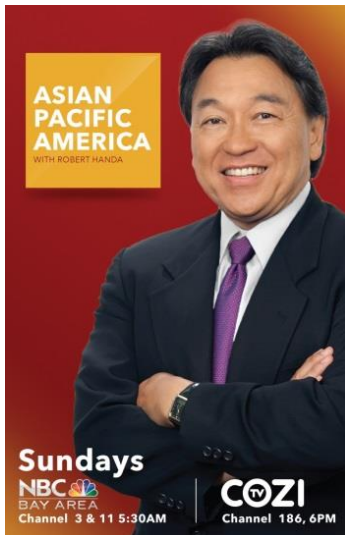
Hosted by AACI and in partnership with NBC Bay Area, Growing Up Asian in America (GUAA) is an annual art contest, including video and essay, that reaches thousands of Bay Area students, grades Kindergarten to 12. Founded 25+ years ago, GUAA encourages young Asian Americans to take pride in their identities, 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:



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

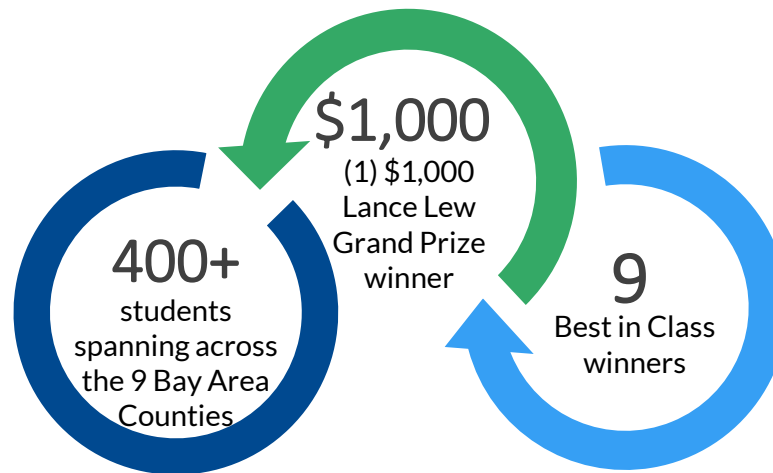
- TV Spots (pending confirmation of media sponsors)
- Radio Spots (pending confirmation of media sponsors)
- Instagram, Facebook, and LinkedIn
- Contest marketing materials

2023 THEME: FREE TO BE ME

Today, with so many influences coming from friends, family and social media it can be hard to determine your own beliefs, values and opinions or what it really means to be YOU. For this year's contest, we want to explore what it means to be free to be your true self. This means having a sense of strength and pride in being who you are. For some of us, this could be eating your favorite food that others might not like, being honest in your opinions, having a unique appearance or a non-traditional family. The first step in being free to be you is finding an environment where you feel safe to do so. *Please reflect and share what "Free To Be Me" means to you and how you can create space for yourself and others to feel safe to be themselves.*

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

- What are some ways you are being your true self? What makes you special and unique and why?
- When do you feel safe to be yourself and why? Who do you feel safe with? How do you help others to feel safe to be themselves?
- What are important parts of your identity? How are things like your neighborhood, age, special talents, cultural background, the languages you speak, disabilities, financial background, sexuality, and/or gender identity part of what makes you who you are?
- When you are your true self, how does that also create a better neighborhood or community?



Become a Sponsor of 2023 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	✓				
Opportunity to speak at award ceremony	✓				
Recognition in TV and Radio advertisements	✓	✓			
Special recognition opportunity during AACI's Asian Pacific American Heritage Month activities	✓	✓	✓		
Video gallery display at your office or site	✓	✓	✓	✓	
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	✓	✓	✓	✓	✓