



# SPONSORSHIP OPPORTUNITIES



## AMERICAN COURAGE AWARDS

# 2022

FRIDAY  
OCTOBER 21, 2022

VIP Cocktail Reception (by invitation only)  
General Reception & Program

National Press Club

# ABOUT US

Rooted in the dreams of immigrants and inspired by the promise of opportunity, **Asian Americans Advancing Justice | AAJC** (Advancing Justice | AAJC) advocates for an America in which all Americans can benefit equally from, and contribute to, the American dream. Advancing Justice | AAJC is a national 501 (c)(3) nonprofit founded in 1991 in Washington, D.C. Our mission is to advance the civil and human rights for Asian Americans and to build and promote a fair and equitable society for all. Advancing Justice | AAJC is the voice for the Asian American community—the fastest-growing population in the U.S.—fighting for our civil rights through policy advocacy, education, and litigation. We serve to empower our communities by bringing local and national constituencies together and ensuring Asian Americans are able to participate fully in our democracy.

# WHAT WE DO

**STRENGTHEN ROOTS (Immigration & Immigrant Rights; Census & Data Collection; Research; Communications; Telecommunications, Technology & Media; Anti-Racial Profiling Project):** By strengthening and expanding federal immigration policies that promote family unification, equal treatment and due process in our immigration system, and integration of Asian immigrants; by ensuring an accurate reflection of Asian Americans within the American landscape in the decennial Census; by increasing the visibility and understanding of Asian Americans as an integral part of the fabric of America through research, communications, and media representation; by safeguarding civil rights in the digital space and promoting universal access to technology and telecommunications services for Asian Americans and other underserved communities; and by providing legal resources and policy advocacy against race-based targeting of immigrant Asian Americans for surveillance and prosecution by the U.S. government.

**PROMOTE EQUAL PROTECTION (Legal Advocacy; Anti-Hate Initiative; Education Advocacy):** By ensuring legal protections for Asian Americans and advance organizational policy goals through litigation, amicus briefs, and partnerships with other civil rights and advocacy organizations; by addressing hate incidents against Asian Americans through documentation, advocacy, and increasing visibility; and by working toward the inclusion of the history of Asian Americans in public education nationwide.

**BUILD POLITICAL POWER (Voting Rights; Community Engagement; Youth Engagement):** By increasing the voting power of the Asian American electorate and protecting equal access to the ballot box at local and national levels; by strengthening and expanding the capacity of local community-based organizations to advance and protect the rights of Asian Americans and other communities of color; and by strengthening and expanding student engagement in Asian American civil rights issues and national policy advocacy to advance and protect the rights of Asian Americans and other communities of color.





The American Courage Awards is an annual event hosted by Advancing Justice | AAJC, honoring individuals, groups, and corporations in recognition of their extraordinary courage or commitment to the cause of Asian American and Pacific Islander (AAPI) civil rights. Your generous support of the American Courage Awards serves to ensure the quality, continuance, and reach of our highly valuable programs to promote justice.

The American Courage Awards offers a meaningful opportunity for corporations, foundations, law firms, and community organizations to come together and show their support for strengthening the civil and human rights of the AAPI community.



# SPONSORSHIP LEVELS

## SOCIAL JUSTICE HERO \$100,000

- 18 tickets
- 8 tickets to VIP Cocktail Hour
- Speaking opportunity during program
- Verbal recognition from podium
- Photo opportunity with Honorees
- Full-page ad in program booklet
- Recognition on all event press releases, social media, website, event collateral, and program booklet
- Logo placement on screen

## DREAM BUILDER \$75,000

- 14 tickets
- 6 tickets to VIP Cocktail Hour
- Verbal recognition from podium
- Photo opportunity with Honorees
- Full-page ad in program booklet
- Logo recognition on website and listing in program booklet
- Logo placement on screen

## COMMUNITY CHAMPION \$50,000

- 10 tickets
- 4 tickets to VIP Cocktail Hour
- Full-page ad in program booklet
- Logo recognition on website and listing in program booklet
- Logo placement on screen

## PROTECTOR \$25,000

- 8 tickets
- 3 tickets to VIP Cocktail Hour
- Half-page ad in program booklet
- Listing on website and program booklet
- Listing on screen

## DEFENDER \$10,000

- 6 tickets
- 3 tickets to VIP Cocktail Hour
- Quarter-page ad in program booklet
- Listing on website and program booklet
- Listing on screen

## ADVOCATE \$5,000

- 4 tickets
- 2 tickets to VIP Cocktail Hour
- Quarter-page ad in program booklet
- Listing on website and program booklet
- Listing on screen

## ACTIVIST \$2,500

- 2 tickets
- 2 tickets to VIP Cocktail Hour
- Listing on website and program booklet
- Listing on screen

For non-profit organization rates, please contact us at [events@advancingjustice-aajc.org](mailto:events@advancingjustice-aajc.org)

# INDIVIDUAL TICKET PRICING

Premium Ticket (includes 1 ticket to VIP reception) .....	\$300
General Ticket .....	\$250
Non-Profit Ticket .....	\$200
Student Ticket .....	\$150

# INDIVIDUAL AD PRICING (COMMUNITY RATE)

To purchase an ad to congratulate honorees or to support Advancing Justice | AAJC, please refer to the pricings below:

Full-Page Black & White Ad .....	\$500
Half-Page Black & White Ad .....	\$350
Quarter-page Black & White Ad .....	\$175

# IN-KIND/UNDERWRITING DONATIONS

Advancing Justice | AAJC appreciates all forms of support including in-kind and underwriting. To inquire, please contact Gayle Yamada, VP of Development, at [gyamada@advancingjustice-aajc.org](mailto:gyamada@advancingjustice-aajc.org)

# IMPORTANT DATES

Deadline to submit logos & ads\* ..... **August 26, 2022**

\* Note: Please provide logos (per your sponsorship levels) in color; all ad copy/artwork in grayscale mode at 300 dpi. All fonts must be embedded within the PDF file. No crop marks or bleeds needed.

**FULL-PAGE**



7.5" x 7.5"

**HALF-PAGE**



7.5" x 3.5"

**QUARTER-PAGE**



3.5" x 3.5"

# CONTACT INFORMATION

Gayle Yamada, VP of Development  
[gyamada@advancingjustice-aajc.org](mailto:gyamada@advancingjustice-aajc.org)  
[www.advancingjustice-aajc.org](http://www.advancingjustice-aajc.org)

## SPONSORSHIP LEVELS

<input type="checkbox"/> Social Justice Hero .....	\$100,000
<input type="checkbox"/> Dream Builder .....	\$75,000
<input type="checkbox"/> Community Champion .....	\$50,000
<input type="checkbox"/> Protector .....	\$25,000
<input type="checkbox"/> Defender .....	\$10,000
<input type="checkbox"/> Advocate .....	\$5,000
<input type="checkbox"/> Activist .....	\$2,500

## INDIVIDUAL TICKET

<input type="checkbox"/> Premium Ticket .....	\$300
<input type="checkbox"/> General Ticket .....	\$250
<input type="checkbox"/> Non-Profit Ticket .....	\$200
<input type="checkbox"/> Student Ticket .....	\$150

## COMMUNITY RATE/INDIVIDUAL ADS

<input type="checkbox"/> Full-Page Black & White Ad .....	\$500
<input type="checkbox"/> Half-Page Black & White Ad .....	\$350
<input type="checkbox"/> Quarter-page Black & White Ad .....	\$175

## PAYMENT

Check Enclosed       Visa       Mastercard       Please Send Invoice

**TOTAL \$:** \_\_\_\_\_

Cardholder Name (as printed on card) \_\_\_\_\_

Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_ CVV \_\_\_\_\_

Billing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

## CONTACT INFORMATION

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Please make checks payable to Advancing Justice I AAJC, attn: Lucy Lee.

1620 L St., NW, Ste. 1050, Washington, D.C. 20036 | events@advancingjustice-aaajc.org

Advancing Justice I AAJC is a 501c3 organization under the IRS. Tax ID# 13-3619000.

Your contribution above the cost of the reception is tax-deductible to the fullest extent of the law.