



GROWING UP ASIAN IN AMERICA 2019: SPONSORSHIP PACKAGE

ABOUT AACI

Our mission is to strengthen the hope and resilience of our community members by improving their health, mental health and well being. Overshadowed by Silicon Valley's wealth are thousands of individuals and families that struggle accessing basic needs. Through AACI, these children, families, and individuals receive shelter, health and healing.



ABOUT GROWING UP ASIAN IN AMERICA PROGRAM

This annual art, essay, and video program reach thousands of Bay Area students, grades Kindergarten to 12. Founded 24 years ago by the Asian Pacific Fund and NBC Bay Area, 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.





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 also 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)
- AACI Hearts in Action newsletter
- Twitter and Facebook
- Contest marketing materials

	Presenting \$15,000	Visionary \$10,000	Champion \$5,000	Creator \$2,500
Public recognition of sponsorship at the award ceremony	●			
Top-tier logo placement on all program materials	●			
On-air recognition in all TV and radio interviews *	●			
Opportunity to judge art, essay and video entries	●	●		
Opportunity to speak and present at awards ceremony	●	●		
Recognition in TV advertisements *	●	●		
Recognition in radio advertisements *	●	●		
Recognition as a major sponsor in AACI's newsletter, Hearts in Action	●	●		
Logo in award ceremony program	●	●	●	
Logo on the award certificates presented at the ceremony	●	●	●	
Logo on GUAA Sponsors page on AACI website	●	●	●	
Recognition on GUAA Sponsors page on AACI website	●	●	●	●
Pre and post-event recognition on social media channels	●	●	●	●
Logo on posters distributed to approximately 200 Bay Area libraries	●	●	●	●
Recognition in award ceremony program	●	●	●	●
Recognition in AACI press releases to major ethnic media outlets *	●	●	●	●

**Will be determined based on the confirmation of media sponsors*