

# BESPOKE SPONSORSHIP OPPORTUNITIES

2024



Asian & Pacific  
Islander Americans  
in Historic Preservation

Chinatown, Manhattan, NY





Little Tokyo, Los Angeles, CA

## ABOUT APIAHIP *(ay-pee-eye-ay-hip)*

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### **Asian & Pacific Islander Americans in Historic Preservation**

**(APIAHIP)** was formed in 2007 when leaders practicing place-based heritage conservation noticed a lack of APIA representation at state and national convenings in the field, reflecting the disproportionate participation APIA communities in preserving the places that matter to them at large.

By June 2010, the founding members organized the first National APIA Historic Preservation FORUM in San Francisco, bringing together for the first time APIAs across the United States and its territories to share various issues and approaches to recognize, preserve, and celebrate the places that best tell the stories of not only our diaspora but also our shared heritage. Among a host of ongoing and emerging initiatives, FORUM continues to serve as APIAHIP's flagship effort to achieve our mission: **To protect historic places and cultural resources significant to Asian and Pacific Islander Americans.**

*In 2023, funding from the Mellon Foundation allowed APIAHIP to hire its first three staff members, increasing capacity for programming and events and setting the stage for long-term growth.*



# OUR REACH

**APIAHIP** is a *growing* multi-generational, pan-ethnic, and interdisciplinary community sharing the common goal of elevating Asian and Pacific Islander American history and heritage through a place-based ethic.



Little Saigon, Seattle, WA

## SOCIAL MEDIA

**1500+** followers across Facebook, Instagram, LinkedIn, & TikTok are reached daily.

## WEBSITE

**1600+** pageviews & **600+** unique visitors on our website *apiahip.org* reached monthly.

## NEWSLETTER

**750+** subscribers are reached monthly.

## PROGRAMS & EVENTS

1000+ in-person & virtual participants are reached annually, averaging one event per month.

## NATIONAL FORUM

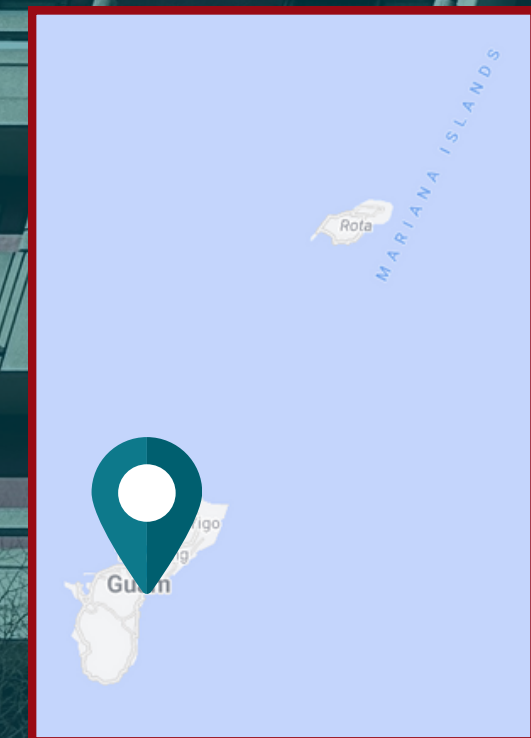
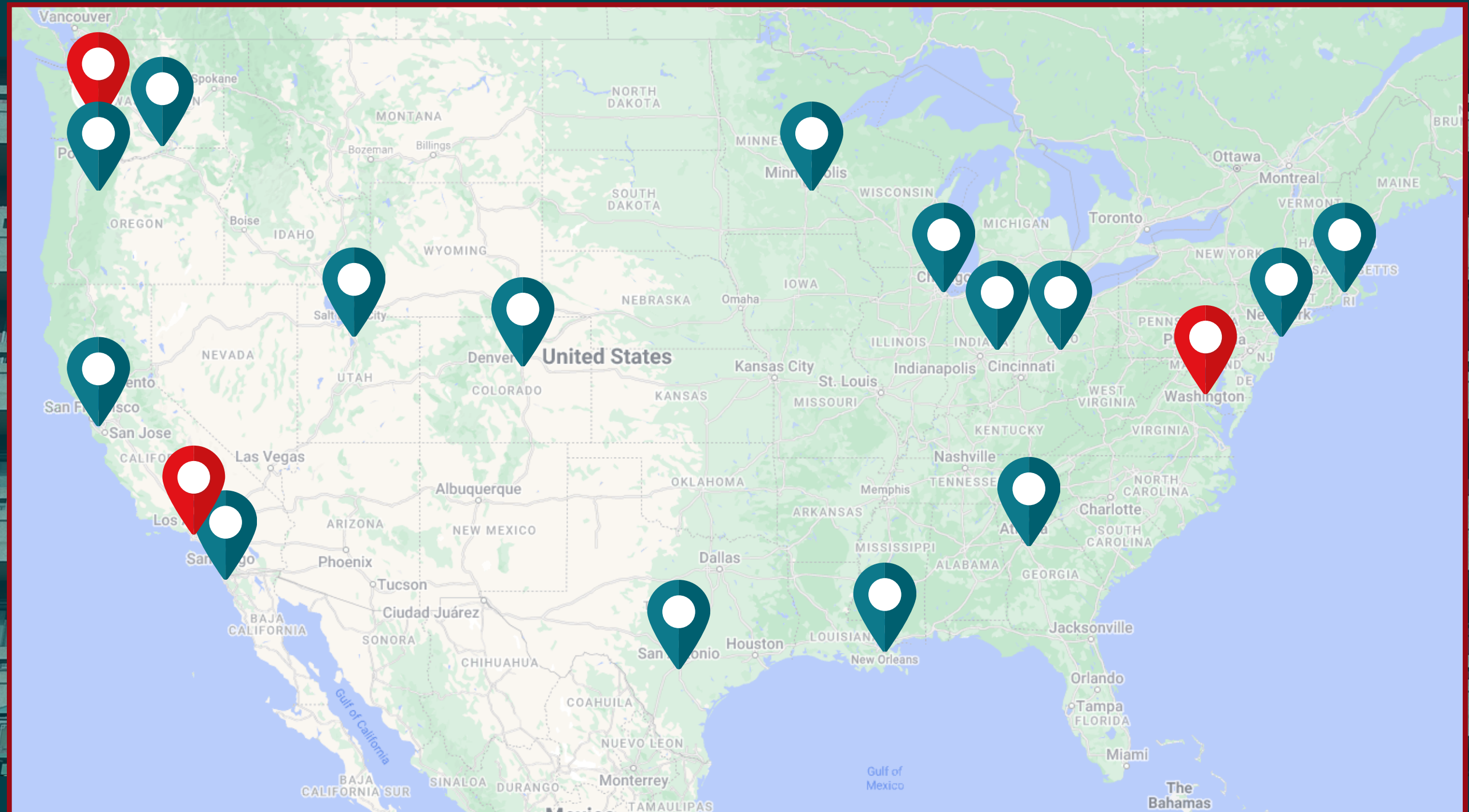
Over **200** attendees from around the country and territories reached biannually.

Next Forum: **Seattle, Sept. 12-15, 2024**



# OUR IN-PERSON PRESENCE

**APIAHiP** is a fully remote national nonprofit organization with a consistent board and staff presence in **WA**, **CA**, and **DC** with events or convenings already completed or planned in over 18 cities and the US territory of Guam by 2025.



Chinatown, Washington, D.C.



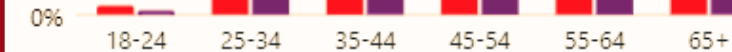
# OUR ONLINE FOLLOWING

- majority women
- mostly between ages 25-54
- live in metropolitan areas on the coasts

Age & gender ⓘ



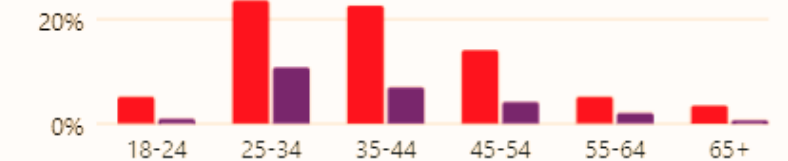
63% Women  
37% Men



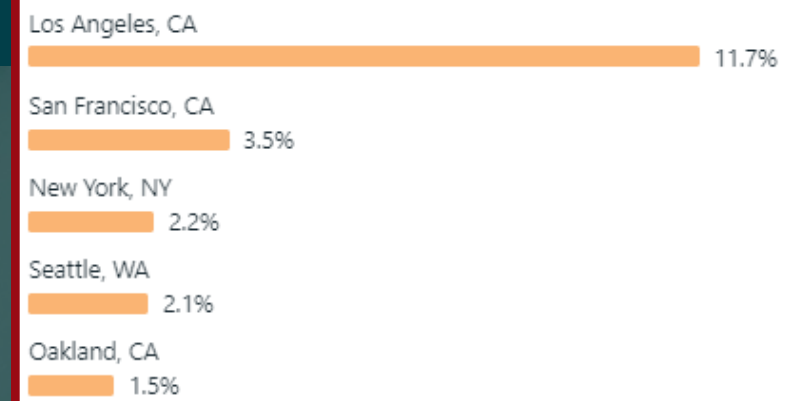
Age & gender ⓘ



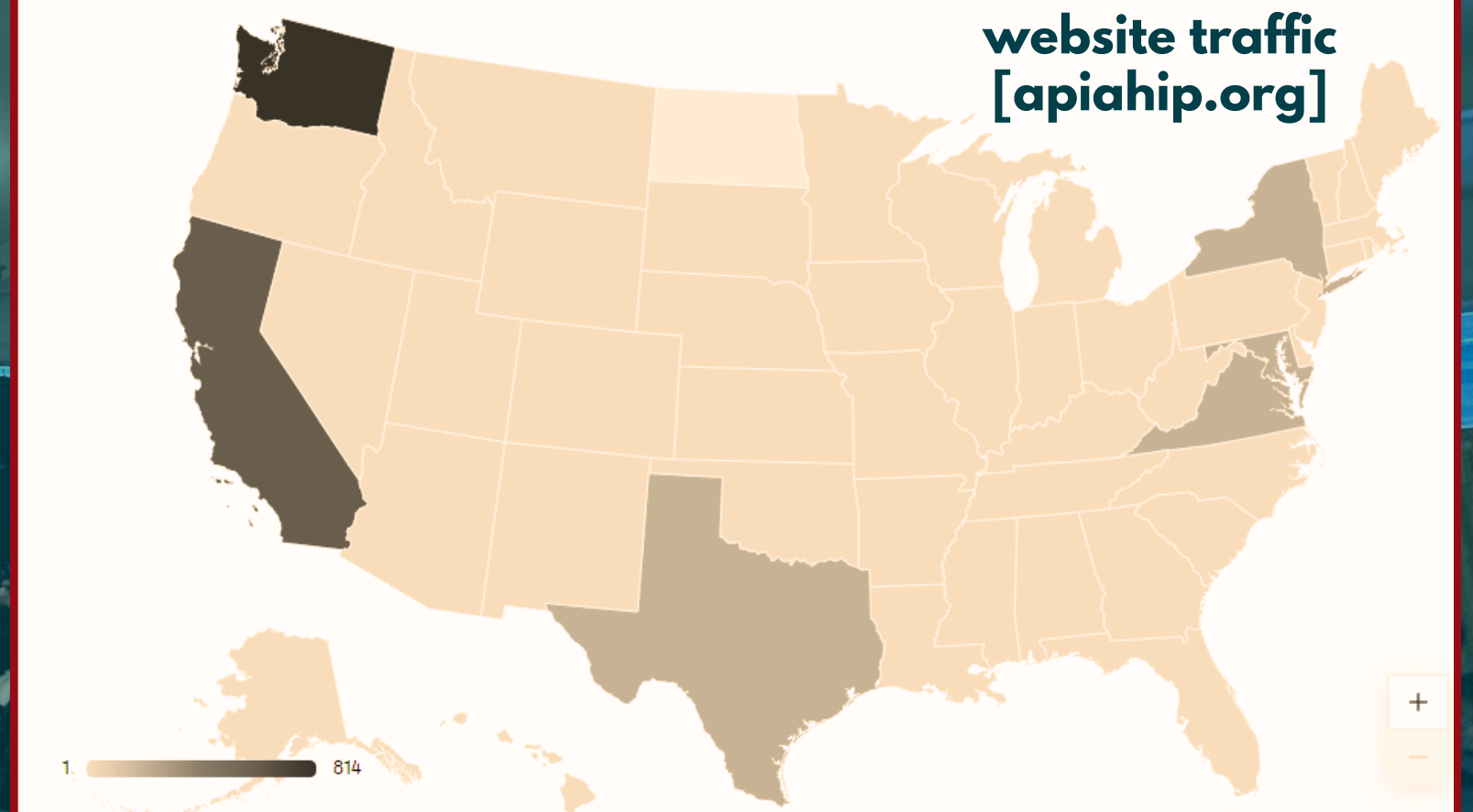
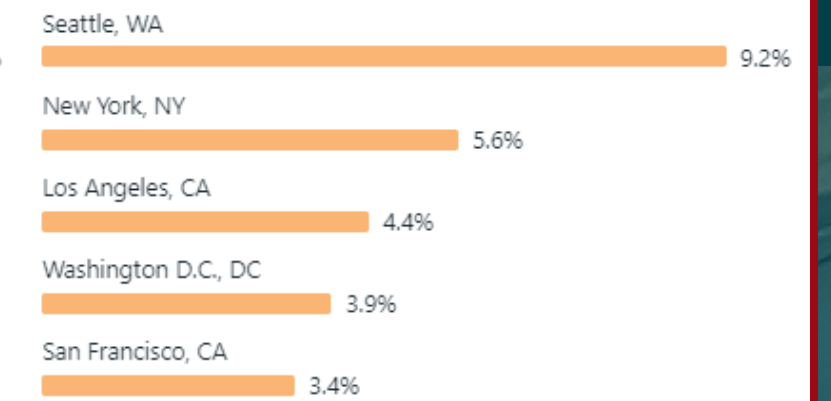
75% Women  
25% Men



Top cities



Top cities



Chinatown International District, Seattle, WA



# OUR CORE AUDIENCE

Cares deeply about a wide range of topics including:

- **Built Environment:** Architecture, urbanism, housing, and public spaces  
*Over 500k architects, civil engineers, and urban planners in the US ([BLS](#))*
- **Cultural:** Heritage, museums, and arts  
*76% of all U.S. leisure travelers participate in cultural or heritage activities such as visiting museums and historic sites ([AAM](#))*
- **Social Needs:** Community, equity, advocacy, and climate  
*6 in 10 Americans participate in a community group or organization ([Pew](#))*

reading outdoors wellness environment books  
media health music diversity photography  
parks volunteering architecture crafts  
sports art spaces  
sites heritage culture historic shops  
literature research digital film design  
fashion community urbanism networking  
national events agriculture history traveling  
scholarship museums equity food  
housing writing inclusion green education  
sustainability climate language technology local  
social entrepreneurship



Bob Hope Theatre, Stockton, CA



# UPPER LIMITS OF OUR REACH ▶ YOUR POTENTIAL AUDIENCE

- **25.7 million** Americans identify as **Asian / Pacific Islanders**, making 7.6% of the total US population (US Census 2023)
- **Asian / Pacific Islanders** Americans are the **fastest-growing** racial/ethnic demographic in the country, nearly **doubling in size** between 2019 and 2020.
- The National Park Service reports an average of **94 million visits** to its **national historic and cultural parks** every year.
- A 2020 market research survey found that **96%** representing all Americans **believe it is important to look at our history** to inform our future.



# BESPOKE APPROACH

APIAHiP wants to work with you to achieve your marketing and outreach goals by curating custom sponsorship packages that are mutually effective and meaningful.

*Benefits of working with us:*

## **Marketing and Brand Exposure**

- Brand Visibility
- Media Exposure
- Social Media Recognition
- Content Collaborations
- Targeted Advertising

## **Engagement and Networking**

- Exclusive Events
- VIP/Complimentary Access
- Speaking Opportunities
- Sponsorship Acknowledgment
- Networking Opportunities

## **Corporate Social Responsibility (CSR)**

- Impact Reporting
- Sustainability Projects
- Community Recognition

## **Unique Opportunities**

- Custom Experiences
- Educational Activities
- Legacy Projects
- Naming Rights

Chinatown, San Francisco, CA



Panama Hotel, Seattle, WA



# TRADITIONAL TIERED APPROACH

Benefit	JADE	GOLD	SILVER	BRONZE
Sponsorship Amount	\$15,000	\$7,500	\$3,000	\$1,500
Recognition on APIAHiP Website	✓	✓	✓	✓
Recognition on Newsletter	✓	✓		
Recognition on Social Media	Reel feature	Post feature	Grouped feature	Grouped feature
Recognition as Event Sponsor	All events + FORUM	2 events + FORUM	1 event or FORUM	1 event
FORUM Registration	6	4	2	1
Advertisement in FORUM Program	Full page	Half page	Quarter page	
Event Hosting Opportunity	1 in city of choice	1 in city of choice		
Speaking Opportunity	At FORUM	At 1 event		

Bainbridge Island Japanese American Exclusion Memorial, Washington

***Customized sponsorship is always available.***





# Asian & Pacific Islander Americans in Historic Preservation

# LET'S CONNECT!

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