



GROWING UP ASIAN IN AMERICA

2018 SPONSORSHIP PACKAGE



ABOUT THE ASIAN PACIFIC FUND

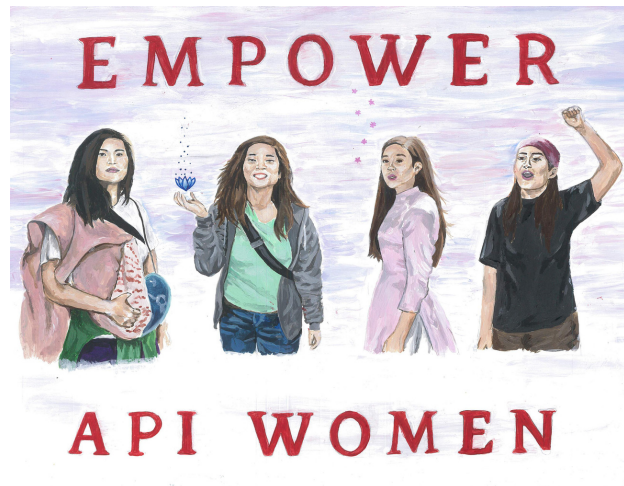
The Asian Pacific Fund aims to strengthen the Bay Area's Asian and Pacific Islander community by increasing philanthropy and supporting the organizations that serve our most vulnerable community members. We annually reach 100,000 individuals - the majority low-income - through our grants, scholarships, and donor-advised funds.

ABOUT THE GROWING UP ASIAN IN AMERICA PROGRAM

This annual art, essay, and video program reaches thousands of Bay Area students, from Kindergarten to 12th grade. The program 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.



Janine J., Grade 8, Danville



Malaya C., Grade 9, Oakland

"I think everyone should be treated fairly and kindly no matter where they came from or what they look like. All children should be able to reach their goals and dreams no matter where they were born or how much money their family has."

Kiana A., Grade 2, Union City

2018 GROWING UP ASIAN IN AMERICA THEME: MY HOPE FOR THE FUTURE

In celebration of the Asian Pacific Fund's 25th Anniversary and the 40th Anniversary of Asian Pacific American Heritage Month, we are inviting Bay Area K-12 students to share their hopes and dreams with us for the future. What does their community look like 25 years from now? What type of change, impact and future do they see for their family, community, and the world?



Left: Fiona L, Grade 8, Cupertino

Above: Keira Z, Grade 3, Los Altos



INCREASE YOUR TARGET MARKET BY REACHING A BROADER ASIAN & PACIFIC ISLANDER COMMUNITY

- Contest guidelines mailed to 25,000 people
- Posters displayed in 200 Bay Area libraries
- e-newsletter: 2,300 subscribers
- Twitter: 1,520 followers
- Facebook: 639 likes



40 winners are selected from hundreds of submissions and honored at an exclusive ceremony sponsored by NBC Bay Area.



Media partner, NBC Bay Area, features a select Growing Up Asian in America winner to feature in "Asian Pacific America with Robert Handa."

MEDIA PARTNERS



INDIA CURRENTS



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Philippine News
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Bay
Area
Libraries



DAE



	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	●			
Recognition in TV ads with NBC Bay Area and KTSF (80 spots)	●	●		
Recognition in radio ads with KEST and KSJX (200 spots)	●	●		
Recognition as a major sponsor in an e-newsletter dedicated to GUAA	●	●		
Logo in award ceremony program (~250)	●	●	●	
Logo on the award certificates presented at the ceremony (~40)	●	●	●	
Logo on GUAA Sponsors page on APF website	●	●	●	
Recognition on GUAA Sponsors page on APF website	●	●	●	●
Pre and post-event recognition on social media channels	●	●	●	●
Logo on contest guidelines (25,000 distributed) (if sponsorship is confirmed December 31, 2017)	●	●	●	●
Logo on posters distributed to approximately 200 Bay Area libraries	●	●	●	●
Recognition in award ceremony program	●	●	●	●
Recognition in Asian Pacific Fund press releases to major ethnic media outlets	●	●	●	●