

explor **ASIAN**

25th Anniversary



**SPONSORSHIP
package**

V A H M S
V A N C O U V E R
A S I A N H E R I T A G E
M O N T H S O C I E T Y

ABOUT US

Founded in 1996, the Vancouver Asian Heritage Month Society (VAHMS) is a registered secular non-profit organization passionately dedicated to promoting the inclusion and social integration of Asian-Canadian communities into Canadian society. Over the past 25 years, we have developed strong partnerships with local organizations and institutions that support our vision, making us the center of Asian Heritage Month celebrations in the lower mainland.

explorASIAN Festival

Now in its 25th year, explorASIAN Festival is the premier platform for Metro Vancouver's Asian-Canadian communities to connect and promote their events during Asian Heritage Month. Working closely with our local and national community partners, explorASIAN provides inclusive and accessible spaces to gather and celebrate diversity, art, culture, and heritage. Our expanded virtual programming has allowed us to support a wider range of initiatives that connect us with audiences across the country.

- 50+ festival partners representing Asian communities from all over the continent
- 50+ arts and cultural events happening across Metro Vancouver and spanning all of Asian Heritage Month including:
 - Visual Arts, Dance, Theatre, Music, Literary Events, Workshops, Lectures, Poetry, Panel Discussions, Films, Walking Tours, Historical Exhibitions, Food, Webinars, and so much more!
- Nation-wide virtual events
- VAHMS-produced events include:
 - explorASIAN Festival Opening Ceremony, Virtual Illumination of City Hall, National Canadian Film Day, Interconnected, Recognition Awards Gala, Special Events and Art Displays

Why Sponsor explorASIAN Festival?

Sponsoring explorASIAN is a great way to align your brand with a community-focused arts, culture and heritage organization that uniquely spans cultural barriers. By advertising with us you are actively supporting antiracism and cross-cultural exchange at a time when it is needed the most. As VAHMS Ambassador Jeff Chan puts it:

"Now more than ever in the midst of a pandemic and visible anti-racism sentiment we are fostering and strengthening a sense of belonging as well as retaining pride in our Asian roots."

Our Reach:

By sponsoring explorASIAN, you are also sponsoring and supporting our 50+ festival partners. We are positioned at the intersection of dozens of community organizations that naturally signal-boost our reach through each of their individual networks, making explorASIAN unique in its ability to share your brand.

Our primary advertising media partner is Vancouver Is Awesome, the newest addition to Glacier Media's Community News Division. Through print and targeted online advertising, VIA puts explorASIAN, its partners, and your brand in front of millions of people.

VIA's Reach:

Website:	7.7 million views/ mo 3.8 million readers/ mo
Facebook:	205,000+ Followers 1,000,000+ weekly reach
Twitter:	149,000+ Likes 1,000,000+ impressions/ week
Instagram:	90,000+ followers

**VANCOUVER
IS AWESOME**



2021 Sponsorship Levels:

Level 4 - \$10,000*

- Become a namesake presenter of a one of our signature explorASIAN event (Opening Ceremony, Virtual Opening Ceremony, Closing Ceremony, National Canadian Film Day)
- Prominent display of corporate logo on all below festival promotional materials
- Four dedicated mentions across explorASIAN social media during Asian Heritage Month

Level 3 - \$6,000*

- Promotional Booth at Opening Ceremony
- Become a namesake presenter of one of our three annual Recognition Awards
- Three dedicated mentions across explorASIAN social media during Asian Heritage Month

Level 2 - \$4,000*

- Corporate logo on main event advertisements
- Mentioned by MC at Opening and Closing Ceremonies
- Mentioned by MC at Virtual Opening Ceremony
- Two dedicated mentions across explorASIAN social media during Asian Heritage Month

Level 1 - \$3,000*

- Corporate logo on all press releases and festival newsletters
- Corporate logo on the explorASIAN Festival slideshow
- Corporate logo in festival program

Media | Venue | Publishing In-kind Value Of \$1,500 & Above

- Corporate logo in festival program
- Corporate logo on main event advertisements
- Corporate logo on Website
- Status level on event brochure

*Inclusive To All Benefits Below Your Sponsorship Category

CONTACT US:

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Your sponsorship can be customized to maximize your impact and meet your objectives.





Our 2020 Sponsors:

Canada

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SFU SIMON FRASER UNIVERSITY
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MARKETING GROUP

Dahong Pilipino
THE FILIPINO CANADIAN COMMUNITY DIRECTORY

CITR
DISORDER
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"explorASIAN is one of the most important festivals in Vancouver and British Columbia. For more than twenty years now, it has upheld the values of Canada's diversity. In a time when racial antagonism is spreading throughout the world and in our community, the message and programming by explorASIAN is as relevant as ever, in understanding, educating, and bringing people together to share, celebrate, and enjoy each other's cultures and beliefs."

Allan Cho

Executive Director, Asian Canadian Writers Workshop

"VAHMS' commitment to Asian Canadian heritage through its annual explorASIAN festival is an integral part of bringing together Lower Mainland Asian communities through the sharing of heritage, art, and culture."

Carmel Tanaka

Cross-Cultural Walking Tours

"The Vancouver Asian Heritage Month Society and explorASIAN make exceptional contributions to our cultural life and working with them to ensure the success of the festival was a fantastic experience. As a volunteer, I truly valued the camaraderie, generosity and hard work put in by the board, staff, and other volunteers. VAHMS' community outreach is exceptional—their programs are inclusive, diverse, and always relevant. They're a bedrock of the community."

Lou Corpuz-Bosshart

Volunteer and Social Media Coordinator / Photographer (2019)