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

Standing for HIV, Equality and Rights, the HERO Awards is an annual gala event which acknowledges outstanding service to the HIV response in Asia and the Pacific covering 35 countries, and to the region’s Lesbian, Gay, Bisexual, Transgender, Queer and Intersex (LGBTQI) communities.

The HERO Awards also raises funds for the LGBTQI human rights, HIV, health and wellbeing work of APCOM, as well as Covid-19 emergency funding.

The HERO Awards is produced by APCOM a leading Asia Pacific LGBTQI and HIV non-profit organisation based in Bangkok and is generously supported by a range of community, corporate and diplomatic partners.
HERO Awards 2023

WHEN:
24 November 2023

WHERE:
(to be informed)

WHO:
300+ guests will honour 11 awards recipients selected by a panel of judges from a short list of community generated nominations.
About APCOM Foundation

APCOM was formed in 2007, it is an NGO based in Bangkok, consisting of 200 community organisations across 35 countries in the Asia Pacific region. Our primary focus is to improve the health, human rights and wellbeing of LGBTQI people across the Asia Pacific region.

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

We work in partnership with a range of stakeholders including civil society groups, government, UN agencies, diplomatic mission, international organisations and the private sectors.

www.apcom.org
Memorable night with real HEROes in 2022 for LGBTQI communities in the Asia Pacific
Vibrant atmosphere and the grand ceremony
Impressive HERO Awards 2022 Recipients from across the Region
Exciting and meaningful performances to celebrate our HEROes
Let’s hear what previous sponsors and supporters say about APCOM’s HERO Awards
H.E. Dr. Angela Macdonald  
_Ambassador of Australia to Thailand_

“The Australian Embassy is proud to host the 2022 HERO awards event tonight, which recognises outstanding service in HIV response across Asia and the Pacific. We have supported APCOM’s work over many years. LGBTQI rights are human rights which we will continue to fight for in every forum. The work of human rights defenders and civil society groups like APCOM is crucial to upholding LGBTQI rights across the region,”

H.E. Mr. Remco van Wijngaarden  
_Ambassador of The Netherlands to Thailand_

“It has becomes a great tradition to get together around this time to celebrate the annual HERO Awards, I am honoured to say a word and congratulate APCOM’s 15-year anniversary. During this past 15 years, APCOM’s works have significantly contributed to the improvement of LGBTQI communities in Thailand and in the region. It also made an important contribution to HIV response, especially taking difficult circumstance in the area into the consideration.

As the Netherlands committed to develop a Dutch Global Health Strategy and eliminate HIV by 2030 and political laws for LGBTQI communities, thank you APCOM and nominee for the outstanding achievements. The theme “Unity and Diversity” is more relevant than ever to highlight the fact that although we are all unique, we can unite and stand as well, especially in the baddest world.”
H.E. Dr. Sarah Taylor  
Ambassador of Canada to Thailand, Laos, and Cambodia

“Over the years, we’ve seen concrete results from the hard work of LGBTQI communities and stakeholders in raising awareness of diversity and inclusion. Canada is a proud supporter of LGBTQI communities around the world as a founding member of the equal rights coalition.

We are active in many regional and multilateral organizations dedicated to advancing and protecting the human rights of LGBTQI persons. As we believe that everyone should enjoy the same fundamental human rights and opportunities, regardless their sexual orientation or their gender identity and gender expression. Together we celebrate the courage of LGBTQI communities in overcoming fear, violence, harassment, discrimination, and bias. We’re also a proud supporter of the APCOM HERO Awards which recognize the important and meaningful work of LGBTQI activists across Asia Pacific”

H.E. Mr. Mark Gooding  
Ambassador of the UK to Thailand

“HERO Awards is a significant way to recognize and support strong advocates of people working in and for the LGBT+ communities. As a member of the community I’d like to personally to thank you for all of APCOM’s efforts and contributions on fighting HIV and supporting LGBT+ right. You are our HERO.

As for the UK, we will continue to play an active role in the global effort to advance LGBT+ rights, particularly in promoting freedoms internationally and supporting those who defend them, combating violence, and providing ongoing support for legal reform and working on inclusive access to public service. I’m confident that if we work together, we can create a better society for all of us”
H.E. Mrs. Astrid Emilie Helle
Ambassador of Norway to Thailand

“Finally, we can celebrate HERO Awards this year without COVID-19 restriction. This year theme is Unity and Diversity, two most important words to end discrimination of LGBTQI communities. Unity can signify an internal support among different communities. It also relates to the important job that our society as a whole has to do: to be true, be aliens and stand shoulders by shoulders with LGBTQI communities. Diversity reflects on the fact that all people have their uniqueness and individuality. If we as the society have to move forward in peace and harmony, we also need to celebrate our events. The nominees of HERO Wards 2022 are continuing their working for a more inclusive society, and I am honoured your important efforts. You are truly realizing presentation of the value of the unity and diversity and I thank you very much for that.”

Mr. Gustavo Héctor Méndez
Chargé d'Affaires a.i. Ambassador of Argentina to Thailand

“I want to congratulate APCOM for initiatives for LGBTQI communities.

To the nominees for HERO Awards 2022, no matter if you win or not, we all appreciate your outstanding works to HIV response and reduction and support LGBTQI communities. Argentina is a little country in South America supporting and ensuring equal rights for LGBTQI communities, especially the hard time during COVID-19. Consistently, here in Thailand we raise our voice to emphasize the importance and necessity of policy and actions to grant equal access to rights of all members of the societies, regardless of sexual orientations or gender identity.”
Mr. Jon Thorgaard  
*Ambassador of Denmark to Thailand and Cambodia*

“We at the Danish Embassy want to congratulate APCOM for the 15-year anniversary. According to the HERO Awards’ theme “Unity and Diversity” this year, it is also the priority for Denmark. Denmark hosted the World Pride 2021 and the global fund donor when it comes to LGBTQI rights. We are the first country in the world to grant legal recognition of same sex union and officially remove classified gender identity as mental enlists.

We want to congratulate all the nominees of the awards. Thank you very much for your achievements for society.”

H.E. Mr. Georg Schmidt  
*Ambassador of Germany to Thailand*

“APCOM is 15 years old now, a teenager. The teenager can have a party but today is not about the party but celebration of the HERO Awards. These heroes are not like in the movie. They are the real people and real life who care and fight for compassion and justice every day.

With HERO Awards’ theme this year, APCOM makes it another step to show that we are all different but we are human beings.
H.E. Mr. Jon Åström Gröndahl
Ambassador of Sweden to Thailand

“I am delighted to celebrate this year’s HERO Awards theme “Unity and Diversity”. Sweden has been continuing with and proud to support LGBTQI rights not only in Thailand, but throughout the Asia Pacific Region. So, congratulations to all the nominees for the awards and APCOM’s 15-year anniversary.”

H.E Mrs. Sibille de Catier d’Yves
Ambassador of Belgium to Thailand

“I want to congratulate all the ones that have come to protect, support, and raise awareness on the specific challenges faced by the LGBTQI community. Today these heroes are being recognized, congratulations in particular to all the nominees and thank you for all your dedication. More than ever we need to unite our efforts to support diversity in all its forms.

As a founding member of the equal rights coalition, Belgium strongly supports LGBTQI rights and fights against all forms of discrimination.”
H.E. Mr. Patrick Bourne  
*Ambassador of Ireland to Thailand*

“For Ireland and for Irish embassies all over the world, promoting equality and diversity and respect for LGBTQI rights is an issue of fundamental importance in our national policies and in our policy as a member of the European Union family. Ireland also has a strong track record in promoting and helping to shape a positive response to HIV and to supporting people who are living with HIV. I want to send warmest good wishes and congratulations to nominees of the HERO Awards. No matter who wins, you’re all true heroes.”

Hon. Michael Kirby  
*APCOM LGBTQI Human Rights Ambassador*

“The struggle of LGBTQI people did not start from Stone Wall, but a long way back. However, there have been good developments in the Asia Pacific region in terms of decriminalization of being LGBTQ, and recognizing SOGIESC and marriage equality.

There is work to be done as a community, but change is happening in the right direction. Thanks to HERO Awards and APCOM who contributes to this as well”
Jessica Stern  
*US Special Envoy to Advance the Human Right of LGBTQI+ Person*

“None of progressive LGBTQI victories and movements could happen without the leadership of LGBTQI+ organizations like APCOM that are helping to drive resources, creativity, and networks across the region. APCOM is an invaluable resource to the community and world and as it moves forward into its next phase, I look forward to supporting you in the fight for respecting full and equal human rights for all. Congratulations on 15 years.”

The Rt Hon Lord Nick Herbert  
*UK Special Envoy*

“I want to start by offering huge congratulations for all of the work APCOM’s done this year to support the communities and defend the human rights of all LGBT+ people. As the UK plays a leading role in the global efforts to defend LGBT+, I’m committed to work with you to reverse all the injustices. We determined to work closely alongside local grassroots activists to achieve our ambitions. It was a pleasure for me to visit my friends at APCOM and many others in Bangkok in 2018 and to support the campaign for the LGBT+ rights. I hope to visit the region again soon, when I do I look forward to speaking to many of you”

Alba Rueda,  
*Special Envoy on LGBTQI rights of Argentina*

“I’d like to congratulate HERO Awards on their works and activities for our rights agenda to be mattered for the public debate at local, national, and international level in order to deliver better living conditions for our populations. We need many heroes to build our dream world. Let us acknowledge the value of activities and support for our communities.”
Joining HERO Awards as a sponsor is an unique opportunity to gain community recognition and …

“An 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 LGBTQI communities.

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

How would you like to support the event?
Sponsorship Packages

THB 500,000
THB 300,000
THB 100,000

HIV | EQUALITY | RIGHTS

HERO
AWARDS 2023
# Sponsorship Packages

## Pre-Event:

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<th>Principal</th>
<th>Major</th>
<th>Supporting</th>
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</thead>
<tbody>
<tr>
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<td>X</td>
<td>X</td>
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<tr>
<td>Sponsor’s profile (logo) on event’s article on website and APCOM newsletter platform</td>
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<tr>
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<tr>
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<td>Certificate of appreciation</td>
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Have a look at our PR Impact from last year!
This inspirational HERO Awards 2022 convened almost 500 participants from 30 countries covering celebrities, special guests, community representatives and advocates, members of Bangkok’s diplomatic, corporate and entertainment field to pay tribute to the extraordinary contributions of individuals and organisations who have improved the lives of LGBTQI people and people affected by and living with HIV throughout the Asia Pacific region.

All the participants were impactfully touched by the HERO Awards recipients’ dedications for the LGBTQI communities.

The ceremony helped not only to acknowledge outstanding LGBTQI and HIV advocates and allies from across Asia and the Pacific, but also to create platform to expand their works to the public reaching and viewing about 160,482,000 times through APCOM Press Release, media coverage, newsletters, and social media channels. It also helped connect between the LGBTQI communities to other networks, partners, embassies, private sectors and public sectors from multinational levels supporting to advance LGBTQI rights and HIV reduction across the region.

This collaboration realizes unity and diversity as the theme of this year event.
Highlights about the numbers from last year’s event.

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<td>5 articles</td>
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Highlights about the numbers from last year’s event.
PR Value of HERO Awards 2022

Total PR Value: ฿ 161,063,820

Total Page View: 319,640,780
Chanan Yodhong
Identity and Diversity Policy Person, Pheu Thai Party

“The Hero Awards serve as a reminder to the LGBTQ+ community that we are a large and interconnected global community that transcends nation states, discrimination and prejudice. We are ready to drive the change together. The awards provide an annual opportunity for each member to be recognized and celebrated for their efforts and heart put in their work affirming our dignity and for their dedication and contributions creating a better quality of life for our community.”

Nikorn Chimkong
Director of Bangkok Rainbow Foundation

“The HERO Awards is regarded as a significant occasion, bringing together exceptional individuals from various nations to collaborate on the shared challenges of HIV and human rights.

The ambiance of the event is exhilarating and invigorates the participants, energizing them to the fullest extent. Furthermore, the collaboration among all sectors, including communities, government, and business entities, both domestically and internationally, underscores the significance of dedicated workers and fosters a broader and more robust network of professional connections for the future.”
Akkraset Chawengchinnawong (Arm)
Co-founder of KRUBB Bangkok Social Club & Sauna

“Joining the HERO Awards 2022 ceremony, there were three people that made me cry because of their speech about their stories and inspiration living in countries where are not really friendly for LGBTQI communities.

First one is Rully Mallay, Transgender HERO Awards recipient from Indonesia. As a volunteer, she helps support Transpuan communities in strengthening their capacities and bring resilience during the hard time. Another two people are from Myanmar, Álex and Victor (HERO Awards 2021 in Social Justice). They have fought for the justice in their communities facing pain and many obstacles.

I believe that one day all of them will gain more support to help them drive social acceptance in diversity from where they stand as they wish.”

Marut Prasertsri (Nume)
Content Creators about LGBTQI

“It’s my intention to take care of #MrGayWorldThailand in the HERO Awards 2022, it turned out to be more than that. I received a positive energy and inspirations from the Awards recipients as well as other participants. It was so emotional that my sensitive mode was activated.

I cried over again in the event. TTT”
Twitter: Angela Macdonald

_Ambassador of Australia to Thailand._

“Proud to host @APCOM’s #HEROAwards2022

Tonight we gathered at the Australian Embassy to honour the heroes who have contributed to service in HIV response across Asia Pacific, often at great personal cost, & to recognise the #LGBTQI community in their fight for equality & rights.”
Thank you for shaping “Unity and Diversity” to our societies together with APCOM

And hope to see your continuous supports for the next HERO Awards 2023

24 November 2023

#Contact: event working group, email: events@apcom.org, Phone 02-3991145