



explor **ASIAN**

May 2022 Festival
Sponsorship Package

V A H M S
VANCOUVER
ASIAN HERITAGE
MONTH SOCIETY

Who are we?

We are Metro Vancouver's first Asian Heritage Month Festival

The Vancouver Asian Heritage Month Society (VAHMS) is a community-focused non-profit organization that was formed in 1996 as a response to the limited opportunities available to Asian Canadian artists in the mainstream arts and culture community. We believe deeply in the importance of stories, the transformative power of art and the ability of both to foster positive change and social cohesion. Our signature project is explorASIAN Festival, Metro Vancouver's oldest and longest-running Asian Heritage Month celebration.

What is our mission?

Our mission is to foster, promote and celebrate the artistic and cultural diversity that Asian Canadian communities bring to Canadian society.




What are our values?





- Equitable collaboration
- Diversity of ideas
- Inclusive and accessible cultural landscape
- Kindness and openness

What is the explorASIAN Festival?

VAHMS annually holds its signature project, explorASIAN Festival, during Asian Heritage Month in May. The festival is the premier platform for Metro Vancouver's pan-Asian Canadian artists and communities to connect and promote their events. VAHMS also works with local and national partners to create its own signature festival events including but not limited to exhibitions, events on Asian Canadian art appreciation and discussion, events highlighting Asian Canadian experiences, networking events, and a gala.

explorASIAN 2021 Highlights

	54	Public activities supported
	38	Community partners
	150+	Asian Canadian artists promoted
	23.7K	Website Views, April-June 2021

	3K+	Followers on social media
	10	Signature VAHMS events
	30+	Speakers
	800	Zoom attendees

Why support explorASIAN Festival?

By supporting explorASIAN Festival, you are playing a direct role in amplifying the voices of local Asian Canadian artists and collectives across many fields. Become a sponsor of explorASIAN Festival today and know that your dollars or in-kind contributions go towards:

- Breaking down walls, silos and stereotypes
- Supporting community-focused arts, culture and heritage organizations mainly in the Metro Vancouver area
- Platforming artists from a diverse range of equity-seeking ethnic and cultural minorities
- Fair remuneration of artists, performers, designers, speakers and technicians
- The continuation of Vancouver's oldest and longest-running Asian Arts and Culture festival



Major Sponsors



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Media Partners



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Notable Speakers from 2021:

Honourable Bardish Chagger, Federal Minister of Diversity and Inclusion and Youth

Kenedy Stewart, Mayor of Vancouver

Honourable Vivienne Poy, author, philanthropist and Senator

Honourable Anne Kang, Minister of Advanced Education and Skills Training, MLA
Burnaby-Deer Lake

	Patron \$5,000 <i>*Limited Quantities</i>	Benefactor \$3,500 <i>*Limited Quantities</i>	Advocate \$2,000	Supporter \$1,000
Recognition at Opening Ceremony, Virtual Opening Ceremony & Recognition Awards Gala	✓	✓	✓	✓
Seating at explorASIAN Opening Ceremony	2	2	1	1
Seating at explorASIAN Recognition Awards Gala	2	1		
Presenter of one of our 3 Recognition Awards	✓	✓		
Namesake presenter at one of our signature explorASIAN events	✓			
Logo in program guide (under thank you list of supporters)	✓	✓	✓	✓
Logo and link on website homepage and all press releases	✓	✓	✓	✓
Mentions across all explorASIAN social media platforms	4	2		
Logo on transit shelter ads and weekly festival newsletters	✓	✓	✓	
Full-colour ad in online program guide	One-page	Half-page	Quarter-page	

VAHMS welcomes flexible and customizable sponsorship benefits to best maximize your impact.