HIV | EQUALITY | RIGHTS

HERO AWARDS

2020 HERO Awards
SPONSORSHIP PROPOSAL
Come... Celebrate in style!
“Everyday heroes from right across the Asia Pacific region are doing extraordinary work in their local communities to help improve the lives of others.

The HERO Awards provide a wonderful opportunity in the lead up to World AIDS Day and International Human Rights Day to shine a light on some of these community champions as well as the issues to which they’re responding.

I am very honoured to be a part of APCOM’s HERO Awards this year to highlight issues at the regional level that the struggle is not over, and the communities need the support now more than ever in particular for their sustainability.”

HERO Awards 2019’s Co-Host
Pia Wurtzbach
2015 Miss Universe and UNAIDS Goodwill Ambassador for Asia and the Pacific
I’m delighted that the Netherlands Embassy in Bangkok was able to host this year’s HERO Awards at the residence. These prestigious Awards shine a light on the extraordinary work done by everyday heroes across the Asia Pacific region in their local communities to improve the lives of others.

World AIDS Day and International Human Rights Day provide a valuable opportunity to show how the remarkable people and organisations we are rewarding can bring people together to make a difference and inspire others.

Congratulations to all the award recipients and their fellow finalists. And congratulations to APCOM for providing such an important platform for highlighting LGBTI and HIV issues in Asia Pacific.”
The Asia and Pacific regions have lagged behind others in advancing the human rights of LGBTIQA+ people.

But a big wave of reform in laws and attitudes is now beginning.

The change agents are heroes of our time.

The Moon landing 50 years ago forced even the reluctant to see the comparatively small size, unity and beauty of our Planet Earth.

APCOM Heroes work tirelessly to enhance unity around the beauty of loving one another.”
APCOM’s HERO Awards
SPONSORSHIP PROPOSAL

WHAT:

Standing for HIV, Equality and Rights, the HERO Awards is an annual gala event in Bangkok which acknowledges outstanding HIV and LGBTIQ advocates and allies from across Asia and the Pacific.

The HERO Awards also raises money for the HIV and human rights work of APCOM Foundation, a leading Asia Pacific HIV and LGBTIQ community network based in Bangkok, and cover 35 countries in the region.

WHERE:

Date: Friday 27 November 2020, in Bangkok, Thailand (5 days conference which end by the HERO Awards event)

Venue: TBD

WHO:

300+ guests will honour 10 award recipients selected by a panel of judges from a short list of community generated nominations

WHY:

Sponsorship of the HERO Awards will provide a unique and valuable opportunity that demonstrates support for diversity and social inclusion as well as efforts to fight HIV and LGBTIQ rights in Thailand and across the Asia Pacific region and maintain a high profile for your organisation and your services.

WWW.HEROAWARDS.ASIA
APCOM is a Bangkok based NGO, consisting of over 200 community organizations across 35 countries in Asia Pacific region. Our primary focus is to improve the health and human rights of LGBTIQ people across the Asia Pacific.

We work in partnership with civil society groups, government agencies, diplomatic missions, international organisations and the private sectors.

APCOM also focuses on improving relevant human and legal rights across the region as discrimination, stigma, criminalisation and exclusion impact on the health outcomes of the communities we serve.

Designed to guide APCOM’s work through 2020, the framework is multifaceted and anchored around three themes:

1. **HIV Is Not Over:**
   Strengthening the HIV response for gay men and other men who have sex with men

2. **Our Rights:**
   Protecting gay men, other men who have sex with men and SOGIESC people

3. **Our Strength:**
   Stronger interlinked communities and broader partner networks

**Interact with us:**

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APCOM Foundation's Projects:
What is happening at HERO Awards

Representatives - from the embassies in Bangkok
Sponsorship Benefits

JOINING HERO AWARDS as a PARTNER is a unique opportunity to gain community recognition and

"A unique opportunity to position your organisation as a key partner/influencer with a prestigious event with significant regional and international engagement across the HIV and LGBTIQ community."

"Significant goodwill for your organisation among the Asia-Pacific HIV and LGBTI community by supporting a major regional event for the communities they serve."

APCOM

Website (2019): 78,290 visitors
Facebook: 10,647 Likes
Twitter: 3,990 Followers 3,804 Impressions

- Recognition as an event partner within all promotional materials associated with the event including print, online and social media.
- Organisation’s logo to be prominently placed on all promotional materials associated with the event.
- Organisation’s logo to be on all invitations, tickets and newsletter.
- Organisation’s promotional video can be shared on APCOM & testBKK social media.
- An opportunity to erect organisational signage at the event.
- Recognition of your organisation as an event partner in all relevant APCOM communications distributed prior and during the event.
- Recognition as a partner of the event by relevant APCOM spokespeople at the event.

testBKK

Website (2019): 524,119 visitors
Facebook: 71,802 Likes
Twitter: 1,600 Followers 338,600 Impressions
Sponsorship Opportunities

**BECOME OUR PARTNER**
at the HERO Awards event:

**GET VISIBILITY**
Choose from a range of sponsorship packages designed to raise your profile.

**REACH YOUR TARGET AUDIENCE**
Expose your organisation to an international visitors and partners.

**INCREASE YOUR EXPOSURE TO DECISION MAKERS**
Position your organisation as a leader of LGBTIQ - Human rights awareness and strengthen your brand.

An exciting range of sponsorship opportunities has been developed to ensure a good return on investment for all sponsors. Sponsorship packages have been designed to suit a range of budgets. **Early confirmation of your Summit sponsorship will ensure an even higher level of exposure.**

All partners are recognised on official event website, the event e-publication, and on event signage on-site.
BECOME OUR PRINCIPAL PARTNER

US$ 15,000 or THB 450,000

Pre-Event
- Sponsor’s profile/identification (logo) on Poster/Banner
  - On print materials
  - Online platform on APCOM & testBKK social media
- Logo on official event website with hyperlink to your organisation website
- Logo on APCOM website with hyperlink to your organisation website
- Newsletter (Direct Email) to 8,000+ addresses
- Logo on event promoting video clip

During-Event
- Official introduction & recognition at the opening & closing of the event
- Display logo during the ceremony (entrance)
- Display logo during the ceremony (stage)
- Complimentary exhibition space in the venue
- Significant opportunities for organisational representatives to be involved as judges/speakers/ award presenter
- Presentation rights for top award
- 7 complimentary passes to the awards ceremony
- 7 complimentary passes to the after party

Post-Event
- Post-event’s Newsletter (Direct Email) to 8,000+ addresses
- Logo on the event highlight video clip
- Thank you banner on online platform of APCOM & testBKK social medias
- Certificate of appreciation
- Sponsor logo on APCOM Channel as a main supporter for the project
BECOME OUR MAJOR PARTNER
US$ 10,000 or THB 300,000

Pre-Event
- Partner’s profile/identification (logo) on Poster/Banner
  - On print materials
  - Online platform on APCOM & testBKK social media
- Logo on official event website with hyperlink to your organisation website
- Logo on APCOM website with hyperlink to your organisation website
- Newsletter (Direct Email) to 8,000+ addresses
- Logo on event promoting video clip

During-Event
- Display logo during the ceremony (entrance)
- Display logo during the ceremony (stage)
- Complimentary exhibition space in the venue
- Significant opportunities for organisational representatives to be involved as award presenter
- 5 complimentary passes to the awards ceremony
- 5 complimentary passes to the after party

Post-Event
- Post-event’s Newsletter (Direct Email) to 8,000+ addresses
- Logo on the event highlight video clip
- Thank you banner on online platform of APCOM & testBKK social medias
- Certificate of appreciation
- Sponsor logo on APCOM Channel as a main supporter for the project
BECOME OUR SUPPORTING PARTNER
US$ 5,000 or THB 150,000

Pre-Event
- Partner’s profile/identification (logo) on Poster/Banner
  - On print materials
  - Online platform on APCOM & testBKK social media
- Logo on official event website
- Logo on APCOM website
- Newsletter (Direct Email) to 8,000+ addresses
- Logo on event promoting video clip

During-Event
- Display logo during the ceremony (stage)
- Complimentary exhibition space in the venue
- Presentation rights for award
- 3 complimentary passes to the awards ceremony
- 3 complimentary passes to the after party

Post-Event
- Post-event’s Newsletter (Direct Email) to 8,000+ addresses
- Logo on the event highlight video clip
- Thank you banner on online platform of APCOM & testBKK social medias
- Certificate of appreciation
- Sponsor logo on APCOM Channel as a main supporter for the project
Promotional Channels

APCOM marketing and communication channels
- Websites, 8,000 direct emails, Facebook, Twitter, YouTube.
- Over 150,000 subscribers/friends/followers/visitors across Asia Pacific region (APCOM community partners & their social media)
- Over 200 community organisations in 35 countries across the region, all with their own marketing and communication channels
- APCOM Channel, the HUB for LGBTI

Media coverage
- Content shared with selected LGBTIQ influencers, mainstream media and HIV/health media both regionally and internationally
- Event advertising and marketing collateral
- Print, online and social media Event signage
- Banners, screens, organisational merchandise
- Media Partners such as Voice TV, TQPR, FB Thailand, Echo (Thailand) and more, 300,000+ followers on social media

Event signage
- Banners, screens, organisational merchandise
-
HERO Awards 2017’s awards winners at King Power’s Pullman Hotel, Bangkok

HERO Awards 2018’s awards winners at the British Embassy, Bangkok

HERO Awards 2019’s awards winners at the Netherlands Embassy, Bangkok
EVERY GIFT, MAKES A DIFFERENT

Commitment Form

HOW WOULD YOU LIKE TO SUPPORT THE EVENT?

No matter who you are, how big your organisation, how small your agency, there’s always room for you to contribute and be a part of the community.

WWW.HEROAWARDS.ASIA/SPONSORSHIP

Feel free to talk with us:

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www.apcom.org
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“On behalf of APCOM Foundation, we want to thank you for supporting a world where people of diverse sexual orientation, gender identity, gender expression and sex characteristics can fully participate in and achieve sustainable development in all aspects of their health, rights and wellbeing.”

Midnight Poonkasetwattana
Executive Director, APCOM Foundation