



Against The Grain
productions

2016 SPONSORSHIP APPLICATION

ONE VOICE . MANY STORIES .

FROM OUR PRESIDENT & CO-FOUNDER



Thanks to the support of our generous sponsors, donors and community supporters, 2015 was another year for the record books at ATG!

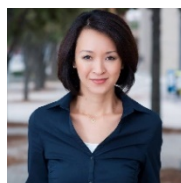
We cannot start the year without giving our sincerest thanks to all of you out there who have supported Against The Grain and our causes through your participation, attendance at our events, donations, sponsorship and volunteerism this past year. You have truly helped our organization grow and affect meaningful change in our community. Here are some highlights from 2015:

- Our #beCAUSE campaign continues to inspire others toward daily philanthropic thought, action and giving.
- In partnership with the National Association of Asian American Professionals, we brought our 4th Annual Groundbreakers Speak: A Conversation with Asian American Movers and Shakers to a national platform at the NAAAP National Convention, which included an amazing panel of award-winning, socially conscious and influential voices in the Asian American community to inspire, motivate and mentor our audience with their personal journeys of leadership and resilience.
- At our 7th Annual Fashion for a Passion, we showcased another talented group of Asian American designers, artists and performers to a full house of 450 guests and raised more than \$43,000 net, the most from this event to date, for our supported orphanages and underprivileged children, scholarship fund and community outreach programs.
- Throughout the year, we partnered with restaurants and retailers to creatively raise money for our various causes.

As active stewards, we:

- Gave nearly \$30,000 to our supported orphanages in Vietnam, Cambodia, The Philippines and Thailand, expanding our aid to include underprivileged children.
- Awarded \$10,000 in Artistic Leadership Scholarships to ten talented high school seniors, undergraduate and graduate students as well as \$1,000 in camp scholarships to ten young adoptees to attend culture/heritage camps across the country.
- Attended Vietnamese Heritage Camps as a team and participated in community festivals to increase unity and awareness of our causes and culture.
- Received an important \$5,000 grant at the end of 2015 from the Orchid Giving Circle and Dallas Women's Foundation to begin our next documentary that will uncover the sensitive subject of domestic violence against Asian women and children, bringing us back to our roots to produce compelling content that will share untold stories to educate and inspire.

The coming years will bring essential change to allow us to expand our reach nationally and globally while continuing our vision to do what ATG does best - to give and to inspire. On behalf of our wonderful board, I invite you to reflect on your own legacy of giving and send you thanks again for joining us on this journey to go Against The Grain.



With warmest regards,

Tammy Nguyen Lee

ABOUT AGAINST THE GRAIN PRODUCTIONS

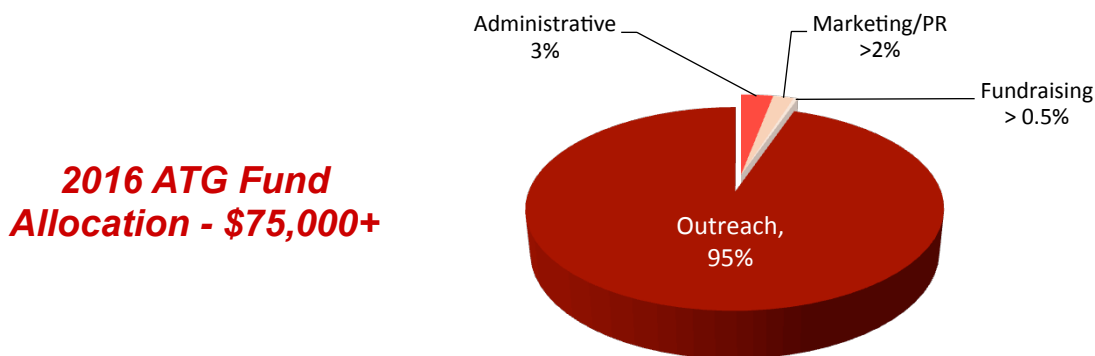
ATG Against The Grain Productions, Inc. functions as a traditional 501(c)(3) nonprofit...but with a twist. In the true spirit of its name, ATG finds **unconventional, innovative and entertaining ways** to promote leadership, positive identity, unity and artistry in the Asian American community; promote 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*, screening at over a dozen festivals and winning two 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 outreach events Groundbreakers Speak and Fashion for a Passion, provided \$18,000 in aid to 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**, we hosted our first-ever all-female panel at Groundbreakers Speak; raised more than \$35,000 net and hosted a record 450 guests at Fashion for a Passion; raised more than \$50,000 through our Dine for a Cause and shopping partners; gave nearly \$20,000 to orphanages in Vietnam and Cambodia; awarded an unprecedented ten artistic scholarships to high school, undergraduate and graduate students; and provided \$1,000 in Culture/Heritage Camp Scholarships to ten young adoptees across the country.
- **In 2015**, we had our best year to date in regards to fundraising, community outreach and aid to orphanages and underprivileged children, as described by our President on page 2.

LOOKING AHEAD TO 2016

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.

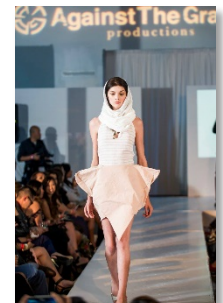
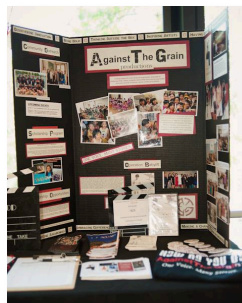


2016 YEAR-ROUND SPONSOR LEVELS

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 | * | * | * |



2016 GROUNDBREAKERS SPEAK SPONSOR LEVELS

ATG is excited to host the 5th Annual Groundbreakers Speak: A Conversation with Asian American Movers and Shakers in partnership with the National Association of Asian American Professionals (NAAAP) at their National Convention in Las Vegas. 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 13, 2016
VENUE: Caesar's Palace, Las Vegas, NV
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 | * | * | * |

2016 Fashion for a Passion Sponsor Levels

Our 8th 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, October 29, 2016

VENUE: sixty five hundred
6500 Cedar Springs Road, Suite 200
Dallas, TX 75235

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
10:00 PM – Midnight



SEATS:

\$125 VIP Gold Admission

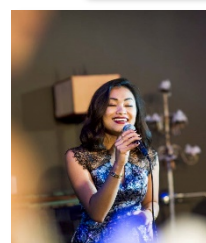
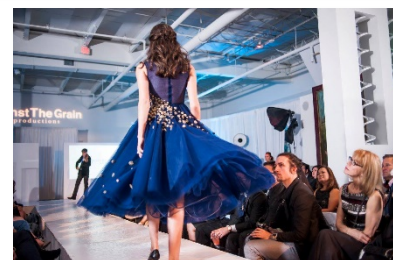
- 🍷 VIP Meet & Greet with Designers/Artists/Musicians Pre-Show
- 🍷 Special Cocktails & Hors d'oeuvres
- 🍷 Complimentary Valet Parking
- 🍷 VIP Reserved Seating (first two rows)
- 🍷 Musical entertainment, art display, silent auction, live auction
- 🍷 Goodie bag
- 🍷 Entrance to FFAP Wrap Party

\$100 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

\$65 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



2016 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.

2016 *LIGHT OF DAY* DOCUMENTARY SPONSOR LEVELS

Against The Grain will go back to the very roots that began its journey to becoming a nonprofit with its second documentary feature film project *Light of Day*. The film will give voice to the untold stories of domestic violence against Asian women and children by exploring and exposing a complex and emotionally heavy topic that silently affects many in the Asian community. Through *Light of Day*, ATG hopes to bring awareness to the unique issues facing women of Asian origin and be a tool for outreach and awareness.

Against The Grain's latest film project comes exactly a decade after Tammy Nguyen Lee's internationally acclaimed and award-winning documentary, *Operation Babylift: The Lost Children of Vietnam*, a documentary film that followed the journey and compelling stories of orphans that were airlifted to the United States from post-war Vietnam 1975.

Production for *Light of Day* will begin in 2016 with research, development and filming in order to produce a preliminary trailer that will build publicity around the project and kick start additional fundraising. Stories will be collected first from the local Dallas community and additional funding from the film given to specific programs and organizations that actively impact Asian and Asian American domestic violence victims in the area. A hallmark of ATG's mission, several artistic collaborations with Asian American artists and musical performers are also planned for the project.

In December 2015, ATG earned a \$5,000 grant from the Dallas Women's Foundation's Orchid Giving Circle to kick start the project. Additional funding will support production and development of the project.



THANK YOU TO OUR 2015 SPONSORS

Year-Round Sponsors

PRODUCER



DIRECTOR



STAR



MUSEUM PARTNER



COMMUNITY PARTNERS



2015 Fashion for a Passion Sponsors

COUTURE



GLAMOROUS



VOGUE

MEDIA



SERVICE



VENUE



ATG BOARD, AMBASSADORS, ADVISORS



PRESIDENT/CO-FOUNDER
Tammy Nguyen Lee



CO-DIRECTOR OUTREACH
Julianne Nguyen



DIRECTOR FUNDRAISING
Thanh Ho



CO-DIRECTOR
PROGRAMMING/EVENTS
Sharon Chan



CO-DIRECTOR
PROGRAMMING/EVENTS
Jennifer Devany



DIRECTOR
MARKETING & PR
Renae Virata



SOCIAL MEDIA CO-CHAIR
Aivy Nguyen



SOCIAL MEDIA CO-CHAIR
Bianca Nguyen



AMBASSADOR
(TREASURER)
Uyen Tran Chew



AMBASSADOR
(TREASURER)
Ivone Vu



AMBASSADOR
(OUTREACH)
Nikki Duong Koenig



AMBASSADOR
(OUTREACH)
Tien Truong



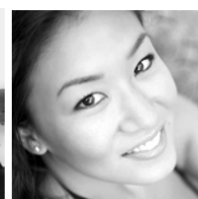
AMBASSADOR
(OUTREACH)
Gauthami Vemula



AMBASSADOR
(PROGRAMMING/EVENTS)
Liz Nguyen Ho



AMBASSADOR
(PROGRAMMING/EVENTS)
Vivien Rosal



AMBASSADOR
Ann Chao Shue



AMBASSADOR
(GRAPHIC DESIGN)
Carol Nguyen



CO-FOUNDER & ADVISOR
(AID – VIETNAM)
Aileen Nguyen



ADVISOR
(AID – THAILAND)
Lisa Tran



ADVISOR
(AID – CAMBODIA &
LEADERSHIP DEVELOPMENT)
Thear Suzuki



ADVISOR
(AID - THE PHILIPPINES)
Stephen Tan



ADVISOR
(ADOPTEE RELATIONS)
Jared Rehberg



ADVISOR EX-OFFICIO
Shirley Yu



CO-FOUNDER &
ADVISOR EX-OFFICIO
George Lee

2016 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 FFAP VIP Gold Reserved Seating Seats (____ x \$125/each = \$____)
- ☐ Individual FFAP VIP Silver Reserved Seating Seats (____ x \$100/each = \$____)
- ☐ Individual FFAP General Admission Seats (____ x \$65/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.