



Stories That Connect Us

**AANHPI Heritage Celebration Featuring
New York Times Bestselling Author
Joanna Ho**

Sponsorship Packet

Event Proceeds Disclaimer: All proceeds directly support P.L.A.Y. Education Corporation's mission to provide inclusive learning opportunities for children and families. These funds make it possible for the entire three-location book tour to remain completely free to the community, including providing a complimentary book to every child who attends a book signing.



ABOUT THE EVENT

- **Stories That Connect Us: An AANHPI Heritage Celebration** Featuring New York Times Bestselling Author Joanna Ho
- Friday, May 15th 2026 (Boulder, Denver, Broomfield-Erie)
- Multi-site celebration hosted across trusted community spaces in the Denver metro area and Northern Colorado.
- Three public events designed to engage Asian American, Native Hawaiian, Pacific Islander (AANHPI) children, families, educators, community leaders, and allies.
- Community-led initiative focused on strengthening belonging, representation, and social connection for AANHPI youth and families.
- Culturally affirming storytelling brought directly into accessible, familiar community spaces.
- Advances health equity by nurturing key protective factors such as identity, confidence, and connection, that help children thrive

ABOUT THE HOST ORGANIZATION

P.L.A.Y. Education's Mission

- Colorado nonprofit dedicated to creating environments where children can learn, grow, and thrive as their authentic selves.
- Advances whole-child wellness and learning, inclusivity and representation and affirming youth voices through school-based programming and community-centered events.
- Addresses systemic barriers while elevating marginalized voices and expanding access to inclusive learning environments.

Community-Centered, Equity-Driven Programming

- Strengthens key protective factors for youth: identity, connection, representation, and social-emotional well-being.
- Supports families, educators, and community partners in building more equitable systems.

Past Events & Partnerships

- Engaged more than 5,000 children, families, educators, small businesses, and community organizations in the first year alone.
- Collaborates with schools, libraries, nonprofits, foundations, and local businesses to ensure programming is accessible, culturally responsive, and community-led.

Why P.L.A.Y. Education Is Uniquely Positioned to Lead This Celebration

- Transracial adoptee-led organization rooted in lived experience and deep understanding of identity, belonging, and representation.
- Trusted relationships across education, public health, and grassroots community networks.
- Proven ability to bridge silos and convene partners who rarely share space.

IMPACT

WHY THIS EVENT MATTERS

- Joanna Ho's award-winning books, including Eyes That Kiss in the Corners, Eyes That Speak to the Stars, We Who Produce Pearls, Say My Name, and Playing at the Border, **center identity, intergenerational resilience, and cultural affirmation.**
- Her stories help children see themselves reflected with pride and offer families and educators shared language to **support social-emotional well-being and belonging.**
- Her presence elevates the celebration into a powerful moment of **visibility, healing, and community connection** for AANHPI youth across Colorado.

EVENT IMPACT AND REACH

- Stories That Connect Us is powered by **more than eight AANHPI-serving partners**, including nonprofits, small businesses, libraries, schools, foundations, and public agencies, working together to **reduce barriers related to cost, transportation, and unfamiliarity.**
- The initiative also functions as a shared fundraising and capacity-building effort, supporting AANHPI-led programs focused on **youth leadership, culturally responsive education, and community well-being.**

VISIBILITY

STATEWIDE RECOGNITION

- The Governor of Colorado will issue an official proclamation recognizing Stories That Connect Us as a statewide celebration of AANHPI heritage, belonging, and community well-being. This honor brings significant visibility to the initiative and its partners, positioning sponsors alongside a movement that is publicly acknowledged for advancing equity, representation, and culturally affirming spaces for youth and families across Colorado.

HIGH VISABILITY SPONSORSHIP OPPORTUNITIES

PRESENTING EVENT SPONSOR - \$5000+

- Business logo featured on event website and registration materials.
- Recognition as the Presenting Event Sponsor across all three (3) event sites.
- 1-2 minute speaking opportunity at one (1) event site
- Custom acknowledgment plaque
- Inclusion in post-event impact report with customized sponsor recognition.

PRESENTING SITE SPONSOR - \$2000+

- Business logo displayed on digital and printed promotion for the selected site.
- Recognition as the Presenting Site Sponsor during that location's program.
- Acknowledgment in the post-event impact report for that site.

BOOK SPONSOR - \$500 - \$1000+

- Business logo displayed on one (1) - three (3) site event promotion(s)
- Recognition as the Book Sponsor during that location's program.
- Acknowledgment in the post-event impact report for that site.



PROGRAM/EVENT SPONSORSHIP OPPORTUNITIES

All benefits are cumulative, higher tiers receive everything included in the tiers below.

IMPACT BUILDER - \$1000+

- Business logo displayed on all three (3) site event promotions
- Featured social media post

COMMUNITY CHAMPION - \$500+

- Business logo displayed on all one (1) site event promotion
- Business promotion during opening remarks
- Opportunity to have a vendor table at one (1) site location

EDUCATION ADVOCATE - \$250+

- Business logo included in group social media reel
- Specific brand recognition in opening remarks
- Opportunity for branded giveaways in attendee bags

ALLYSHIP PARTNER - \$100+

- Business name listed in email to partners and donors
- Included in group social media post
- General recognition in opening remarks



READY TO SUPPORT STORIES THAT CONNECT US?

Getting involved is easy.

✉ Email: ED@theplayedcorp.com

🌐 Website: www.theplayedcorp.com

We're happy to answer questions, customize recognition, or help you choose a level that feels right for your business.

THANK YOU!

About the Imagery

The bamboo, lotus flower, lanterns, waves, and crane featured throughout this packet were chosen for their cultural significance across Asian, Asian American, Native Hawaiian, and Pacific Islander communities. Together, they symbolize resilience, renewal, celebration, peace, and the journeys that connect AANHPI peoples across generations. These symbols honor the diversity and shared histories within AANHPI communities while grounding this celebration in themes of identity, belonging, and collective strength.