



Moorpark Office

Gordon N. Chan Community Services Center
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GROWING UP IN AMERICA MEDIA PARTNERSHIP

AACI invites Bay Area media to become partners for the Growing Up in America (GUA) contest, formerly Growing Up Asian in America. This annual art, essay, and video contest reaches thousands of Bay Area students, grades Kindergarten to 12, across nine counties. The contest encourages young students 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 the contest (Feb 1 – March 15)
- Promotion through e-newsletters (Feb 1 – March 15)
- Article: Interview student winners or cover a GUA event during 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 the contest through your channels
- Follow AACI on Twitter (@AACIorg) and Facebook
- Retweet or repost our outreach and use the hashtag #GrowingUpInAmerica

WHAT WE OFFER

- Opportunity to have your brand exposed to the broader Bay Area community.
- Recognition on AACI's GUA webpage.
- Recognition during GUA events

If you want to become a Media Partner of the **Growing Up in America** contest, please email us at gua@aacio.org

UPDATES TO THE CONTEST THIS YEAR

AACI is celebrating our 50th anniversary this year. In the same way that AACI's primary focus has grown from just the Asian community to support people of all ethnic backgrounds, we are expanding the focus of the contest to encourage participation from students of all ethnic backgrounds. To reflect this expansion, the contest name will be changed from Growing Up Asian in America to simply Growing Up in America (GUA). The contest will still aim to spark creative exploration of one's cultural identity.