

Re: ATG Sponsorship

January 25, 2010

Dear Community Supporter,



ATG Against The Grain Productions Inc. is a non-profit, 501(c)3 organization that was founded to produce films and media to promote awareness and unity of Asian American culture and to raise funds for international orphanages and needy children.

In the past year, we successfully released our first feature documentary, *Operation BabyLift: The Lost Children of Vietnam*, which screened at eight festivals and won two Audience Choice awards. We hosted two events, Fashion for a Passion and Cocktails for a Cause, which promoted emerging Asian American designers, musicians and photographers from the local community and across the country. As a result of these efforts, we raised more than \$5,000 to aid several needy orphanages in Vietnam. We are very proud of the accomplishments that we achieved with a dedicated and hardworking board, volunteers and the support of community sponsors.

We have an ambitious year ahead to broaden our reach. Our goal is launch our documentary to DVD and participate in community outreach screenings and events across the country. This Fall, we plan to host Fashion for a Passion and bring a truly multi-media experience spanning film, photography, fashion and food to our audience while highlighting emerging young design talents within our Asian American community. Past designers include Khanh Nguyen, Lizzi London and Aiden Vo (who have used the exposure to launch successful careers). For 2010, our annual goal is to raise a minimum of \$10,000 that will go towards assistance for orphanages, adoptee organizations, local needy charities and to create more artistic opportunities for Asian Americans.

As a sponsor, you will enjoy the benefits highlighted in this packet, as well as the association of a credible non-profit organization that attracts a diverse demographic of Asian and non-Asians, young professionals, family, philanthropists, musicians and artists from all walks of life. Your sponsorship will help support our endeavors in promoting emerging artistic voices in our community. You will also gain valuable exposure to our national database of over 1,000 supporters. We hope that we can count on you for your support.

Year-round and event sponsorship, ticket and donation information are included in this packet and also available online at [www.AgainstTheGrainProductions.com](http://www.AgainstTheGrainProductions.com). To become a year-round or event sponsor, please fill out and return the attached packet. All cash donations are tax-deductible.

Help us continue our mission of "One Voice. Many Stories." We appreciate your consideration and look forward to hearing from you. If you have any questions, please feel free to email me at [Tammy@thebabylift.com](mailto:Tammy@thebabylift.com).

With best regards,



President/Founder  
ATG Against the Grain Productions



ATG Against the Grain Productions is pleased to highlight special opportunities for your company to give and gain valuable exposure in the community through our outreach events, charity fundraisers and social marketing, while supporting a worthy cause. Please read through the following benefits and consider sponsoring us year-round.

## 2010 Year-Round Sponsorship Levels & Benefits

\* The following three levels will receive year-round exposure and benefits extending one calendar year \*

### Producer – \$1500+

- Twelve (12) Tickets to Fashion for a Passion with VIP seating
- Pre-Event Slide on PowerPoint
- Official Event Posters & Advertising – logo placement
- Lobby and Reception Signage
- Website – logo placement and link on high profile event and sponsor pages
- E-marketing – grouped logo in monthly e-newsletters
- Public Recognition and Acknowledgement – before and after the event
- DVD of *Operation Babylift: The Lost Children of Vietnam*

### Director – \$1000

- Eight (8) Tickets to Fashion for a Passion with VIP Seating
- Pre-Event Slide on PowerPoint
- Official Event Posters & Advertising – logo placement
- Lobby and Reception Signage
- Website – logo placement, and link on event and sponsor pages
- E-marketing – grouped logo in monthly e-newsletters
- Public Recognition and Acknowledgement–before and after event
- DVD of *Operation Babylift: The Lost Children of Vietnam*

### Star – \$750

- Six (6) Tickets to Fashion for a Passion with VIP Seating
- Pre-Event Slide on PowerPoint
- Official Event Posters & Advertising – logo placement
- Lobby and Reception Signage
- Website – logo placement, and link on event and sponsor pages
- E-marketing – grouped logo in monthly e-newsletters
- Public Recognition and Acknowledgement–before and after event
- DVD of *Operation Babylift: The Lost Children of Vietnam*

ATG Against the Grain Productions is pleased to host the 2<sup>nd</sup> Annual Fashion For A Passion. This year's spectacular multi-media "experience" will highlight at least 5 talented, emerging Asian American designers and take place on **Saturday, September 25<sup>th</sup>** at the fabulous **LandCo/7 Senses** in the Dallas Design District. Please read through the following benefits and consider sponsoring this special event.



## **2010 "Fashion for a Passion" Sponsorship Levels & Benefits**

### **Couture – \$500+**

- Four (4) Tickets to Fashion for a Passion with VIP seating
- Pre-Event Slide on PowerPoint – grouped listing
- Official Event Posters & Advertising – logo placement
- Lobby and Reception Signage
- Website–logo placement and link on high profile event pages
- Public Recognition and Acknowledgement–before and after the event

### **Glamorous – \$250**

- Two (2) Tickets to Fashion for a Passion with VIP seating
- Pre-Event Slide on PowerPoint – grouped listing
- Official Event Posters & Advertising – logo placement
- Lobby and Reception Signage
- Website – logo placement, and link on event page
- Public Recognition and Acknowledgement–before and after event

### **Vogue – \$150**

- One (1) Ticket to Fashion for a Passion
- Pre-Event Slide on PowerPoint – grouped listing
- Official Event Posters & Advertising – reduced logo placement
- Lobby and Reception Signage – listing only
- Website–reduced logo or listing, and link on event page
- Public Recognition and Acknowledgement–before and after event

### **In-Kind**

For limited exposure to our ATG audience, you may donate any of the following extras, which earns your company a linked logo listing on our website and a grouped listing in the Lobby and Reception Signage. (No tickets are issued)

- Door Prizes or Silent Auction Items

**Service/Media** (Marketing/pr related sponsorship benefits defined by the retail value of the service/item donated. A maximum of 2 admissions can be issued.)

- Media/Press
- Entertainment
- Event Photography
- Models
- Make-up/Hair
- Catering
- Other: \_\_\_\_\_



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 from when we receive the following completed contract.

**INSTRUCTIONS:** Please submit the following information to expedite and the process.

**STEP 1 – Contact Information**

Primary Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

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 level noted below.*

**STEP 2 – Select Sponsorship Level – Please Check Box**

- Producer (Year-round) - \$1500+
- Director (Year-round) - \$1000
- Star (Year-round) - \$750
- Couture (Fashion for a Passion only) - \$500
- Glamorous (Fashion for a Passion only) - \$250
- Vogue (Fashion for a Passion only) - \$150
- In – kind (Please describe) \_\_\_\_\_

**TICKETS/DONATION ADD ONS –**

- Individual Tickets ( \_\_\_\_ x \$40/each = \$ \_\_\_\_\_ )
- Tax Deductible Donation ( \$ \_\_\_\_\_ )

**STEP 3 – Submit Company Logo(s) and Company Information**

- A print optimized, high-resolution JPEG file of your logo, at least 300 dpi
- A short 3 sentence company description for future press releases
- Email company logo and company description to

**Fundraising@AgainstTheGrainProductions.com**

**STEP 4 – Make Payment**

- Mail a check to:  
ATG Against The Grain Productions  
3523 McKinney Avenue, Suite 231  
Dallas, TX 75204
- Mail Tickets or  Hold at Will Call

**STEP 5 – Submit This Form**

- Fax or email form to ATG at (866) 758-7124 or Fundraising@AgainstTheGrainProductions.com

Thank you again for supporting ATG Against The Grain Productions.