



Against The Grain
productions

2015 SPONSORSHIP APPLICATION

ONE VOICE . MANY STORIES .

FROM OUR PRESIDENT & CO-FOUNDER



Thanks to the support of our generous sponsors, donors and community supporters, 2014 was another year for the record books at ATG!

This year, we made a strong start with our **#beCAUSE** campaign, inspiring others to consider that philanthropic thought, action and giving should and could be something we do every day, in ways large and small. Throughout the year, we partnered with our sponsors to creatively raise money for our various causes and to provide programming/outreach that educates, inspires and brings awareness to Asian American culture and arts.

- **3rd Annual Groundbreakers Speak: A Conversation with Asian American Mover and Shakers** - In partnership with Crow Collection of Asian Art, featured our first-ever all-female panel of game-changers.
- **6th Annual Fashion for a Passion** - Showcased an talented group of Asian American designers, artists and performers to a record audience of 450 guests and raised more than \$35,000, the most raised yet.
- **Dine for a Cause and Shopping Partners** - Worked with various restaurants and retailers who donated up to 25% of sales to ATG during specific events or all year round.

In total, we raised **more than \$50,000** in 2014, **100%** of which will go towards our giving budget for 2015! In 2014, we made the largest contributions to-date for the causes we support:

- **Supported Orphanages in Asia** - Gave nearly \$20,000 to orphanages in Vietnam and Cambodia, with more than \$5,000 in additional funds earmarked for The Philippines and Thailand in 2015.
- **Artistic and Groundbreaker Leadership Scholarships** - Awarded an unprecedented ten scholarships to talented high school seniors, undergraduate and graduate students.
- **Culture/Heritage Camp Scholarships** - Provided \$1,000 in camp scholarships to ten young adoptees to attend culture/heritage camps across the country.

Our goals for 2015 are simple – to live out our **#beCAUSE** campaign through strong and inspiring programming in collaboration with our community partners, expand our orphanage aid, grow our scholarship program and continue outreach where we can affect real and lasting change.

On behalf of the ATG Board, I'd like to thank everyone again your support, for believing in us and for allowing us to make a meaningful difference and encourage you in 2015 to be an active participant as a sponsor in our mission to achieve "One Voice. Many Stories."



With best regards,

Tammy Nguyen Lee

ABOUT AGAINST THE GRAIN PRODUCTIONS

ATG Against The Grain Productions, Inc. functions as a traditional 501(c)(3) nonprofit...but with a twist. In the true spirit of its name, ATG finds **unconventional, innovative and entertaining ways** to promote leadership, positive identity, unity and artistry in the Asian American community; promote awareness of Asian American culture; give a platform to emerging Asian American artists; and provide inspiration to the community around us to think and act “outside the box”, while raising funds for our supported orphanages in Asia, scholarship fund and community outreach programs.



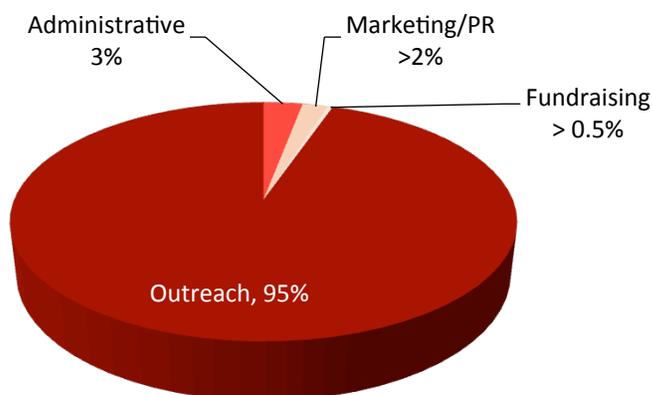
TIMELINE AND ACHIEVEMENTS

- In **2009**, we released the award-winning feature documentary, *Operation Babylift: The Lost Children of Vietnam*, which screened at over a dozen festivals and won 2 awards.
- In **2010**, we created the Artistic Scholarship fund to support Asian American students pursuing a degree in the arts.
- In **2011**, we distributed nearly \$10,000 for orphanage aid and outreach programs, gave \$2,000 Artistic Scholarships to two exemplary students and raised more than \$20,000 at Fashion for a Passion, which over 300 guests attended.
- In **2012**, we provided \$13,500+ of aid to half a dozen orphanages in Vietnam and Thailand; awarded \$2000 in Artistic Scholarships; gave \$900 in scholarships for young adoptees to attend culture camps, selected our first recipient for the \$5,000 Sunna Lee Leadership Scholarship; and raised nearly \$30,000 net at Fashion for a Passion, which was attended by nearly 400 guests.
- In **2013**, we hosted two major outreach events (Groundbreakers Speak and Fashion for a Passion), provided nearly \$18,000 in aid to our supported orphanages in Vietnam and Thailand, awarded \$5,000 in Artistic Scholarships to five high school seniors and \$1,000 in heritage/culture camp scholarships to ten young adoptees, gave almost \$1,000 to disaster relief and raised nearly \$45,000.
- In **2014**, as noted by our President/Co-Founder Tammy Nguyen Lee, we raised and gave the most funds to-date for our supported causes through our key events, sponsorships and fundraising efforts.

LOOKING AHEAD TO 2015

Made up entirely of volunteers, ATG ensures that **nearly 95% of funds** raised through event seat sales, sponsorships, donations and our dine-for-a-cause and shopping partners go to our **supported orphanages, scholarship fund and community outreach programs** each year. In 2014, we raised more than \$50,000, 100% of which will go towards our giving budget for 2015!

**2015 ATG Fund
Allocation -
\$65,000**



2015 YEAR-ROUND SPONSOR LEVELS

Our year-round sponsors allow us to get our year off to a great start and provide the foundation on which we can build entertaining, enlightening and educational events and outreach programs to audiences across the Dallas community as well as initiate funding for our major causes. Your sponsorship, at any level, will provide you or your company exposure in all of our assets and at all events for one calendar year.



SPONSOR BENEFIT	PRODUCER \$3,000+	DIRECTOR \$2,000	STAR \$1,500
VIP Reserved Gold Seating	10	8	6
Pre-Event slide on FFAP PowerPoint	*	*	*
Official FFAP event sponsor with logo on all print collateral	*	*	*
Logo on FFAP Step 'N Repeat board	*	*	*
Logo/link on ATG website, Facebook and Sponsor pages.	*	*	*
Before and after event public recognition	*	*	*
Branded promotional materials in VIP goodie bags	*	*	*
Grouped logo in ATG's monthly newsletters	*	*	*
(2) Seats to and additional marketing exposure at ATG-hosted events such as Groundbreakers Speak	*	*	*



2015 GROUNDBREAKERS SPEAK SPONSOR LEVELS

ATG is excited to host the 4th Annual Groundbreakers Speak: A Conversation with Asian American Movers and Shakers in partnership with NAAAP-DFW as they co-host the NAAAP National Convention in Dallas. A panel of dynamic and influential Asian American industry leaders will speak about their motivating paths to success during an engaging and educational panel discussion. The event's mission is to inspire leadership, provide mentorship and provoke thought on how we are all capable of becoming groundbreakers. You can find more information on our website at AgainstTheGrainProductions.com/Groundbreakers.



DATE: Saturday, August 8, 2015
VENUE: Hilton Anatole, 2201 N. Stemmons Fwy | Dallas 75207
TIME: 2 – 4 PM
ADMISSION: VIP and General Admission Seats



SPONSOR BENEFIT	LEADERSHIP \$1,000+	CHANGE \$750	LEARNING \$500
VIP Seating	4	2	1
Logo on pre-event slideshow	*	*	*
Official GS Sponsor with advertising on any printed materials	*	*	*
Logo and/or link on website and Facebook event page	*	*	*
Before and after event public recognition and acknowledgement	*	*	*

2015 Fashion for a Passion Sponsor Levels

Our 7th annual event will continue to highlight and promote talented emerging and established Asian American designers, artists and musical performers for a spectacular multi-media experience. Dallas' best will unite for one amazing night of fashion, live musical entertainment, compelling art, delicious fare, a live and silent auction and great raffle prizes – all to benefit ATG's supported causes. Sponsorship provides exposure through promotion and publicity before, during and after the event. You can find more information on our website at AgainstTheGrainProductions.com/FFAP.

DATE: Saturday, November 7, 2015

VENUE: 7 for Parties | 150 Turtle Creek Blvd. | Dallas, TX 75207

TIME: *VIP Meet & Greet with Designers & Artists Cocktail Reception*

6:30 PM – 7:30 PM

General Admission & Event Reception

7:30 PM – 8:30 PM

Runway Show & Live Auction

8:30 PM – 10:00 PM

Wrap Party at 7 for Parties

10:00 PM – Midnight

** New for 2015 **



SEATS:

\$110 VIP Gold Admission

- 🍷 VIP Meet & Greet with Designers/Artists/Musicians Pre-Show
- 🍷 Special Cocktails & Hors d'oeuvres
- 🍷 Complimentary Valet Parking
- 🍷 VIP Reserved Seating (first two rows)
- 🍷 Musical entertainment, art display, silent auction, live auction
- 🍷 Goodie bag
- 🍷 Entrance to FFAP Wrap Party

\$ 80 VIP Silver Admission

- 🍷 VIP Meet & Greet with Designers/Artists/Musicians Pre-Show
- 🍷 Special Cocktails & Hors d'oeuvres
- 🍷 Complimentary Valet Parking
- 🍷 Musical entertainment, art display, silent auction, live auction
- 🍷 VIP Reserved Seating
- 🍷 Goodie bag
- 🍷 Entrance to FFAP Wrap Party

\$ 60 General Admission

- 🍷 Cocktails & light hors d'oeuvres
- 🍷 Complimentary Valet Parking
- 🍷 General Admission (standing room only)
- 🍷 Musical entertainment, art display, silent auction, live auction
- 🍷 Entrance to FFAP Wrap Party



2015 Fashion for a Passion Sponsor Levels

Cash Sponsorship Levels

SPONSOR BENEFIT	COUTURE \$1,000+	GLAMOROUS \$750	VOGUE \$500
VIP Reserved Silver Seating	4	2	1
Logo on pre-event slideshow	*	*	*
Logo on event posters and postcards	*	*	*
Logo on FFAP Step 'N Repeat board	*	*	*
Logo and link on website and Facebook	*	*	*
Before and after event public recognition and acknowledgement	*	*	*
Products & promotional materials in goodie bag	*	*	*

Contributing Sponsorship Opportunities

In addition to traditional sponsorship levels, we also offer the following unique sponsorship opportunities:

- **Presenting Designer Sponsor**
- **Press/Media Sponsor**
- **In-Kind Sponsor** - FFAP Catering, Modeling Agency, Lighting, Airline/Mileage, Hotel (sponsors are listed under the cash level appropriate with determined value)
- **Service Sponsor** FFAP Musical Performers, Exhibiting Artists, Photographers, Videographers, Make-up/Hair Artists
- **Auction/Raffle Sponsor** - Live Clothing Auction, Raffle Prizes, Silent Auction

SPONSOR BENEFIT	PRESENTING DESIGNER	PRESS/MEDIA	IN-KIND	SERVICE	AUCTION
VIP Reserved Silver Seating	2	2	Max 4*		
Logo on pre-event slideshow (grouped listing)	*	*	*	*	*
Official FFAP Event Sponsor with logo on event posters & postcards	*	*	*	*	
Logo with link on website & Facebook	Large	Large	Medium	Medium	Medium
Before and after event public recognition & acknowledgement	*	*	*	*	
Products & promotional materials in goodie bag	*	*	*	*	*

*VIP Silver and/or General Admission seats as available and dependent upon determined value of items.

THANK YOU TO OUR 2014 SPONSORS

Year-Round Sponsors

MUSEUM PARTNER



PRODUCER



Dr. & Mrs. Paul Cho

DIRECTOR



STAR



COMMUNITY PARTNERS



Fashion for a Passion Sponsors

COUTURE



GLAMOROUS



VOGUE



MEDIA



SERVICE



ATG BOARD, AMBASSADORS, ADVISORS



PRESIDENT/CO-FOUNDER
Tammy Nguyen Lee



VICE PRESIDENT
Renae Virata



CO-TREASURER
Ivone Nguyen



CO-TREASURER
Uyen Tran



**CO-DIRECTOR
FUNDRAISING**
Tien Truong



**CO-DIRECTOR
FUNDRAISING**
Anne Marie Gan



CO-DIRECTOR OUTREACH
Jennifer Devany



CO-DIRECTOR OUTREACH
Julianne Nguyen



**CO-DIRECTOR
PROGRAMMING/EVENTS**
Sharon Chan



**CO-DIRECTOR
PROGRAMMING/EVENTS**
Vivien Rosal



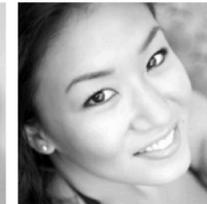
**CO-DIRECTOR
PROGRAMMING/EVENTS**
Teresa Vuong



**DIRECTOR
MARKETING AND PR**
Thy Bui



SOCIAL MEDIA CHAIR
Aivy Nguyen



AMBASSADOR
Ann Chao



AMBASSADOR
Elizabeth Dinh



AMBASSADOR
Annie Tran Ellis



AMBASSADOR
Liz Nguyen Ho



AMBASSADOR
Nikki Duong Koenig



AMBASSADOR
Thao La



AMBASSADOR
Hue Dao Miner



AMBASSADOR
Carol Nguyen



AMBASSADOR
Kate Nguyen



AMBASSADOR
Vi Phung



AMBASSADOR
Claudia Shelton



AMBASSADOR
Gauthami Vemula



**ADVISOR
ORPHANAGES - VIETNAM**
Aileen Nguyen



**ADVISOR
ORPHANAGES - THAILAND**
Jared Rehberg



**ADVISOR
ORPHANAGES -
CAMBODIA**
Thear Suzuki



**ADVISOR
ORPHANAGES - THE PHILIPPINES**
Stephen Tan



**ADVISOR
LOGISTICS**
Shirley Yu



CO-FOUNDER
George Lee

ATG SPONSORSHIP FORM

Thank you for supporting ATG Against the Grain Productions! We appreciate your sponsorship and look forward to a lasting partnership. In an effort to fully promote your organization, payment for sponsorship is due immediately upon receipt of the following completed contract. Again, thank you for your support!

STEP 1 – CONTACT INFORMATION

Primary Name _____ Title _____
Company _____ Preferred Sponsor Name _____
Street Address _____ City / State / Zip _____
Phone _____ Fax _____ Cell _____
Email _____ Website _____
Signature _____ Date _____

The person listed above understands and agrees to all policies and terms and conditions included in the ATG Against The Grain Sponsorship Packet, and hereby contracts with ATG Against The Grain Productions to sponsor at the level noted below.

STEP 2 – SELECT SPONSORSHIP LEVEL - (Please Check Box)

YEAR-ROUND Sponsorship Levels

- Producer (Year-round) - \$3,000+ (2 GS VIP Seats, 10 FFAP VIP Gold Reserved Seats)
- Director (Year-round) - \$2,000 (2 GS VIP Seats, 8 FFAP VIP Gold Reserved Seats)
- Star (Year-round) - \$1,500 (2 GS VIP Seats, 6 FFAP VIP Gold Reserved Seats)

“GROUNDBREAKERS SPEAK” Sponsorship Levels

- Leadership - \$1000+ (4 VIP Seats)
- Change - \$750 (2 VIP Seats)
- Learning - \$500 (1 VIP Seat)

“FASHION FOR A PASSION” Sponsorship Levels

- Couture - \$1000+ (4 VIP Silver Reserved Seats)
- Glamorous - \$750 (2 VIP Silver Reserved Seats)
- Vogue - \$500 (1 VIP Silver Reserved Seats)
- Presenting Designer - (2 VIP Silver Reserved Seats)
- Press / Media (Max of 2 VIP Silver Reserved Seats)
- In-Kind - FFAP Catering, Modeling Agency, Lighting, Airline/Mileage, Hotel Sponsorship, etc.
(Max of 4 VIP Silver Reserved Seats or General Admission Seats, as available and based on determined value)

In-Kind Sponsorship Description: _____

Estimated Fair Market Value: _____

- Service Provider - FFAP Musical Performers, Exhibiting Artists, Photographers, Videographers, Make-up / Hair Artists*
(No additional complimentary seats are provided due to limited space; *note: services donated are not tax-deductible)

Service Description: _____

- Live Auction / Raffle Prizes / Silent Auction (*no comp seats are provided due to limited space)

Product/Service Description: _____

Estimated Fair Market Value: _____

ATG SPONSORSHIP FORM

STEP 3 – SEATS / DONATION ADD-ONS

- Individual Groundbreakers Speak VIP Seats (____ x \$25/each = \$____)
- Individual Groundbreakers Speak General Admission Seats (____ x \$20/each = \$____) – Standing Room
- Individual FFAP VIP Gold Reserved Seating Seats (____ x \$110/each = \$____)
- Individual FFAP VIP Silver Reserved Seating Seats (____ x \$80/each = \$____)
- Individual FFAP General Admission Seats (____ x \$60/each = \$____) – Standing Room
- Additional Tax-Deductible Donation (\$____)

** Tickets will not be mailed. Your name/business will be on a list at Event Check-In. Please provide guest names as soon as possible. **

STEP 4 – REVIEW & SUBMIT THIS FORM

- Scan and email to Fundraising@AgainstTheGrainProductions.com

STEP 5 – PAYMENT & DELIVERY of LIVE AUCTION ITEMS / MATERIALS for GOODIE BAGS

- Please make check payable to “ATG Against The Grain Productions”
Payment for sponsorship is due immediately upon receipt of signed contract.

- Mail Check / Deliveries to:

ATG Against The Grain Productions, Inc.
3839 McKinney Ave, Ste. 155-231
Dallas, TX 75204

STEP 6 – SUBMIT COMPANY LOGO

- Please email a print optimized, high-resolution 300 dpi vector logo on white background file to:
Fundraising@AgainstTheGrainProductions.com

STEP 7 – DESIGNERS, MUSICIANS, ARTISTS

SUBMIT YOUR BIO, PHOTO, AND BRANDING LOGO

- Please email a print optimized, high-resolution 300 dpi vector logo on white background file
- Please submit ½ page bio, high res photo and Artistic Supplement Packet to:

Fundraising@AgainstTheGrainProductions.com



SPONSOR NOW
AGAINST THE GRAIN PRODUCTIONS
One Voice. Many Stories.

Thank you for supporting ATG Against The Grain Productions!
Donations are also accepted on our website at www.AgainstTheGrainProductions.com.