



A Community Foundation

Overview of Growing Up Asian in America

We are delighted to invite your organization to be a sponsor for the Growing Up Asian in America art, essay and video program for K-12 Bay Area youth.

Growing Up Asian in America is one of the largest youth programs celebrating Asian Pacific American heritage in the nation and it has become an incredible way for young people to express their unique stories and aspirations. It 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.

Last year, more than 700 students participated in the contest, and they were joined by their librarians, teachers, parents, and community leaders. The winners were honored at an awards ceremony at the Asian Art Museum, which was covered by media outlets including NBC Bay Area, Fil-Am Star and Multicultural Broadcasting Radio.

The program asks students to submit artwork, essays and videos in response to themes such as *Celebrating Our Roots*, *If I Were President*, *Bridges*, *Lost and Found*, *Change*, and *On My Street and In My Neighborhood*. The winning entries are featured on posters hosted by over 200 public libraries in seven counties from May 2016 through March 2017.

This program generates great marketing visibility for our sponsors, and is well received by parents, teachers, students and community members. Our corporate partners value the positive community impact they make through Growing Up Asian in America.

We hope you will consider being included among our corporate partners who strive to make a difference in the Asian American community in the Bay Area. More information about Growing Up Asian in America along with corporate sponsorship and marketing opportunities can be found on the attached documents. For more information about becoming a corporate sponsor, please contact President and Executive Director, Audrey Yamamoto, at audrey@asianpacificfund.org.

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Sponsorship Benefits

The chart below describes our sponsorship levels and benefits. Sponsors are recognized via the awards ceremony, TV/print/radio media coverage, digital marketing platforms (website, social media channels) and program materials. Our corporate supporters tell us that they value this opportunity to demonstrate their commitment to the community.

BENEFITS

SPONSORSHIP LEVELS

	Presenting \$15,000	Premier \$10,000	Major \$5,000	Youth \$2,500
Greetings from the podium at the awards ceremony	•			
Photo opportunities with student winners and VIPs	•			
Top tier logo placement on all program materials	•			
On-air recognition in all TV and radio interviews	•			
Opportunity to display corporate signage at awards ceremony	•			
Recognition in TV ads with NBC Bay Area and KTSF (80 spots)	•	•		
Recognition in radio ads with KEST & KSJX (100 spots)	•	•		
Logo on award ceremony program (approx. 350)	•	•	•	
Logo on the award certificates presented at the ceremony (approx. 45)	•	•	•	
Recognition on contest ads in Bay Area newspapers, magazines and online media outlets	•	•	•	
Logo on Asian Pacific Fund website for support of Growing Up Asian in America	•	•	•	
Recognition on Asian Pacific Fund website for support of Growing Up Asian in America	•	•	•	•
Pre and post event recognition on social media channels	•	•	•	•
Logo on contest guidelines (40,000 distributed) *if sponsorship confirmed by December 18, 2015	•	•	•	•
Logo on posters distributed to approximately 200 Bay Area libraries	•	•	•	•
Recognition in award ceremony program	•	•	•	•
Recognition in Asian Pacific Fund press releases	•	•	•	•

The Asian Pacific Fund is a non-profit foundation dedicated to strengthening the Bay Area's Asian and Pacific Islander communities. We help donors achieve their philanthropic goals, support organizations that serve our most vulnerable, and raise awareness about pressing community needs.