SAIGU* SPONSORSHIP PACKAGE
Commemoration of the 30th Anniversary of the LA Riots

*SAIGU means 429 or April 29 (the date the LA Riots broke out) in Korean language.
The SAIGU Campaign

Almost thirty years ago, Los Angeles was torn and divided by the LA Riots that resulted in over 3,600 fires, 2,300 businesses destroyed, 53 lives lost, and over $1 billion in property damage (40% were incurred by Korean Americans.)

SAIGU means 429 or April 29 in Korean, the date the LA Riots broke out. The SAIGU Campaign for the 30th Anniversary of the Los Angeles Riots will revisit the tragic chapter of Los Angeles’ history for the purpose of promoting unity by hosting series of events including closing commemorative service on April 29, 2022.

Signs of Progress & Unity

In 2012, to commemorate the 20th Anniversary of the Los Angeles Riots, FACE launched the SAIGU Campaign. During the 7 month campaign, efforts were reignited to build trust and deep dialogue amongst different communities through various service projects and events. Over 1,500 leaders attended the final closing commemorative service with local, national, and international media coverage. Those in attendance included elected officials such as then-Los Angeles Mayor Antonio Villaraigosa, celebrities such as actor Edward James Olmos and Van Jones, the Los Angeles Police Department, Los Angeles Fire Department, various community leaders, ex-gang members, and those honored as Heroes of Hope. In 2017, we also hosted similar events which can be found in detail on www.saigu429.org.
Sign of Progress & Unity Cont.

Since 1992, the protests and rioting against police brutality especially after the murder of George Floyd to the growing racially charged hate crimes including rise in Anti-Asian hate crimes indicate there is much work to be done. It is vital that communities unite to fight against all injustices. Injustice anywhere is injustice everywhere. Now more than ever, we need to heal and see progress in bringing peace and unity to all impacted communities. Thus we are committed to transforming our pains from SAIGU to do good through our Serve Advocate Inspire Give and Unite (SAIGU) campaign.

The 30th Anniversary

For the upcoming 30th Anniversary, FACE will host a series of events, which include a Prayer Breakfast, two film screenings with discussions, racial reconciliation webinars, and other events leading to a final closing commemorative service to be held on Friday, April 29, 2022. With an expected gathering of over few hundred attendees, those attending will include local, state, and national elected officials, celebrities, law enforcement agencies, faith leaders, community leaders, business leaders, ex-gang members, victims and other stakeholders affected by the LA Riots. Various media groups from, English to ethnic media, will be contacted for coverage. FACE will also present Heroes of Hope award to honor leaders in the community who have brought hope to the city. Some past recipients are pictured to the right.
Schedule Events (Abridged)

ONGOING
- I Am #FACEofLA Social Media Campaign

MARCH
- March 3, 2022 Webinar in collaboration with PAVA: LA Riots & the Korean Community
- March 2022 Film Screening & Conversation: Far East Deep South

APRIL
- Podcast in collaboration with the Mayor's Office AAPI LA Initiative
- Film Screening: La Rising Up/Focus
- FACE AAPI Career Pathways Initiative Speaker Series: SAIGU - LA Riots
- FACE's SAIGU 30 Prayer Breakfast
- FACE's SAIGU 30 Commemorative Service | Friday, April 29, 2022

MAY
- Conference in partnership with Princeton University: Hope From Ashes | May 13-14, 2022
Your Support Will Help to Bring a Lifetime of Change & Healing

We invite you to join us as a sponsor for this historic commemoration of the 30th Anniversary of the LA Riots through the SAIGU Campaign. Your contribution and support will help to make a tremendous impact on raising visibility and awareness of key issues related to police brutality, racial injustice, and civic unrest as well as fostering healing through unity for the betterment of race relations.

See the following Sponsorship Opportunities to decide how you will make an impact!
SAIGU Sponsorship Package

----------------------------- TITLE SPONSOR $100,000 -----------------------------
Title sponsorship of the SAIGU campaign is a limited and categorically exclusive opportunity that includes all the benefits of the DIAMOND sponsorship levels, as well as the added exposure of placing the sponsor's name or logo in the event title, "The 30th Anniversary of the L.A. Riots Commemorative Service presented by ...", name/logo in national marketing materials (i.e. print, web, and advertising), and VIP access to all key events.

----------------------------- DIAMOND SPONSOR $50,000 -----------------------------
- 20 Priority VIP Seating
- 6 Tickets to VIP Reception
- Speaking opportunity during Program
- Organization logo and company name on all collateral, web, e-blast, media and print and commemorative T-Shirt
- Company profile recognition and logo placement on FACE and SAIGU websites
- Sponsor Acknowledgement in E-newsletters and social media outlets (premium positioning)
- Recognition as a Diamond Sponsor in Commemorative Program Book
- Two full-page color advertisement in the Commemorative Program book
- Photo op with FACE President and other special guests
- Company logo premiere placement on Step and Repeat banner
- Inclusion of branded corporate giveaway
- Inclusion of Name/logo in press releases
- Invitation to press conference

----------------------------- PLATINUM SPONSOR $30,000 -----------------------------
- 15 Priority VIP Seating
- 6 Tickets to VIP Reception
- Speaking opportunity during Program
- Organization logo and company name on all collateral, web, e-blast, media and print and commemorative T-Shirt
- Company profile recognition and logo placement on FACE and SAIGU websites
- Sponsor Acknowledge in E-newsletters and social media outlets (premium positioning)
- Recognition as a Platinum Sponsor in Commemorative Program Book
- One full-page color advertisement in the Commemorative Program book
- Photo op with FACE President and other special guests
- Company logo placement on Step and Repeat banner
- Inclusion of branded corporate giveaway
- Inclusion of Name/logo in press releases
- Invitation to press conference
SAIGU Sponsorship Package

--- GOLD SPONSOR $25,000 ---
- 10 Priority VIP Seating
- 4 Tickets to VIP Reception
- Organization logo and company name on all collateral, web, e-blast, media and print and commemorative T-Shirt
- Company profile recognition and logo placement on FACE and SAIGU websites
- Sponsor Acknowledge in E-newsletters and social media outlets (premium positioning)
- Recognition as a Gold Sponsor in Commemorative Program Book
- One full-page color advertisement in the Commemorative Program Book
- Inclusion of branded corporate giveaway
- Inclusion of Name/logo in press releases
- Invitation to press conference

--- SILVER SPONSOR $10,000 ---
- 5 Priority VIP Seating
- Two Tickets to VIP Reception
- Organization logo and company name on web and e-blast and commemorative T-Shirt
- Company profile recognition and logo placement on FACE and SAIGU websites
- Sponsor Acknowledge in E-newsletters and social media outlets
- Recognition as a Silver Sponsor in Commemorative Program Book
- One Half-page color advertisement in the Commemorative Program Book
- Inclusion of Name/logo in press releases

--- BRONZE SPONSOR $5,000 ---
- 2 Priority VIP Seating
- 1 Ticket to VIP Reception
- Organization logo and company name on web and e-blast and commemorative T-Shirt
- Company profile recognition and logo placement on FACE and SAIGU websites
- Sponsor Acknowledge in E-newsletters and social media outlets
- One Half-page black and white advertisement in the Commemorative Program Book
- Inclusion of Name/logo in press releases
Advertisement Opportunities

COMMEMORATIVE PROGRAM BOOK

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PROGRAM BOOK AD SPECIFICATIONS

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AD GUIDELINES

Ad submissions that DO NOT follow exact size specifications may have image cut off. Please be sure to submit ads with the correct specifications to avoid your ad from being affected.

Size Conditions: We reserve the right to modify the size of an ad if it is different from our specifications.

File Submissions: Files must be saved as PDF format with text outlined. Please do not provide image files (PNG, JPEG, BMP, etc.)

Send all advertisement to: info@facela.org
Subject line: 2022 SAIGU Campaign Advertisement for [company name]

>>>AD SUBMISSION MUST BE RECEIVED BY APRIL 1, 2022 <<<
**Sponsorship benefits are contingent upon meeting the sponsorship deadlines.**

### Sponsorship Level (please select)

- [ ] Title $100,000
- [ ] Platinum $30,000
- [ ] Silver $10,000
- [ ] Diamond $50,000
- [ ] Gold $25,000
- [ ] Bronze $5,000

### SPONSORSHIP FORM

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Submit completed form to sponsorship@facela.org. Make checks payable to Faith and Community Empowerment and mail to 3550 Wilshire Blvd. Ste. 1124, Los Angeles, CA 90010. Payment is due by April 14th, 2022. Be sure to send logos and advertisements to sponsorship@facela.org based on guidelines provided. Contact info: (213) 985-1500 or (213) 216-3676
Past Events

KOREAN LEADERS LEADING AMERICA - MEET AND GREET LUNCHEON, RECEPTION, AND PRESS CONFERENCE

Meet and Greet Luncheon Reception and Press Conference with author, Ji Hae Hyun, of “Korean Leaders Leading America” and several other influential Korean leaders featured in the book who are making an impact on various sectors of business, service, and government. Guests included Myung Ki Hong of Duracoat, Dr. Byungsik Hong of Pacific States University, Michael Yang of UCode, Sunny Chong of Clair Lilienthal School, Hyepin Im of FACE, and LA City Councilman David Ryu.

CLASH OF COLORS FILM SCREENING AND LA RIOTS ESSAY CONTEST

FACE and the Pacific American Volunteer Association (PAVA) hosted a film screening of the documentary 'Clash of Colors' at CGV Cinema along with an essay contest for students. Clash of Colors is a 2012 documentary highlighting interviews and film footage of the 1992 Los Angeles Riots. The film “chronicles how the riots affected the Korean American community, while analyzing the complex socio-political events before, during, and after the racially-infused catastrophe which claimed 55 deaths, more than 4,000 injuries, and $1 billion in property damage.” (source: IMDB) Korean subtitles will be available for the film. The LA Riots essay contest gave students an opportunity to write and give presentations after the screening.
Past Events Cont.

SAIGU PRAYER BREAKFAST
The Prayer Breakfast brought together a diverse, multi-ethnic group of faith leaders to pray for healing and unity of the various impacted communities during the LA Riots as well as those who are being impacted in our current political environment, along with leading a discussion of dispelling the myths that divide our communities.

CLOSING COMMEMORATIVE SERVICE FOR THE 25TH ANNIVERSARY OF THE LOS ANGELES RIOTS

The SAIGU campaign culminated with the Closing Commemoration Service, on Saturday, April 29, 2017, from 3PM – 6PM at Oriental Mission Church in Los Angeles. With several hundred attendees, those attending included local, state, and national elected officials, celebrities, law enforcement agencies, faith leaders, community leaders, business leaders, ex-gang members, victims and those affected by the LA Riots.
Past Events Cont.

KOREANAMERICANSTORY.ORG

In partnership with KoreanAmericanStory.org's "Legacy Project" FACE was able to help lift up the stories of Asian American community leaders, store owners, elected officials, police, media, and other stakeholders who were present and affected by the events of the LA Riots. Through this unique and historic video project each person was able to recount where they were and the things they remember from the LA Riots.

I am #FACEofLA

Social Media Campaign showcasing the diversity of Los Angeles and providing community members a platform to share their stories from or as a consequence of the LA Riots. Through the sharing of stories and fostering understanding, greater healing and unity is possible for the betterment of history moving forward.

"For me, the LA Riots sparked my interest in running for office and winning my first elected position as a Member of the Inglewood City Council. It also reminds me of my responsibility and obligation to be the bridge over the ashes of ignorance that can bring power together to empower others. To that end, I thank FACE for keeping the torch of peace, prosperity and unity illuminated in the hearts and minds of all of the diverse members of our community."

-Jerome Horton, Former CA Assemblyman