

VOICES FROM LAOS



LEGACIES OF WAR | HISTORY | HEALING | HOPE

March-April, 2013

Dear Potential Voices from Laos Sponsor:

We are reaching out to you because we know you care about development and opportunity in Lao PDR, and the right of the people of Laos to live without fear of their own land. Legacies of War has been working since 2004 to raise awareness about the lingering effects of unexploded bombs in Laos left over from the Vietnam War era, and to increase the resources available to clear Laos of these deadly munitions. This April, we will travel to 12 cities across the U.S. with an unprecedented national speakers tour, *Voices from Laos: Clearing Bombs, Protecting Lives*, to tell the story of unexploded ordnance (UXO) from the perspective of the people of Laos themselves. **We invite you to join us as a sponsor of the Voices from Laos speakers tour.**

In these 12 cities [New York (NY), Fresno, Merced, Sacramento, San Francisco, and Palo Alto (CA), Portland (OR), Seattle (WA), Madison (WI), Minneapolis/St. Paul (MN), Harrisonburg (VA), and Washington, DC], we will organize 18 events, including speakers panel discussions, community dinners, and receptions, most of which will feature Lao food, art, and culture. We expect 75 - 500 attendees at each event including Lao and Hmong American community members, students and faculty from local universities, and members of the broader community interested in Laos and humanitarian action. We are confident the tour will attract extensive media coverage in local, ethnic, and national media of the Lao UXO issue and efforts underway to solve it.

Sponsor Levels and Recognition

To acknowledge your charitable support, sponsors will have the opportunity to take advantage of a variety of avenues for recognition and visibility, including:

1. Co-hosting an event or reception and having your representative make remarks.
2. VIP event seating.

3. Displaying your organization's logo, description, and links on the tour's social media and online marketing.
4. Placement of your logo and name on all printed tour marketing materials, the printed programs, and on our official tour website.
5. Reserved space on shared tables to display information about your organization.

Sponsor Levels and Recognition

	Co-host event & make remarks	VIP seating	Promotion in social media and online marketing	Placement of logo and name on Website, marketing materials, and printed program	Reserved space on display table
Mekong level (\$10,000+)	Three events	Table or 10 seats at three events	3 dedicated social media posts and prominent recognition in email marketing	Name and logo displayed prominently (top tier)	Yes
Xang (Elephant) level (\$5,000 - \$9,999)	One event	Half-Table or 6 Seats at one event	2 dedicated social media posts and prominent recognition in email marketing	Name and logo displayed (middle tier)	Yes
Dok Champa (Lao national flower) level (\$1,000 - \$4,999)	--	4 Seats at one event	1 dedicated social media post and recognition in email marketing	Name and logo displayed (bottom tier)	Yes
Tuk tuk level (\$500 - \$999)	--	2 Seats at one event	Recognition in email marketing	Name listed	Yes
Friend level (\$50 - \$499)	--	--	--	Name listed	Yes

Menu of options

Organizations and businesses have multiple options for partnering with Legacies of War on the Voices from Laos tour as Sponsors. For each sponsor level, you can choose to be a **Tour Sponsor**, dedicating your funding to the Voices from Laos tour, or a **Trailblazer Sponsor**. Trailblazer Sponsors provide support to continue Legacies' ongoing work. Please visit our Website, <https://www.legaciesofwar.org>, for extensive information on our work and accomplishments.

However you choose to offer support, it will be greatly appreciated and will make a meaningful contribution to our work. *All contributions to the tour and to our ongoing work are tax deductible.*

Sponsor amount	Examples of what your Tour sponsorship can support	Examples of what your Trailblazer sponsorship can support
\$25,000	Support a team of paid local fellows in each city to coordinate events and build a growing national network of community support for clearing Laos of UXO	Expand our staff capacity so that we can boost our community involvement, education, and public awareness events to help bring a new legacy to Laos
\$10,000	Support our video documentarian to capture the many powerful and moving moments on the tour and to create a video to tell our speakers' important stories long after the tour	Jump start our Learning Tour to Laos for U.S. Members of Congress, journalists, veterans, artists, photographers, and community members
\$7,500	Support the creation and shipping of a creative and interactive educational exhibit to educate audiences about the history of the bombing and the issue of UXO	Support our research and data analysis efforts around UXO in Laos
\$5,000	Sponsor our opening reception in New York City with U.N. Ambassadors and other high-profile officials, civil society, and community members	Help expand our college chapter and internship programs that are building the next generation of leaders in the U.S. for peace and development in Laos
\$2,500	Support a graphic designer to create beautiful tour materials to communicate our messages about History, Healing, and Hope	Help to update our school curricula for middle and high school students, the only curricula in the country devoted to the Secret War in Laos
\$1,000	Sponsor a community banquet to make the cost more accessible for attendees	Pay our rent in our Washington, DC, office for one month to support our mission of History, Healing, and Hope
\$500	Cover materials and shipping for a participatory art project ("Tapestry of Hope: Postcards for Laos")	Support one community outreach event to raise awareness about the history of the bombings of Laos and build momentum for a future of peace

The *Voices from Laos* speakers tour marks the 40th anniversary since the end of the bombing, and the 40th year that the people of Laos must endure the dangerous legacy of the Vietnam War. With your help, Legacies of War will strive make the next decade the one in which we bring lasting peace and safety to Laos. The Lao UXO sector is at a crossroads, and Legacies will make sure that current interest and momentum does not fade before the job of clearing Laos of UXO is done. We ask you to join us!

Best wishes,



Channapha Khamvongsa,
Executive Director