# Against The Grain Pr & ductions (ATG) 2012 Sponsorship



## **About Against The Grain Pr & ductions (ATG)**

ATG Against The Grain Productions, Inc. is a 501(c)(3) non-profit organization that was founded to produce media and events to promote awareness and unity of Asian American culture and to raise funds for international orphanages and children in need. In just a few short years, ATG has grown exponentially in scope, affecting change in our local and national community and inspiring others to act and lead. In 2009, we proudly released the awardwinning feature documentary, Operation Babylift: The Lost Children of Vietnam, which screened at more than twelve festivals, won two Audience Choice awards and continues to play worldwide. 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 \$1,000 Artistic Scholarships to two exemplary students and raised more than \$20,000 at Fashion for a Passion, which was attended by over 300 guests. For 2012, we have even more in store with increased campaigns and activities in our community, but we cannot achieve our goals without your support!

This year, we will expand our community outreach and activities, participating at additional cultural events and festivals. We will send over \$13,500 of aid to half a dozen orphanages in Vietnam and also Thailand, with potentially more added. We will help families right here in the United States, giving fifteen \$100 scholarships for young adoptees to attend culture camps, such as Vietnam Heritage Camp and Catalyst Culture Camp. In addition to our wildly successful Fashion for a Passion charity event, we plan to bring back Cocktails for a Cause, host an inspirational speaker and partner for more screenings of

Operation Babylift around the globe. In addition to our \$1.000 Artistic Scholarships, we will also give a newly dedicated \$5,000 Sunna Lee

Leadership Scholarship. Each year, we find ways to give back more and more. And we do it with your generous support. There are so many inspiring stories in our community, and ATG finds a way to celebrate them. One Voice. Many Stories.

Babylift:

WWW.THEBABYLIET.COM 





Photos: (1). Top: Official Operation Babylift screening poster. (2). Left: Orphanages ATG currently supports in Southeast Asia.

## **About Against The Grain Pr & ductions (ATG)**

Coming up on Saturday, October 13th, 2012, we will host our 4th Annual Fashion for a Passion charity event - a truly unique experience spanning film, arts, photography, fashion and culinary experiences. The event highlights and celebrates emerging young design talents within our Asian American community.

For 2012, our goal is to raise a minimum of \$20,000 that will go towards assistance for orphanages, organizations, local charities and ATG's goals to create more artistic opportunities for Asian Americans. Fashion for a Passion Designer Alum include rising star Nha Khanh, Texas Next Top Designer Finalist Ann Hoang, global icon Prashe, Daily Candy Winner Dolly Pearl, Sumie Tachibana, menswear designer Ninh Nguyen, bridal and evening gown brand Watters, Project Runway winner Chloe Dao and finalist Andy South, and many more.

As an ATG sponsor, you will enjoy the benefits highlighted in this packet, as well as the association with a credible nonprofit organization that attracts a diverse and prime demographic of Asian and non-Asians, young professionals, families, philanthropists, musicians and artists from all walks of life. This is a perfect opportunity to gain exposure for your organization and brand to a desirable diversified

ATG's FASHION FOR A **PASSION** fundraising event gets better every year. FFAP 2012 is set to be the most impressive yet!

audience. You can become a part of ATG's endeavors in promoting emerging artistic voices in our community!

Year-round and event sponsorships, ticket and donation information are included in this packet and also available online at www. Against The Grain Productions. com. To become a year-round or event sponsor, please fill out and return the attached packet. All cash donations are tax-deductible.

Please help us continue ATG's mission of "One Voice. Many Stories." We appreciate your consideration and look forward to hearing from you!





LEFT clockwise: (1). Against The Grain Informational Display Board with "What does Going Against The Grain mean to you?" tree; (2), 2010 Greater Dallas Asian American Chamber of Commerce Asian Festival (GDACC); (3). "What does Going Against The Grain mean to you?"



If you have any questions, please feel free to email me at Tammy@thebabylift.com.

With Best Regards,

Tammy hgreyen Lee

President & Founder ATG Against the Grain Productions A 501(c)(3) non-profit organization www.AgainstTheGrainProductions.com

## FASHION Fundraising Event Overview

Saturday, October 13th, 2012 (10.13.12) DATE:

**VENUE:** Dallas Contemporary Museum

> 161 Glass Street Dallas, Texas 75207

**EVENT TIMES:** Meet & Greet with Designers & Artists Cocktail

Reception (VIP Guests ONLY):

6:30 PM - 7:30 PM

General Admission & Event Reception:

7:30 PM - 8:30 PM

Fashion For A Passion Show:

8:30 PM

After-Party:

10:30 PM - 2:00 AM

#### TICKET COST:

#### \$100.00 VIP Gold Admission

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

#### \$ 75.00 VIP Silver Admission

- VIP Meet & Greet with Designers Pre-Show
- 8 Special Cocktails, Champagne & Hors d'oeuvres
- Complimentary Valet Parking
- Musical entertainment, art display, silent auction, live auction
- VIP Reserved Seating 8
- 8 Goodie bag
- Entrance to FFAP After-Party

#### \$50.00 General Admission

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

### dallas contemporary





ATG Against the Grain Productions is pleased to highlight special opportunities for your organization or business to give and gain valuable exposure in the community through ATG's outreach events, charity fundraisers and social marketing, while supporting a worthy cause. ALL Year-Round Sponsorship Levels receive exposure for the entire calendar year and benefits extending to one additional calendar year.

## 😂 PRODUCER SPONSOR

#### \$3,000+

- Ten (10) Tickets to Fashion for a Passion (FFAP) with VIP Gold Reserved Seating (first 2 rows), inclusive of:
  - VIP Meet & Greet with Designers & Artists Cocktail Reception
  - Special Cocktails, Champagne & Hors d'oeuvres
    - FFAP After-Party
- Pre-Event Recognition FFAP PowerPoint Slide
- Official FFAP Event Sponsor with Advertising on Posters & Postcards
- Logo placement on FFAP Step 'N' Repeat Board
- ATG Website Recognition: logo placement and link on high-profile FFAP Event and Year-Round Sponsor pages.
- Before and After Events Public Recognition and Acknowledgement
- Goodie Bags\*
- E-Marketing: grouped logo in ATG's 12 monthly e-newsletters to database of over 1,200 subscribers
- Naming Rights for ATG Artistic Scholarship (i.e. "brought to you by Your Company")
- Extra perks for Producer Sponsors of > \$3,000
- Additional tickets and marketing exposure at ATG hosted events (Cocktails for a Cause, Speaker, as available)

## 😂 DIRECTOR SPONSOR

#### \$2,000

- Eight (8) Tickets to Fashion for a Passion with VIP Gold Reserved Seating (first two rows), inclusive of:
  - VIP Meet & Greet with Designers & Artists Cocktail Reception
  - Special Cocktails, Champagne & Hors d'oeuvres
  - FFAP After-Party
- Pre-Event Recognition FFAP PowerPoint Slide
- Official FFAP Event Sponsor with Advertising on Posters & Postcards
- Logo placement on FFAP Step 'N' Repeat Board
- ATG Website Recognition: logo placement and link on high-profile FFAP Event and Year-Round Sponsor pages.
- Before and After Events Public Recognition and Acknowledgement
- E-Marketing: grouped logo in ATG's 6 monthly e-newsletters to database of over 1,200 subscribers
- Additional tickets for other ATG hosted events (Cocktails for a Cause, Speaker, as available)

### **STAR SPONSOR**

#### \$1,500

- Six (6) Tickets to Fashion for a Passion with VIP Gold Reserved Seating (first two rows), inclusive of:
  - VIP Meet & Greet with Designers & Artists Cocktail Reception
  - Special Cocktails, Champagne & Hors d'oeuvres
  - FFAP After-Party
- Pre-Event Recognition FFAP PowerPoint Slide
- Official FFAP Event Sponsor with Advertising on Posters & Postcards
- Logo placement on FFAP Step 'N' Repeat Board
- ATG Website Recognition: logo placement and link on high-profile FFAP Event and Year-Round Sponsor pages.
- Before and After Events Public Recognition and Acknowledgement
- Goodie bags\*
- E-Marketing: grouped logo in ATG's 3 monthly e-newsletters to database of over 1,200 subscribers
- Additional tickets for other ATG hosted events (Cocktails for a Cause, Speaker, as available)

\*All year-round sponsors will be given the opportunity for further exposure by including products and promotional materials in the goodie bags to be distributed to all VIP guests. Please let us know if you have products to be included and arrange for delivery to us.

## 'FASHION ℱℳ PASSI℅N" Sponsorship Levels & Benefits

ATG Against the Grain Productions is pleased to host the 4th Annual Fashion For A Passion. This year's spectacular multi-media experience will highlight talented, emerging and established Asian American designers, artists and musical performers and will take place on Saturday, October 13th, 2012 at the modern and chic Dallas Contemporary Museum in the Dallas Design District. Please review the following benefits, and consider sponsoring this special event!

## **COUTURE SPONSOR**

#### \$1000

- Four (4) Tickets to Fashion for a Passion with VIP Silver Reserved Seating, inclusive of:
  - VIP Meet & Greet with Designers & Artists Cocktail Reception
  - Special Cocktails, Champagne & Hors d'oeuvres
  - FFAP After-Party
- Pre-Event Recognition FFAP PowerPoint Slide (grouped listing)
- Official FFAP Event Sponsor with Advertising on Posters & Postcards
- ATG Website Recognition: logo placement and link on event page.
- Before and After Events Public Recognition and Acknowledgement
- Goodie bags\*



#### \$750

- Two (2) Tickets to Fashion for a Passion with VIP Silver Reserved Seating, inclusive of:
  - VIP Meet & Greet with Designers & Artists Cocktail Reception
  - Special Cocktails, Champagne & Hors d'oeuvres
  - FFAP After-Party
- Pre-Event Slide on FFAP PowerPoint (grouped listing)
- Official FFAP Event Sponsor with Advertising on Posters & Postcards
- ATG Website Recognition: logo placement and link on event page.
- Before and After Events Public Recognition and Acknowledgement
- Goodie bags\*



## **WOGUE SPONSOR**

#### \$500

- One (1) Ticket to Fashion for a Passion with VIP Silver Reserved Seating, inclusive of:
  - VIP Meet & Greet with Designers & Artists Cocktail Reception
  - Special Cocktails, Champagne & Hors d'oeuvres
  - FFAP After-Party
- Pre-Event Slide on FFAP PowerPoint (grouped listing)
- Official FFAP Event Sponsor with Advertising on Posters & Postcards
- ATG Website Recognition: reduced logo or listing and link on event page
- Before and After Events Public Recognition and Acknowledgement
- Goodie bags\*





<sup>\*</sup>All event sponsors will be given the opportunity for further exposure by including products and promotional materials in the goodie bags to be distributed to all VIP guests. Please let us know if you have products to be included and arrange for delivery to us.

## "FASHION F. A PASSIN" Sponsorship Levels & Benefits

## 🝪 PRESENTING DESIGNER SPONSOR

#### FFAP Runway Showcase Designers Sponsorship

- Two (2) Tickets to Fashion for a Passion with VIP Silver Reserved Seating
- Pre-Event Slide on FFAP PowerPoint (grouped listing)
- Official FFAP Event Sponsor with Advertising on Posters & Postcards
- ATG Website Recognition: logo placement and link on event page.
- Before and After Events Public Recognition and Acknowledgement
- Goodie bags\*



## 🝪 PRESS / MEDIA SPONSOR

#### FFAP Press & Media Sponsorship\*

- Two (2) Tickets to Fashion for a Passion with VIP Silver Reserved Seating
- Pre-Event Slide on FFAP PowerPoint (grouped listing)
- Official FFAP Event Sponsor with Advertising on Posters & Postcards
- ATG Website Recognition: logo placement and link on event page.
- Before and After Events Public Recognition and Acknowledgement

## 😂 IN-KIND SPONSOR

#### FFAP Catering, Modeling Agency, Airline/Mileage, Hotel Sponsorship

- Max of Two (2) Tickets to Fashion for a Passion (VIP Silver Reserved Seating or General Admission, as available)1\*
- Pre-Event Slide on FFAP PowerPoint
- Official FFAP Event Sponsor with Advertising on Posters & Postcards
- ATG Website Recognition: reduced logo or listing and link on event page
- Before and After Events Public Recognition and Acknowledgement



### **SERVICE PROVIDER SPONSOR**

FFAP Musical Performers, Exhibiting Artists, Photographers, Videographers, Make-up / Hair Artists Sponsorship\*

- Pre-Event Slide on FFAP PowerPoint
- Official FFAP Event Sponsor with Advertising on Posters & Postcards
- ATG Website Recognition: reduced logo or listing and link on event page
- Before and After Events Public Recognition and Acknowledgement
- Note: No comp. tickets are issued due to limited space.

### 😂 LIVE AUCTION SPONSOR

Live Clothing Auction/Door Prizes/Silent Auction Sponsorship\*

- Pre-Event Slide on PowerPoint grouped listing
- Website-reduced logo or listing and link on Event page
- Note: No comp. tickets are issued due to limited space.



\*All event sponsors will be given the opportunity for further exposure by including products and promotional materials in the goodie bags to be distributed to all VIP guests. Please let us know if you have products to be included and arrange for delivery to us.

Dependent upon the determined value of items.





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!

**INSTRUCTIONS:** Please fill out and submit the following information.

8	STEP 1 – CONTA	ACT INFORMATION				
	Primary Name		Title _			
	Company				<del></del>	
Preferred Sponsor Name to appear on Press & Recognition						
	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.					
6	STEP 2 - SELEC	T SPONSORSHIP LEV	EL - (Please Check B	Box)		
	<ul> <li>[ ] Producer (Year-round) - \$3,000+ (10 FFAP VIP Gold Reserved Seating tickets)</li> <li>[ ] Director (Year-round) - \$2,000 (8 FFAP VIP Gold Reserved Seating Tickets)</li> <li>[ ] Star (Year-round) - \$1,500 (6 FFAP VIP Gold Reserved Seating Tickets)</li> <li>* Year-Round Sponsors will also receive tickets to other ATG events throughout the year, as available *</li> <li>"FASHION FOR A PASSION" Sponsorship Levels</li> <li>[ ] Couture - \$1000 (4 VIP Silver Reserved Seating Tickets)</li> <li>[ ] Glamorous - \$700 (2 VIP Silver Reserved Seating Tickets)</li> <li>[ ] Vogue - \$500 (1 VIP Silver Reserved Seating Ticket)</li> <li>[ ] Presenting Designer - (2 VIP Silver Reserved Seating Tickets)</li> <li>[ ] Press / Media (Max of 2 VIP Silver Reserved Seating Tickets)</li> <li>[ ] In-Kind (FFAP Catering, Modeling Agency, Airline/Mileage, Hotel Sponsorship) (Max of 2 VIP Silver Reserved Seating or General Admission Tickets, as available)</li> <li>Please describe In-Kind Sponsorship:</li></ul>					
		stimated Fair Market Val				
	[ ] Sei	vice Provider (FFAP Mu	sical Performers, Exhi	— biting Artists, Photographers ckets are provided due to lim		
		ease describe Service P Note: Services donated a				
	[ ] Live	e Auction / Door Prizes /	Silent Auction (*no co	mp tickets are provided due	to limited space)	
	PI	ease describe product/s	ervice:			
	Es	stimated Fair Market Val	ue:	_		



\$	STEP 3 – TICKETS / DONATION ADD ONS  [ ] Individual VIP Gold Reserved Seating Tickets ( x \$100/each = \$)  [ ] Individual VIP Silver Reserved Seating Tickets ( x \$75/each = \$)  [ ] Individual General Admission Tickets ( x \$50/each = \$) – Standing Room Only  [ ] Additional Tax Deductible Donation (\$)  [ ] Hold at Will Call or [ ] Donate Tickets (Amount)  ** Tickets will not be mailed **
8	STEP 4 – REVIEW & SUBMIT THIS FORM  [ ] Fax or email form to (972) 394-7320 or 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 3523 McKinney Avenue Suite 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 to: [ ] Please submit bio and Artistic Supplement Packet to: Fundraising@AgainstTheGrainProductions.com



THANK YOU FOR SUPPORTING ATG Against The Grain Productions! Donations are also accepted on our website at <a href="https://www.AgainstTheGrainProductions.com">www.AgainstTheGrainProductions.com</a>. Click on menu **DONATE**.

## **About President & Founder Tammy Nguyen Lee**

Tammy Nguyen Lee is a passionate producer, filmmaker and actor who founded ATG with her family as a result



of her own experience as an American actor and filmmaker, fueled by the determination to give other Asian Americans a creative outlet, while raising awareness for Asian American issues and aid for worthy causes. A first generation Vietnamese American, she grew up bit unconventional by nature, dedicating her free time to honing her skills in the performing and fine arts. She attended gifted and talented schools, studied abroad in Paris and graduated with honors from Southern Methodist University's Meadows School of the Arts with a degree in Cinema and went on to receive a MFA from University of California – Los Angeles (UCLA's) elite Producers Program, where she became a twice-over Finalist in the Producers Guild sponsored UCLA Marketplace competition. For her work in the arts, she has received several

national scholarships and honors, including the Women In Film, Dallas College Scholarship and the Mickey Dude Diversity Fellowship. Her short films have screened at film festivals nationwide.

A passionate, creative and innovative leader, she has been an active advocate, volunteer and speaker as Miss Asian American Texas 1999-2001 and for such SMU groups as East Asian Student Association (President),

Program Council (Films Chair), Asian Council (Secretary) and non-profit community organizations like Wilkinson Center, AIDS Resource Center of Dallas, Deep Ellum Film Festival, Asian American Professionals of Dallas (PA2), Asian Professional Exchange (APEX) – Los Angeles, Monster Diversity Leadership Program, Asian American Leadership & Educational Conference (AALEC), The Vietnamese American Center of Greater Dallas and The Greater Dallas Asian American Chamber of Commerce. She previously served on the Women In Film.Dallas Board as Membership and Programs Co-Chair. She is a recipient of numerous scholarships and leadership honors, including the 2010 SMU Distinguished Alumni Emerging Leader Award.





Tammy produced/directed her first feature documentary, *Operation Babylift: The Lost Children of Vietnam*, an independent passion project that took nearly 5 years to produce and won the Audience Choice Award for Best Feature Film (2009 Vietnamese International Film Festival) and Documentary Audience Choice Award (2009 Philadelphia Asian American Film Festival). She worked at one of the largest production companies in the southwest, overseeing the development and marketing of a heavy slate of non-fiction television and documentary programs for major cable TV networks. She currently works as a Development Producer/Consultant.

What does going Against The Grain mean to you?

"Daring to go bravely in the direction that no one else has. Forging a unique path apart from where others have gone. Standing steadfast and passionately to one's own voice and beliefs."





## 2012 ATG Against The Grain Key Contacts



President/Founder Tammy Nguyen Lee Tammy@TheBabylift.com





**Directors of Community Outreach** Lily Yang or Jared Rehberg Outreach@AgainstTheGrainProductions.com





Directors of Marketing/Public Relations Nikki Duong Koenig or Annie Tran PR@AgainstTheGrainProductions.com



Director of Fundraising Patrick Su Fundraising@AgainstTheGrainProductions.com





Programming/Events Chairs Kandy Tran & Kim Nguyen RSVP@AgainstTheGrainProductions.com

Visit ATG at: www.AgainstTheGrainProductions.com







Scan with your smartphone's QR code reader app to visit our site

