

explor **ASIAN**



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

SPONSORSHIP
PACKAGE
2023



PROFILE

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 Canadians 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**, Vancouver's oldest and longest-running Asian Heritage Month celebration. The festival showcases the multitude of talent and aspirations of the greater Pan-Asian community, and their contributions to Canadian communities.



FOUNDER



Jim Wong-Chu, Iconic Asian Canadian was a writer, photographer, historian, radio producer, community organizer and activist, editor, and literary and cultural engineer.

He was the founder of the Asian Canadian Writer's Workshop and Ricepaper magazine, and wrote the groundbreaking 1986 poetry book *Chinatown Ghosts*. Born in 1949 in Hong Kong, he was sent to live with his aunt and uncle in Canada as a "paper son". The term referred to the practice of children who immigrated to Canada by using real or falsified identification papers of relatives living in Canada. His story alone is a poignant example that narratives about identity can effect powerful change.

Jim Wong-Chu along with Mishtu Banerjee, Mo-Ling Chui, Grace Eiko Thomson and Winston Xin formed the Vancouver Asian Heritage Month Society, as an organization that endeavoured to explore the diversity of Asian Canadian life and culture and promote the discussion of relevant issues and concerns within and beyond the Asian Canadian communities.

MISSION & VALUES

VAHMS' mission is to foster, promote and celebrate the arts and cultural diversity that Asian Canadian communities bring to Canadian society.

We bring this mission to life by educating the wider community about the importance of Asian Canadian arts and culture in Canadian society; creating opportunities for Asian Canadians to network, collaborate and expand in public arts and cultural spaces; facilitating and promoting explorASIAN, a Metro-Vancouver festival showcasing pan-Asian Canadian arts and culture during Asian Heritage Month in May; and, providing a safe platform to address critical issues facing Asian Canadians and discuss solutions to foster inclusion and diversity in Canadian society.

OUR VALUES, WHICH ARE THE PRINCIPLES AND FOUNDATIONS UPON WHICH WE OPERATE, ARE:

- * Equitable collaboration
- * Diversity of ideas
- * Inclusive and accessible spaces
- * Kindness and openness

We also acknowledge that the recognition and appreciation of Indigenous Peoples by Asian Canadian communities is not as widespread as it should be. Indigenous Peoples have given much wisdom and strength to Asian Canadian communities now and in the past. We are working to increase awareness on this lost history by engaging more with Indigenous Peoples and educating ourselves. Although it is just the beginning for VAHMS, we hope to expand our programming to include the culture and arts space shared between Asian Canadian communities and Indigenous Communities.

EVENTS

EXPLORASIAN OPENING CEREMONY - APRIL/MAY; ANNUALLY

The official ceremony to kick off the Society's signature event, 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 art and culture. The Opening Ceremony Includes a reception, remarks by esteemed guests, an exhibition of art from VAHMS' Interconnected Artist Spotlight Series, and live performances.

VAHMS also works together with local and national partners to create its own signature events for the festival, including but not limited to exhibitions, events on Asian Canadian art appreciation and discussion, events highlighting Asian Canadian experiences, networking events, and a Community Awards Ceremony.

NATIONAL CANADIAN FILM DAY - ANNUALLY

In collaboration with Reel Canada, a screening of an Independent Canadian Film produced by an Asian Canadian filmmaker

ON THE MOVE: NATIONAL SHOWCASE - ANNUALLY

In collaboration with Festival Acces Asie (Montreal), Asian Heritage Society of Manitoba, and VAHMS, this showcase presents Asian Canadian artists, followed by a discussion period with the artists.

VAHMS COMMUNITY AWARDS CELEBRATION - ANNUALLY

Wrap-up gala to celebrate and recognize the explorASIAN Festival contributors who continue to uphold our mission of appreciating Pan-Asian Canadian arts and culture

PARTNERS

- * ASIAN HERITAGE MANITOBA
- * BC PLACE
- * BLOEDEL CONSERVATORY
- * BURNABY ARTISTS GUILD
- * BURNABY VILLAGE MUSEUM
- * CANADIAN SOCIETY FOR ASIAN ARTS
- * CAPULET ART GALLERY
- * CANASIAN ARTIST NETWORK
- * CENTRE A
- * CHINATOWN STORYTELLING CENTRE
- * CHINESE CANADIAN HISTORICAL SOCIETY OF BC
- * CITY OF VANCOUVER
- * CITYOPERA VANCOUVER
- * CO.ERASGA
- * CROSS CULTURAL WALKING TOURS
- * CULTURE.BREW ART
- * CYC CANADA
- * DAHONG PHILIPINO
- * DR. SUN YAT-SEN CLASSICAL CHINESE GARDEN
- * DREAMWALKER DANCE COMPANY
- * EMILY CARR UNIVERSITY OF ART AND DESIGN
- * FESTIVAL ACCES ASIE
- * FILIPINO FRIDAYS PODCAST
- * GRANVILLE ISLAND
- * HAMAZAKI WONG MARKETING GROUP
- * HERITAGE BC
- * INTERNATIONAL ARTS GALLERY
- * LITERASIAN
- * LIPONT/YKLM AUCTIONS
- * NATIONAL ASSOCIATION OF JAPANESE CANADIANS
- * NIKKEI NATIONAL MUSEUM & HERITAGE CENTRE
- * PACIFIC CANADA HERITAGE CENTRE - MUSEUM OF MIGRATION SOCIETY
- * POMO ARTS GALLERY
- * POWELL STREET FESTIVAL SOCIETY
- * REEL CANADA
- * REPUBLIC OF INDONESIA CONSULATE GENERAL IN VANCOUVER
- * RICHMOND ART GALLERY
- * RUBY SLIPPERS
- * SABI TEA ARTS
- * SCIENCE WORLD
- * SEMIAHMOO ARTS
- * SFU HUMANITIES DEPT
- * SFU DAVID LAM CENTRE
- * SUM GALLERY
- * TAIWANESE CANADIAN CULTURAL SOCIETY
- * TELUS
- * THE BATIK LIBRARY
- * TOMOE ARTS
- * UNITED STATES CONSULATE GENERAL IN VANCOUVER
- * UBC ASIAN STUDIES
- * UBC LEARNING EXCHANGE
- * UZUME TAIKO DRUM GROUP SOCIETY
- * VANCOUVER ASIAN FILM FESTIVAL
- * VANCOUVER CITY HALL
- * VANCOUVER IKEBANA ASSOCIATION
- * VANCOUVER WHITECAPS

SPONSORS

MAJOR SPONSORS



MEDIA PARTNERS



OUR STATS FROM 2022

	56	PUBLIC ACTIVITIES SUPPORTED
	13	SIGNATURE VAHMS EVENTS
	70+	ASIAN-CANADIAN ARTISTS PROMOTED
	50K	ATTENDEES AT PUBLIC ACTIVITIES

WHY YOU SHOULD GET INVOLVED

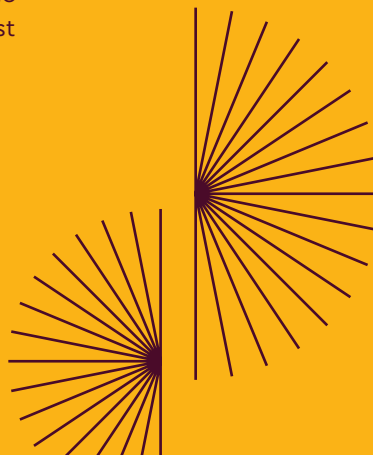


For more than 25 years, VAHMS has worked closely with local Asian Canadian artists and communities to celebrate and amplify their voices. Join us in helping to support and preserve the wide ranging contributions in Canada from those from the Pan-Asian communities over the last two centuries via arts and culture.

Support our signature event, the **explorASIAN** Festival, which has grown into one of the longest-running and well-attended Pan-Asian festivals celebrating Asian Heritage Month in Canada. Welcoming thousands of participants and supporting both emerging and established local Asian Canadian artists alike, each year the **explorASIAN** Festival Program includes over 50 community events and exhibitions from almost as many community partners.

IN ADDITION TO SUPPORTING THE HISTORY, CREATIVITY, VOICES AND CONTRIBUTIONS OF THE PAN-ASIAN AND INDIGENOUS COMMUNITIES IN CANADA, YOUR SUPPORT OF VAHMS WILL GO TO:

- * Sustaining Vancouver's oldest and longest-running Asian Arts and Culture festival for generations to come
- * Creating inclusion, conversation and ideas exchange around diverse communities
- * Supporting community-focused arts, culture and heritage organizations mainly in the Metro Vancouver area
- * Giving a voice to artists from a diverse range of equity-seeking ethnic and cultural minorities
- * Championing fair remuneration of artists, performers, designers, speakers and technicians



SPONSOR TIERS

FESTIVAL PATRON \$5000

- * Presenting Sponsor of Opening Ceremony
- * Official Sponsor of On the Move: National Showcase
- * Official Sponsor of May 2023 Interconnected Artists
- * Presenter of one of our 3 Recognition Awards
- * Namesake presenter at one of our signature explorASIAN events
- * Recognition at Community Awards Gala
- * 1 year FOV membership
- * Business profile in program guide and all press releases
- * Logo and link on website homepage
- * Collaborative posts across all explorASIAN social media platforms featured all throughout the month of May 2023
- * Logo on transit shelter ads and weekly festival newsletters
- * Full-colour ad in online program guide (one full page)

FESTIVAL BENEFACTOR \$3500

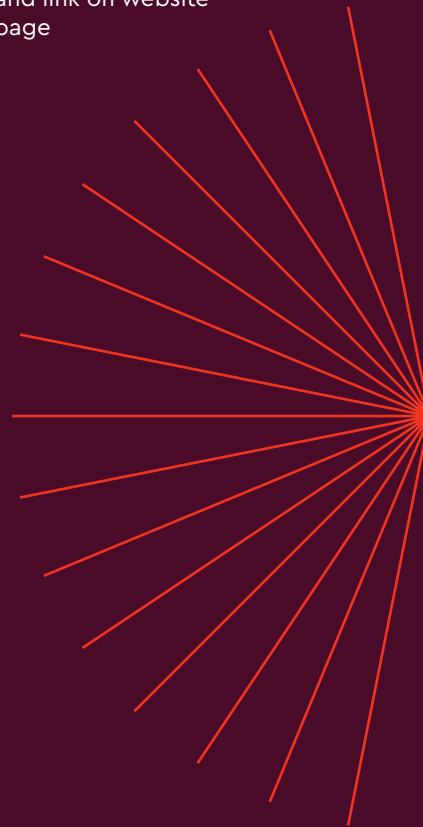
- * Official Sponsor of VAHMS Community Awards Celebration
- * Official Sponsor of On the Move: National Showcase
- * Presenter of one of our 3 Recognition Awards
- * 1 year FOV membership
- * Business profile in program guide and all press releases
- * Logo and link on website homepage
- * Collaborative posts across all explorASIAN social media platforms for two weeks in May 2023
- * Logo on transit shelter ads and weekly festival newsletters
- * Full-colour ad in online program guide (one half page)

FESTIVAL ADVOCATE \$2000

- * Official Sponsor of VAHMS Community Awards Celebration
- * 1 year FOV membership
- * Business profile in program guide and all press releases
- * Logo and link on website homepage
- * Logo on transit shelter ads and weekly festival newsletters
- * Full-colour ad in online program guide (one quarter page)

FESTIVAL SUPPORTER \$1000

- * Recognition at Community Awards Gala
- * 1 year FOV membership
- * Business profile in program guide and all press releases
- * Logo and link on website homepage



OTHER OPPORTUNITIES

VAHMS is always interested in pairing with local businesses and members of the community to bring their sponsorship vision to light. If you have an idea or suggestion, please reach out to us!

GET IN TOUCH

EMAIL office.vahms@gmail.com

WEB explorasian.org



@EXPLORASIAN



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