

# SOWING AGENCY

## Seeding the Future for Environmental Justice

Friday, April 30 - Sunday, May 23, 2021

SOMArts Cultural Center, Main Gallery

Join the [Asian American Women Artists Association](#) (AAWAA) and the [Asian Pacific Islander Cultural Center](#) (APICC) as an exhibition sponsor for *Sowing Agency*. Committing to a sponsorship is a powerful way to have your company contribute to advancing racial and gender equity while addressing environmental concerns through the arts with the opportunity to feature your title and brand in a number of ways.

According to a poll conducted by Center for Information & Research on Civic Learning and Engagement (CIRCLE) leading up to the 2020 elections, Asian American youth were most likely to select the environment and climate change as an issue of top priority with 45% including it in their top three next to racism and healthcare access. This priority of concern is exacerbated with the impact the pandemic has had on working class neighborhoods of color living in polluted conditions and on the millions experiencing mass displacement due to climate change across the globe. Many of the issues we face in today's planetary crisis were created by the same systems that exploit people of color, and are further compounded by gender based oppression.

*Sowing Agency* is inspired by the fight for environmental justice, activating our Asian Pacific Islander communities to engage in the issues of today's climate crisis. With a number of artistic disciplines represented, the pieces featured in the show work to realign our relationships with the Earth through introspection and collective leadership. The exhibition's broad coalition of community partners amplifies calls for increased action to challenge extractive industries, monocultures, corporate greed and colonization. Weaving local and global climate resistance into our cultural consciousness, *Sowing Agency* is a visual and poetic address to the grief and resiliency rooted in "seeding the future."

## EVENT DATES

### VIP Curator Preview\*

Thursday, April 29, 2021, 4pm

### Opening/USAAF Kick-off

Friday, April 30, 6pm

### Panel & Workshop Event in Partnership with Asian Art Museum

Saturday, May 15, 4pm

### Closing Reception

Sunday, May 23, 2pm

## VIP CURATOR PREVIEW\*

The VIP Curator Preview provides exclusive access to up to 10 of your company's guests, complete with a guided tour led by the curators and exhibition team for the show.

<b>SPONSOR BENEFITS</b>	<b>Visionary (\$2000)</b>	<b>Presenting (\$1000)</b>	<b>Leader (\$500)</b>	<b>Supporter (\$300)</b>	<b>Seed Sower (\$150)</b>
Name and/or Logo Recognition <ul style="list-style-type: none"> <li>• Website (exhibition page)</li> <li>• Catalog</li> <li>• Exhibition Signage</li> </ul>	✓	✓	✓	✓	✓
Verbal Recognition at all Live Programs	✓	✓	✓	✓	✓
<b>VIP Curator Preview Tickets</b> <i>Thursday, April 29 at 4pm</i>	10	5	3	2	1
Limited Edition Copy of Printed Exhibition Catalog	1	1	1	1	1
<b>Promotion</b> <ul style="list-style-type: none"> <li>• Social Media Recognition</li> <li>• Acknowledgment on AAWAA Newsletter</li> <li>• Logo at the end of each recorded video of public programs, uploaded with links to your company in the description</li> <li>• Your brochures/postcards on marketing table at exhibition</li> </ul>	✓	✓	✓		
30 second pre-recorded ad spotlight at the beginning of the Exhibition Opening/Festival Kick-off	✓	✓			

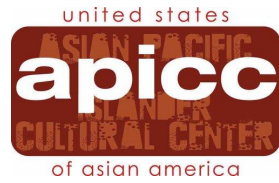
## VISIBILITY

The *Sowing Agency* exhibition dovetails with the United States of Asian America Festival as its kick-off event. This provides your company an additional cross-marketing opportunity, increasing your company’s visibility through the audiences cultivated by the Asian Pacific Islander Cultural Center (APICC), an organization that has been a fixture for community arts and expression in the Asian and Asian American arts community for over 25 years.

AAWAA and APICC together have a potential engagement of 7,200+ followers on Facebook, Twitter and Instagram, 2,100 newsletter subscribers and a 15,000+ reach with community support. AAWAA.net also receives over 2000 average website views per month with visitors arriving at the site nationally and internationally. The *Sowing Agency* catalog will be accessible to the public, academics, researchers and students exploring artists who work with issues of social and environmental justice. With this collectible educational resource, audiences have the opportunity to learn about your company for years to come.

We know your company would be a great fit for this opportunity and hope you feel the same! Please reach out to Managing Director, Diana Li, at [diana@aawaa.net](mailto:diana@aawaa.net) to register as a sponsor or start a conversation to plan a more specific partnership. Thank you for your time and consideration.

## PRESENTATION PARTNERS



## COMMUNITY PARTNERS



## FUNDED IN PART BY

