2021 HERO Awards
SPONSORSHIP PROPOSAL
HERO Awards 2019’s Co-Host

Pia Wurtzbach
2015 Miss Universe and UNAIDS Goodwill Ambassador for Asia and the Pacific

“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 2020 Recipients:

Business Ally
KPMG India
(India)

Community Ally
Jyoti Dhawale
(India)

Community Hero
Hiker Chiu
(Taiwan)

Community Organisation
Leitis’ Association
(Tonga)

COVID-19 Hero
Jaringan Indonesia Positif
(Indonesia)

Health & Wellbeing Hero
Lionel Rogers
(Fiji)

HIV Hero
Sriyal Nilanka
(Sri Lanka)

Social Justice Hero
Kittinun Daramadhaj
(Thailand)

Aung Phyu Htut
Young Achiever
(Myanmar)

Transgender Hero
Nayyab Ali
(Pakistan)

Shivananda Khan Award
Professor Emeritus
Vilit Muntarbhorn
(Thailand)
The Hon. Michael Kirby
APCOM Ambassador: LGBTQI Human Rights

“I pay tribute to apcom, for engaging with community and standing up in a way that intergenerational and intersectional progress can be made.”

Michael Bäk
APCOM Ambassador: Private Sector Engagement

“What an amazing time to be alive, this pandemic has challenged us as a community as a society in so many ways. The impact has been enormous on our jobs, health, relationship, mobility and how we work and live our lives.”

“This pandemic has illustrated for us that courage and determination have no limits. That courage and determination is represented in every one of our HERO Awards 2020 honorees”

“In my company, we like to say that allyship is a verb, its require action, it doesn’t just happen. We have to work on the bond that connects us across civil society and business community, as well as government and academia and other sectors”
HERO Awards 2020

Posters:

27 November 2020

Awards Ceremony

Venue: [Details]

After Party

27 Nov, Midnight at [Details]

Entry: 500 BAHT / DOOR OPEN: 21:30 PM

Venue: Pullman Bangkok King Power Hotel

Free entry for Hero Award Guest
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 26 November 2021, in Bangkok, Thailand
Venue: TBD

WHO:

300+ guests will honour 11 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's HERO Awards
SPONSORSHIP PROPOSAL

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

**About the APCOM Foundation**

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**Interact with us:**

**APCOM Office:**
48 Soi Udomsuk 13,
Bangna, Bangkok 10260

+66 2399 1145
apcom@apcom.org

www.apcom.org
/apcom.org
@APCOM
/APCOMorg
APCOM Foundation's Projects:
What is happening at HERO Awards

Representatives - from the embassies in Bangkok
**Sponsorship Benefits**

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

**testBKK**
- **Website (2019):** 524,119 visitors
- **Facebook:** 71,802 Likes
- **Twitter:** 1,600 Followers, 338,600 Impressions

JOINING HERO AWARDS as a SPONSOR 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.

- 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 spokespersons at the event.
**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.
# SPONSOR PACKAGE

to advocate the event and fundraise to help LGBTQI+ society

## Pre-Event

<table>
<thead>
<tr>
<th>Package Type</th>
<th>Principal Partner (US$ 15,000)</th>
<th>Major Partner (US$ 10,000)</th>
<th>Supporting Partner (US$ 5,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Sponsor’s profile (Logo) on Poster</td>
<td>◎</td>
<td>◎</td>
<td>◎</td>
</tr>
<tr>
<td>- Sponsor’s profile (Logo) on Banner &amp; Social Media</td>
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<tr>
<td>- Sponsor’s profile (Logo) on VIP invitation card</td>
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<tr>
<td>- Sponsor’s profile (Logo) on Website</td>
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<td>◎</td>
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<tr>
<td>- Sponsor’s profile (Logo) on Newsletter</td>
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<td>◎</td>
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<tr>
<td>- Sponsor’s profile (Logo) in promoting VDO clip</td>
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</tbody>
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## Press

<table>
<thead>
<tr>
<th>Package Type</th>
<th>Principal Partner (US$ 15,000)</th>
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<th>Supporting Partner (US$ 5,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Sponsor’s profile (Logo) on the Press Release</td>
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<td>◎</td>
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<tr>
<td>- Sponsor’s profile (Logo) on Photo backdrop</td>
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<td>◎</td>
<td>◎</td>
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<tr>
<td>- Sponsor’s profile (Logo) on Stage backdrop</td>
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<td>◎</td>
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<tr>
<td>- Entitled to join the press conference</td>
<td>◎</td>
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<tr>
<td>- Entitled to take photo during for announcements</td>
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</table>

## During-Event: Hero Awards

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<tr>
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<tbody>
<tr>
<td>- Sponsor’s profile (Logo) on the Press Release</td>
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<tr>
<td>- Sponsor’s profile (Logo) on Photo backdrop</td>
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<tr>
<td>- Sponsor’s profile (Logo) on Stage backdrop</td>
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<td>◎</td>
<td>◎</td>
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<tr>
<td>- 2x2 Booth for product display</td>
<td>◎</td>
<td>◎</td>
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<tr>
<td>- Involved as award presenter</td>
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<tr>
<td>- Receive VIP pass to join the Gala and Party</td>
<td>7</td>
<td>5</td>
<td>3</td>
</tr>
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## Post-Event

<table>
<thead>
<tr>
<th>Package Type</th>
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<th>Supporting Partner (US$ 5,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Sponsor’s profile (Logo) on Newsletter for announcements</td>
<td>◎</td>
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<tr>
<td>- Sponsor’s profile (Logo) on Event Compilation VDO clip</td>
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<tr>
<td>- Sponsor’s profile (Logo) on Banner and Thanking letter</td>
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<tr>
<td>- Certificate</td>
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</tbody>
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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

WWW.HEROAWARDS.ASIA/SPONSORSHIP

Feel free to talk with us:
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www.apcom.org
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/APCOMorg

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.

PRINCIPAL PARTNER
US$ 15,000

MAJOR PARTNER
US$ 10,000

SUPPORTING PARTNER
US$ 5,000
“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