



apcom

HIV | EQUALITY | RIGHTS

HERO

AWARDS

2022 HERO Awards

SPONSORSHIP

PROPOSAL

Version: 1/2022







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."



Our Partners and Sponsors in 2021

Community partners:



Principal Sponsors:



OPEN SOCIETY
FOUNDATIONS

FACEBOOK

Major Sponsors:



GILEAD

Mel
Heifetz

Supporting Sponsors:



Canada



Event Partners:





H.E. Mr Mark Gooding,
British Ambassador to Thailand

"We appreciate the initiative APCOM is taking in advancing equality and supporting the LGBT community through the HERO Award. The award gives due recognition to the extraordinary work that people are doing to advance equality and social justice and also provides an important platform to support the LGBT in Thailand and elsewhere in the region."



H.E. Dr. Sarah Taylor,
Canadian Ambassador to Thailand

"I Applaud the courage and conviction of APCOM and LGBTQI Community in Thailand and across the Asia Pacific Region as well as the many supporters of human rights and dignity. In spirit of inclusion, Canada is a proud supporter of APCOM and the annual HERO Awards. Congratulation to all participants and nominees and thank you for the great work that you are doing to celebrate and promote the value of inclusion."



H.E. Mr. Jon Thorgaard,
Danish Ambassador to Thailand

"Together with APCOM and HERO Awards, Denmark stands to actively promote equal treatment and equal opportunities of LGBTQI people."





H.E. Mr. Remco van Wijngaarden,
Dutch Ambassador to Thailand

"HERO Awards continues to highlight the necessary, relevant and urgent work for advocating for the region's LGBTQI communities and advocating for HIV response as it is more important today under the current circumstances. Congratulations to APCOM in organizing the 5th edition of HERO Awards and providing such an important platform for highlighting the LGBTQI and HIV issues in the Asia Pacific Region".



H.E. Mr. Georg Schmidt,
German Ambassador to Thailand

"This year is a tough year due to the pandemic but giving up is not an option and I know that APCOM has been helping so many at this time of hardship and suffering. Hopefully there is some light at the end of the pandemic tunnel and hopefully there is also some light rights for all in Thailand. In this spirit, I wish APCOM all the best and of course, all the best to you, the heroes."



H.E. Mr. Tony Cotter,
Irish Ambassador to Thailand

"In life, heroes inspire us for greater things and I would like to take this opportunity to express my sincere congratulations to APCOM and the winners of APCOM's HERO Awards."





H.E. Ms. Kjersti Rødsmoen,
Norwegian Ambassador to Thailand

"Human rights is in the heart of Norwegian foreign policy and Norway has a strong focus on the rights sexual and gender minorities. We stand with you in fighting against discrimination in legislation and in practice. Congratulations to APCOM and to all who are celebrated at this year's HERO Awards. Your work for dignity and social justice is important to all of us."



H.E. Mr. Jon Åström Gröndahl,
Swedish Ambassador to Thailand

"HERO Awards to me is a celebration. Celebrating who you are, Celebrating the right to be who you are and also the fulfillment of your innermost feelings and happiness. To make it simple, is about love and my country, Sweden will always stand up for that."



Michael Heath,
Chargé d' Affaires, U.S. Embassy to Thailand

"The United States is proud to stand with you and the LGBTQI community as we foster a world where people are healthy and truly free to be whomever they are and love whomever they love."



SAVE THE DATE

The 6th APCOM's HERO Awards will be held on

25 November 2022

at Australian Embassy, Bangkok



H.E. Mr Allan McKinnon PSM.,
Australian Ambassador to Thailand

"APCOM is crucial in promoting progress and highlighting concerns regarding LGBTQI Human rights and the Australian Embassy in Thailand is proud to associate itself to APCOM's work and provide support when we can. The Hero Award are a fantastic way to recognize activist and advocates in the region."



HIV |
Equality |
Rights |

HIV | EQUALITY | RIGHTS

HERO AWARDS

powered by **apcom**

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 25 November 2022

Venue: Australian Embassy, Bangkok Thailand

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.apcom.org/
hero-awards/](http://www.apcom.org/hero-awards/)



About the APCOM Foundation



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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www.apcom.org



[/apcom.org](https://www.facebook.com/apcom.org)



[@APCOM](https://twitter.com/APCOM)



[/APCOMorg](https://www.youtube.com/APCOMorg)









What is happening at **HERO Awards**



Representatives - from the embassies in Bangkok







Sponsorship Benefits



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.



APCOM social media



Website (2021):
116,531 Visitors



Facebook:
12,037 Followers.



Twitter:
33,249 Profile visits.
671,800 Impressions.

testBKK social media



Website (2021):
309,885 Visitors



Facebook:
73,318 Followers.




Twitter:
287,225 Profile visits.
2,002,000 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 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.

Sponsorship Packages Overview



SPONSOR PACKAGE

to advocate the event and fundraise to help LGBTQI+ society



Pre-Event

- Sponsor's profile (Logo) on Poster	●	●	●
- Sponsor's profile (Logo) on Banner & Social Media	●	●	●
- Sponsor's profile (Logo) on Website	●	●	●
- Sponsor's profile (Logo) on Newsletter	●	●	●
- Sponsor's profile (Logo) in promoting VDO clip	●	●	●

During-Event

- Sponsor's profiling clip (15 seconds)	●		
- Involved as award presenter	●	●	
- Sponsor's profile (Logo) on Virtual Stage backdrop	● Largest	●	● Smallest

Post-Event

- Sponsor's profile (Logo) on Newsletter for announcements	●	●	●
- Sponsor's profile (Logo) on Event Compilation VDO clip	●	●	●
- Sponsor's profile (Logo) on Banner and Thanking letter	●	●	●
- Certificate	●	●	●

HERO AWARDS 2021
Sponsor's logos



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







Richard DeGroot
CEO



“ THANK YOU ”



“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





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.



Scan here for more info:

Feel free to talk with us on the sponsorship:

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www.apcom.org/hero-awards/