

# I AM TODAY'S FILIPINO

PHOTOGRAPHY/VIDEO EXHIBIT



## SPONSORSHIP OPPORTUNITIES



[www.iamtodayfilipino.com](http://www.iamtodayfilipino.com)

# I AM TODAY'S FILIPINO

PHOTOGRAPHY/VIDEO EXHIBIT

***I Am Today's Filipino*** documents the many stories of present-day Filipinos, one-hundred years after the first significant wave of Filipino migration to the United States. This exhibit provides an intimate glimpse into the individual lives and experiences that reflect the collective story of the Filipino community in Southern California in 2006. It preserves a moment in the current history of Filipinos in America and encourages a greater awareness of the many contributions that Filipinos have made and continue to make to American life. Through the artistic display of photos and video, this original exhibit celebrates the diversity of the Filipino community while recognizing the rich cultural heritage and traditions shared among all Filipinos.

This year, the Smithsonian Institute is leading the national commemoration of the 100th Anniversary of the arrival of the first significant numbers of Filipino immigrants who came in 1906 to work on the plantations of Hawaii. The migration filled the need for an expanded labor force that has become vital to the development of the United States. Today, Southern California is home to over one-million residents of Filipino descent, the largest Filipino population outside the Philippines.

This exhibit plans to open October 2006 to coincide with Filipino American Heritage Month on October 28-29 at Farmani Gallery. An additional exhibit and closing reception is scheduled at Remy's on Temple on January 6, 2007. Preview shows have been held at the Lotus Festival on July 8-9 and at the Historic Filipinotown Anniversary on August 5.

This first of its kind documentary exhibit is presented by Celina Taganas-Duffy of Tagline Communications and Ray Carbullido of Madskill Productions, in association with Search to Involve Filipino Americans (SIPA) and FilAm Arts. This is an official project of the Los Angeles/Southern California Filipino American Centennial Planning Committee, which works in partnership with the Smithsonian Institute's Asian Pacific American Program and is supported by ABS-CBN/The Filipino Channel, Washington Mutual and Wells Fargo Bank.

For more information on ***I Am Today's Filipino***, or to inquire about sponsorship opportunities, please visit [www.iamtodayfilipino.com](http://www.iamtodayfilipino.com) or call (323) 857-5337.



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**DULCE CAPADOCIA,**

Dance Instructor and City of  
Los Angeles (COLA) Fellowship Recipient

## THE EXHIBIT

Please join us in celebrating the Filipino American Centennial Celebrations through the installation of ***I Am Today's Filipino***, a first of its kind photo and video exhibit that pays tribute to Filipinos in the United States.

It is the selected culminating event of the Los Angeles/Southern California Filipino American Centennial Planning Committee, which works in partnership with the Smithsonian Institute's Asian Pacific American Program.

The VIP Reception will take place from 6-9 pm on October 28, 2006 at Farmani Gallery in Beverly Hills, one of the leading galleries of Contemporary Photography in Los Angeles. The opening reception for the general public will be held from 12-3pm on October 29, 2006.

An additional exhibit is scheduled at Remy's on Temple in Historic Filipinotown from December 21, 2006 to January 7, 2007, with a closing reception on January 6, 2007.

## THE FILIPINO MARKET

***I Am Today's Filipino*** provides a unique opportunity for sponsoring businesses to access a largely untapped market: the Filipino Community. Currently there are approximately 2.3 million Filipinos, including those of mixed-race and mixed-ethnicity, residing in the United States.

Of the fifty states, California is home to the largest Filipino population with over one-million residents. Los Angeles has the highest concentration of Filipinos with approximately 300,000 residents.



**HELEN AGCAOILI SUMMERS BROWN WITH SON GEORGE,**

Founder of the Filipino American Library and  
recognized as the first Filipino graduate of UCLA

## SUBJECTS

***I Am Today's Filipino*** recognizes one-hundred Filipinos in 2006 after a century of migration. This documentary exhibit preserves the stories of individuals with diverse occupations, educational backgrounds, and age groups, who remain connected through a shared heritage and a common set of values and traditions.

The following list is a few of the Filipinos being documented through photographs and video:



**EVIN DAVIS,**  
Eleven-year-old golfer credited with a hole-in-one on two occasions



**THERESA DE VERA,**  
Commissioner for the Los Angeles Department of Disability and graduate of Loyola Marymount University

- **HELEN AGCAOILI SUMMERS BROWN,** Founder of the Filipino American Library and recognized as the first Filipino graduate of UCLA
- **EVIN DAVIS,** Eleven-year-old golfer credited with a hole-in-one on two occasions
- **DULCE CAPADOCIA,** Dance Instructor and City of Los Angeles (COLA) Fellowship Recipient
- **CASIMIRO URBANO TOLENTINO,** California State Law Judge and Fire Commissioner of Los Angeles
- **RONALD RUBIO,** Director of King of the Hill
- **MARIA QUIBAN,** Anchor and Reporter for UPN 13 News / FOX 11 News
- **JOEL JACINTO,** Executive Director for Search to Involve Pilipino Americans (SIPA)
- **CHRISTOPHER RICKETTS,** Filipino Martial Arts Instructor
- **MARYANNE ROBINSON,** Registered Nurse for the Dialysis Unit at UCI Medical Center
- **ALLEN PINEDA LINDO (APL.DE.AP),** Member of the Grammy Award winning Black Eyed Peas
- **PJ GAGAJENA,** Political Science Instructor for El Camino Community College
- **SHAWN BERINA,** Student and Women's Basketball Scholarship Recipient for the Air Force Academy
- **FAUSTINO CAIGOY,** Artist
- **CELIA DAVID VALDOMAR,** Convalescent Home Administrator

## EXHIBIT PRODUCERS

### **CELINA TAGANAS-DUFFY**

#### ***Curator and Photographer***

Celina Taganas-Duffy is President and Creative Director of Tagline Communications, an award-winning design and advertising firm based in Los Angeles, California. With over eleven years of experience, she has worked with major clients including Epson America, Lupus International, Smithsonian Institute, and Hilton. In 2005, she was selected to design the Los Angeles Asian Pacific Islander American Heritage Month calendar and commemorative program for the Cultural Affairs Department and the City of Los Angeles. Her recent design work includes marketing materials for the 2006 Smithsonian Institute's Filipino American Centennial Commemoration.

As a designer, artist, and martial artist, she was featured in the U.S. Small Business Administration Annual Report, highlighted as a SCORE Success Story, profiled in Inside Kung Fu Magazine and holds a U.S. Patent. She is a firm believer in contributing to the community and has volunteered her time and design expertise for non-profit organizations such as the Ayala Foundation, GILAS, FilAm Arts, FPAC Culinary Arts Committee, Filipino American National Historical Society, and the Los Angeles/Southern California Filipino American Centennial Committee.

### **RAY CARBULLIDO**

#### ***Video and Installation***

Ray Carbullido is the Founder and President of Madskill Productions, a full service multi media consulting and production firm based in Honolulu, Hawaii. Since 1999, his firm has offered creative solutions for marketing, advertising and brand management for prominent national and international corporations. Some of his projects include interactive installations for Scion Hawaii, International Artist Michael Lin, and The Contemporary Museum in Hawaii, along with commercial work for Hyatt Regency, McDonald's, Turtle Bay Resorts, DVS Shoe Company, and Panasonic.

As an accomplished producer and director, Ray has been at the forefront of interactive communications and has become a major influence in Hawaii's media market. He currently serves on the board of directors for the Shingon Mission and on the advisory board for the Kapiolani Community College New Media Department.

## COMMITTEE AND ADVISORY MEMBERS

**CELINA TAGANAS-DUFFY** Curator and President of Tagline Communications

**RAY CARBULLIDO** President of Madskill Productions

**YEY CORONEL** Co-Chair for the Los Angeles/Southern California Centennial Planning Committee

**HON. CASIMIRO TOLENTINO** California State Law Judge and Fire Commissioner of Los Angeles

**JULIE ORQUIZA** Small Business Development for Search to Involve Pilipino Americans (SIPA)

**JILLY CANIZARES** Executive Director for FilAm Arts

**JOEL JACINTO** Executive Director for Search to Involve Pilipino Americans (SIPA)

**BETTY OTTE** National Advisor for SCORE, a Resource Partner with the U.S. Small Business Administration (SBA)

**REX SAMPAGA** Owner of RAS Music Group and Vice-President of Filipino American Network (FAN)

***I Am Today's Filipino*** offers the following tax-deductible sponsorship opportunities for the 2006 Centennial photo and video exhibit:

## PRESENTING SPONSOR

\$50,000

(2 SPONSORSHIP OPPORTUNITIES AVAILABLE)

- Named as the Presenting Sponsor
- Company logo prominently displayed as the Presenting Sponsor during the exhibit
- Premium placement as the Presenting Sponsor (with company logo) in *all* advertisement and marketing materials, including postcards, exhibit posters, media advertisements, press releases, e-mail campaigns, and the ***I Am Today's Filipino*** website
- Announced at VIP and Opening Reception as the Presenting Sponsor
- Named as the Presenting Sponsor (with company logo) on the exhibit invitations
- Thirty (30) tickets for VIP Reception
- Acknowledged as the Presenting Sponsor in the exhibit commemorative program
- Two-page, full-color ad in the exhibit commemorative program
- Prominent display as the Presenting Sponsor (with company logo) at the exhibit press conference
- Logo included in the exhibit press conference materials
- Link to company's website on [www.iamtodayfilipino.com](http://www.iamtodayfilipino.com)
- Special Sponsor Gift

## EXHIBIT SPONSOR

\$30,000

(2 SPONSORSHIP OPPORTUNITIES AVAILABLE)

- Choice of being named as the Exhibit Sponsor for the photography portion of the exhibit or the video installation portion of the exhibit
- Company logo prominently displayed as the Exhibit Sponsor during VIP and Opening Reception
- Prominent placement as the Exhibit Sponsor (with company logo) in *all* advertisement and marketing materials, including postcards, exhibit posters, media advertisements, press releases, e-mail campaigns, and the ***I Am Today's Filipino*** website
- Announced at VIP and Opening Reception as the Exhibit Sponsor
- Twenty (20) tickets for VIP Reception
- Acknowledged as the Exhibit Sponsor in the exhibit commemorative program
- One-page, full-color ad in the exhibit commemorative program
- Logo included in the exhibit press conference materials
- Link to company's website on [www.iamtodayfilipino.com](http://www.iamtodayfilipino.com)
- Special Sponsor Gift

## PREMIERE SPONSOR

\$20,000

- Named as a Premiere Sponsor for the exhibit
- Company logo displayed as a Premiere Sponsor during VIP and Opening Reception
- Special placement as a Premiere Sponsor (with company logo) on postcards, exhibit posters, e-mail campaigns, and the ***I Am Today's Filipino*** website
- Announced at VIP and Opening Reception as a Premiere Sponsor
- Ten (10) tickets for VIP Reception
- Acknowledged as a Premiere Sponsor in the exhibit commemorative program
- One-page, full-color ad in the exhibit commemorative program
- Special Sponsor Gift

## OFFICIAL SPONSOR

\$10,000

- Acknowledged as an Official Sponsor on exhibit posters, e-mail campaigns, and the ***I Am Today's Filipino*** website
- Announced at VIP and Opening Reception as an Official Sponsor
- Eight (8) tickets for VIP Reception
- Acknowledged as an Official Sponsor in the exhibit commemorative program
- Half-page, full-color ad in the exhibit commemorative program
- Special Sponsor Gift

## RECEPTION SPONSOR

\$5,000

- Acknowledged as a Reception Sponsor on the ***I Am Today's Filipino*** website
- Announced at VIP and Opening Reception as a Reception Sponsor
- Six (6) tickets for VIP Reception
- Acknowledged as a Reception Sponsor in exhibit commemorative program
- Half-page, black and white ad in the exhibit commemorative program

## ASSOCIATE SPONSOR

\$2,000

- Acknowledged as an Associate Sponsor on the ***I Am Today's Filipino*** website
- Two (2) tickets for VIP Reception
- Acknowledged as an Associate Sponsor in the exhibit commemorative program
- Quarter-page, black and white ad in the exhibit commemorative program



**MARYANNE ROBINSON,**  
Registered Nurse for the Dialysis Unit  
at UCI Medical Center

## SPONSOR A FRAME \$100

Your name will be included underneath the frame of your choice at the exhibit. As a frame sponsor, you will also receive an acknowledgement in the exhibit's commemorative program. Please let us know which subject you would like to sponsor.

## UNDERWRITING OPPORTUNITIES

Underwriting opportunities are available for items such as media, radio, venue, travel, video monitors, printing, food and beverage for the VIP and Opening Reception, and much more. This is a great way to advertise your company while supporting this documentary exhibit.

## COMMEMORATIVE PROGRAM ADVERTISING

Please provide camera ready artwork. Design services are available for an additional rate.

**FULL-PAGE** (B&W Ad) — \$1,000

**HALF-PAGE** (B&W Ad) — \$750

**QUARTER-PAGE** (B&W Ad) — \$500

**EIGHTH-PAGE** (B&W Ad) — \$200

## COPY DEADLINE

The copy deadline for advertisement submissions is October 10, 2006.

## FISCAL SPONSOR

Our 501(c)(3) Fiscal sponsor is Search to Involve Pilipino Americans (SIPA).



**CASIMIRO URBANO TOLENTINO,**  
California State Law Judge and  
Fire Commissioner of Los Angeles

By supporting *I Am Today's Filipino* you are:

- **GIVING** a voice to the Filipino community
- **CONTRIBUTING** to the advancement of the Arts
- **EMPOWERING** the Filipino community to break into mainstream awareness
- **CAPTURING** history for future generations to reflect upon
- **RECOGNIZING** the contributions of Filipinos to American life
- **INSPIRING** others to embark on more community building projects
- **CONNECTING** other cultures through the struggles and triumphs of Filipinos
- **EDUCATING** the general public about Filipino culture and tradition



**ALLEN PINEDA LINDO (APL.DE.AP),**  
Member of the Grammy Award Winning  
Black Eyed Peas

## CONTACT INFORMATION

For more information, please contact  
Celina Taganas-Duffy or Ray Carbullido at:

**PHONE** (323) 857-5337

**ADDRESS** 6230 Wilshire Blvd., #1231, LA, CA 90048

**EMAIL** info@iamtodayfilipino.com

**WEBSITE** www.iamtodayfilipino.com

**Yes!** I would like to support and sponsor *I Am Today's Filipino*

- \$50,000 — Presenting Sponsor
- \$30,000 — Exhibit Sponsor
- \$20,000 — Premiere Sponsor
- \$10,000 — Official Sponsor
- \$5,000 — Reception Sponsor
- \$2,000 — Associate Sponsor

**AD DEADLINE:** October 10, 2006

- \$1,000 — Full-Page B&W Ad
- \$750 — Half-Page B&W Ad
- \$500 — Quarter-Page B&W Ad
- \$200 — Eighth-Page B&W Ad
- \$100 — Sponsor a Frame

Please accept my donation of \$ \_\_\_\_\_

Please find a check enclosed payable to Search to Involve Pilipino Americans (SIPA)

Charge my  VISA  MASTERCARD  AMEX (Circle One)

Card#	Exp. Date	Signature
Name		Title
Company		
Address		City/State/Zip
Telephone		E-mail

**PLEASE MAIL COMPLETED FORM TO:** I Am Today's Filipino, 6230 Wilshire Blvd., #1231, Los Angeles, CA 90048  
**OR, PLEASE FAX OR E-MAIL COMPLETED FORM TO:** **FAX:** (323) 857-5338 **E-MAIL:** sponsor@iamtodayfilipino.com