



SPONSORSHIP OPPORTUNITIES

Partner with us to highlight youth voices as a sponsor of the Growing Up in America Art, Essay, and Video contest



Please email us with any questions | gua@aacj.org | www.aacj.org

ABOUT AACI

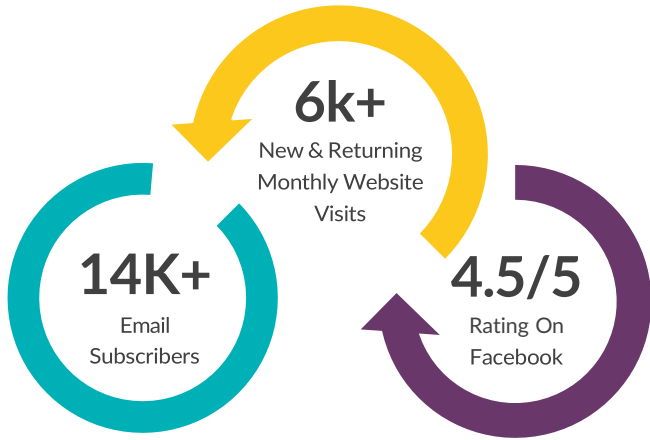
AACI's mission is to strengthen the resilience and hope of our diverse community members by improving their health and well-being. Founded in 1973, AACI serves individuals and families with cultural humility, sensitivity, and respect, advocating for and serving the marginalized and ethnic communities in the Bay Area. Over the past 50 years, AACI's primary focus has grown from just the Asian community and expanded to include support for people of all ethnic backgrounds.

ABOUT GROWING UP IN AMERICA (GUA)

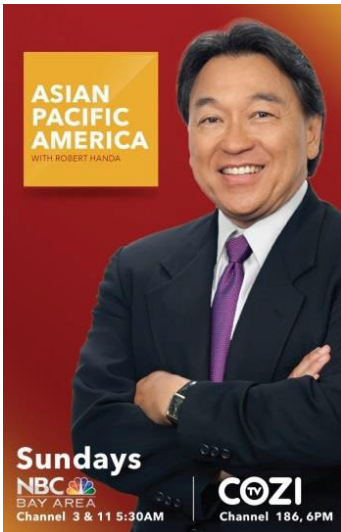
Hosted by AACI and in partnership with NBC Bay Area, Growing Up in America (GUA), formerly known as Growing Up Asian In America, is an annual art, video, and essay contest that reaches thousands of Bay Area students across nine counties in grades Kindergarten to 12. Founded 25+ years ago, the contest encourages young people to take pride in their cultural 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:



 1.3K+
Instagram Followers

 2.8K+
Facebook 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.

Reaching a Fast-Growing Consumer Base

The contest aims to reach all Bay Area Students from Kindergarten to 12th Grade, and their families make up a consumer market that has great buying power.

Supporting Future Leaders

This program builds up the confidence and voice of our youth.

Brand Exposure

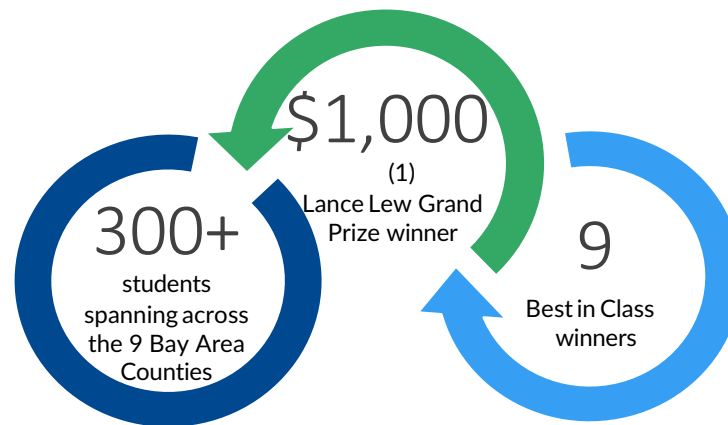
- TV Spots (pending confirmation of media sponsors)
- Radio Spots (pending confirmation of media sponsors)
- Instagram, Facebook, and LinkedIn
- Contest marketing materials

2024 THEME: CHOOSE YOUR OWN FUTURE

We live in a world that is constantly changing, and every day, the changes seem to come more quickly than before. Over the past 50 years, we have witnessed significant changes in our community – including the invention of the internet, widespread use of social media, the election of our first Black president and first woman vice president, increased focus on space exploration, climate change and the rise of artificial intelligence (AI), to name a few. While some of these changes have been positive, there is still much room for growth in other areas. When you consider your future and what lies ahead in the next 50 years, what do you hope to see? *Please reflect and share your vision for your future self and your future community.*

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

- What do you want your life to look like in 50 years? Where do you see yourself living, and what kind of family do you imagine having? What would your occupation be? What accomplishments might you have completed?
- Which family traditions do you plan to continue celebrating 50 years from now?? Will you incorporate any new traditions?
- What parts of the world will you have explored?
- Reflect on how your community has changed over the past 50 years. What do you hope to see continue to grow and change, and what would you like to remain the same?
- What message would you like to send to your future self? How can you ensure that your future self is someone you will be proud of?



Become a Sponsor of 2024 Growing Up in America (GUA)!

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 provide remarks for winners announcement	✓				
Recognition in TV and Radio advertisements	✓	✓			
Special recognition opportunity during the winner's announcement	✓	✓	✓		
Video galleries 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.	✓	✓	✓	✓	✓