



Filipino American Library

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Outreach Volunteer

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Production Volunteer

Dear TAYO supporter:

MABUHAY! GREETINGS! TAYO, the first independent literary magazine dedicated to the creative expression of Filipino-American youth is set to be published this coming August. We would love for you to be a part of this historic movement in the Filipino-American community by helping us realize a cause that empowers our youth to express, capture, and share their voices.

The idea of a self-sustaining Filipino-American literary magazine, independent of a college institution, started over a small brunch at *Truxton's American Bistro*, back in January 2009. Not being tied to an institution allows our publication to freely delve into the Filipino-American identity. By partnering with the Filipino American Library, we have the resources and connections to produce an annual magazine that showcases artists from different paths of life. With the help of talented students from different Southern Californian colleges, we are gathering the creative talent of young Filipino Americans, including poetry, prose, drawings, digital art, paintings and photography— in order to create an intricate anthology for our Filipino culture and community. Together, we will produce the first independently published magazine that explores the Filipino-American experience.

We the coming of our inaugural first issue in **mid-August**, TAYO Literary Magazine will reach the Filipino American community in many different media outlets. We are celebrating and distributing our magazine in mid-August with the TAYO Launch Party, with 150-175 people in attendance. We are also distributing our magazine at the *8th Annual Filipino American Library Gala and Spirit Awards*, with 350-400 in attendance. We are distributing our magazine during the *18th Annual Festival of Philippine Arts & Culture* put on by FilAm Arts, with 25,000 people in attendance. In addition, we are distributing our magazine online via our website, which receives 1,000 hits weekly. By partnering with **BakitWhy.com**, during their *One Year Anniversary Party* we are also distributing TAYO preview magazines in their VIP schwag bags, which will be given to many prominent Filipino Americans and celebrities, ranging from Allan Pineda better known as **apl.de.ap**, Christine Gambito as **HappySlip**, and Jannelle So from **Kababayan LA**, Channel 18.

As you and/or your organization are valued supporters of TAYO, we want to ensure you receive all the benefits associated with your sponsorship level, including VIP tickets to our launch party. Please contact us with any questions or comments you may have. We can be reached at tayoliterarymag@gmail.com.

Sponsorship and Ad commitment – Deadline is July 15

Please review our “Sponsorship Opportunities” information attached to this letter and send in your pledged amount via check (payable to “Filipino American Library”) or credit card to: TAYO Literary Magazine, c/o Filipino American Library, 135 N. Park View St., Los Angeles, CA 90026.

Completed Ad and Payment – Deadline is August 1

Please support our youth and help us make history!

With Gratitude,

Kristine A. Co
coka@usc.edu
TAYO Co-Director

Melissa R. Sipin
msipin@usc.edu
TAYO Co-Director



LITERARY MAGAZINE

TAYO

VOL. 1, ISSUE 1 | SHOWCASING FILIPINO AMERICAN ART AND CULTURE | WWW.TAYOLITERARYMAG.TK

SPONSORSHIP OPPORTUNITIES



\$2,500 | GOLD SPONSOR

- Acknowledgement as the title sponsor ("*TAYO Literary Magazine is presented by...*")
- Outside back cover advertisement of the magazine
- Advertisement on homepage of FAL's website for 6 months
- Advertisement in 6 monthly issues of FAL's e-newsletter
- Vendor table at the launch party of TAYO in August
- Speaking opportunity at the launch party
- Recognition in TAYO's press releases, email announcements, and publicity items
- Listing in the Donors section of the magazine
- Listing in the Donors section of the e-newsletter
- 20 copies of TAYO

\$1,000 | SILVER SPONSOR

- Inside cover advertisement of the magazine
- Advertisement on homepage of FAL's website for 3 months
- Advertisement in 3 monthly issues of FAL's e-newsletter
- Recognition in TAYO's press releases, email announcements, and publicity items
- Listing in the Donors section of the magazine
- Listing in the Donors section of the e-newsletter
- 10 copies of TAYO

\$500 | BRONZE SPONSOR

- Full page advertisement in the magazine
- Recognition in TAYO's press releases, email announcements, and publicity items
- Listing in the Donors section of the magazine
- Listing in the Donors section of the e-newsletter
- 5 copies of TAYO

OUR MISSION STATEMENT

We aim to empower Filipino American youth through various forms of creative art. By gathering differing expressions of Filipino American identity, from high school students to full-fledge adults, we will paint an intricate anthology of our Filipino culture and community.

TOGETHER, WE ARE **TAYO**— *US IN TAGALOG.*



LITERARY MAGAZINE

TAYO

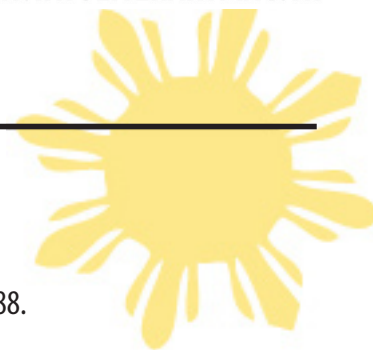
VOL. 1, ISSUE 1 | SHOWCASING FILIPINO AMERICAN ART AND CULTURE | WWW.TAYOLITERARYMAG.TK

SPONSORSHIP & AD FORM

Please complete this form and mail it to:

TAYO LITERARY MAGAZINE, c/o Filipino American Library
135 N. Park View St., Los Angeles, CA 90026.

If you have any questions or comments, please contact filamlibrary@sbcglobal.net or 213-382-0488.



AD RATES

Outside Back Cover (if available)	\$1,000	- {LIVE SIZE}: 8" X 10.5" {WITH BLEED}: 9" X 11.5"
Inside Cover (if available)	\$500	- {LIVE SIZE}: 8" X 10.5" {WITH BLEED}: 9" X 11.5"
Full Page	\$250	- {LIVE SIZE}: 8" X 10.5" {WITH BLEED}: 9" X 11.5"
Half Page	\$100	- {LIVE SIZE - VERTICAL}: 3.937" X 10.5" {LIVE SIZE - HORIZONTAL}: 8" X 5.186"
Quarter Page	\$50	- {LIVE SIZE}: 3.937" X 5.186"

DEADLINES

July 15, 2009 – Sponsorship and Ad Commitment

August 1, 2009 – Completed Ad and Payment

Only high-resolution pdf or 300 dpi jpeg are accepted. Email completed ad to filamlibrary@sbcglobal.net. If needed, FAL can create ads for an additional \$50 charge.

____ **YES!** I will advertise in the TAYO Literary Magazine. I know the proceeds will help empower Filipino American youth through various forms of creative art.

____ I am unable to purchase an ad, but please accept my 100% tax-deductible donation of \$_____.

SPONSORSHIP LEVEL _____

ADVERTISEMENT SIZE _____

TOTAL AMOUNT \$ _____

____ Enclosed is a check made payable to "Filipino American Library".

____ Charge my Visa, MasterCard, or American Express (initial card).

Card # _____

Expiration Date _____

Name _____

Email _____ Telephone (_____) _____

Affiliation/Position _____

Address _____

City/State/Zip _____

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