

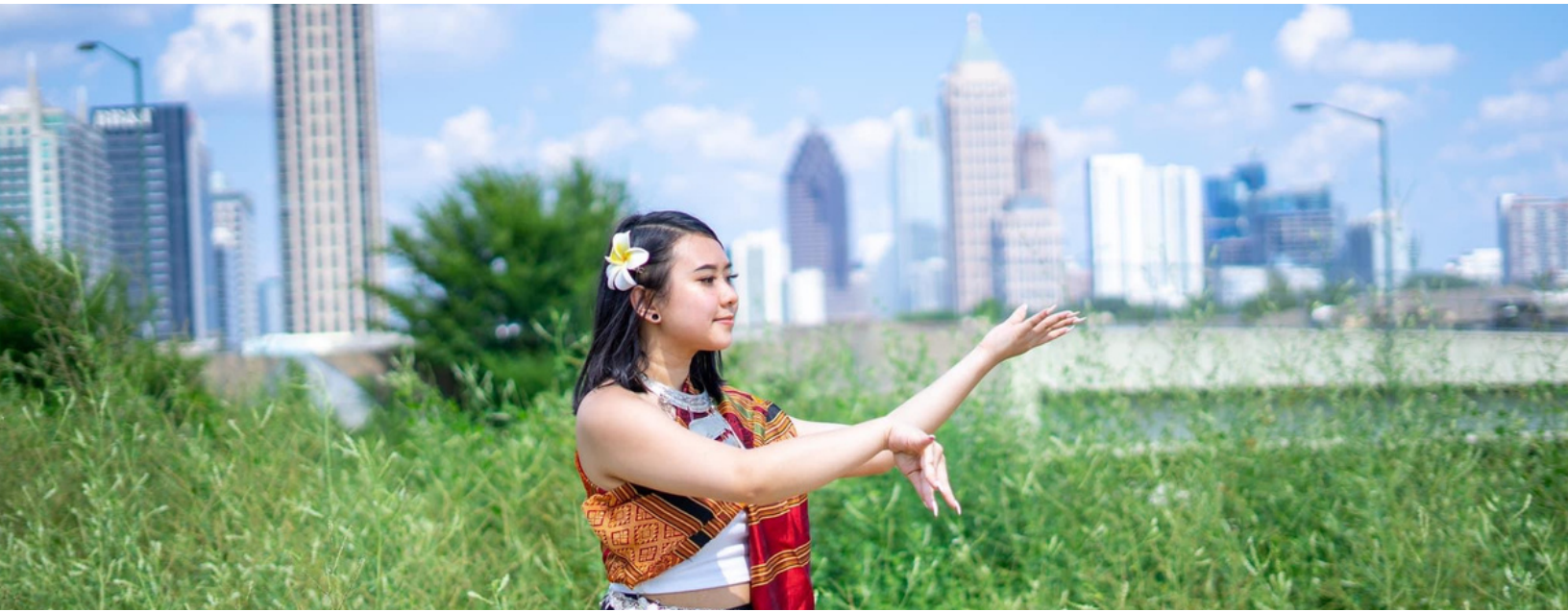


# Laotian American Society

---

## YOUTH PROGRAM Sponsorship Packet





# About LAS

The Laotian American Society (LAS) is a 501c3 non-profit organization serving the Georgia community. Bridging together the modern Laotian- American with the traditional generation of our community, to celebrate our culture and aid our community. Our mission is to promote cultural awareness and empower the Laotian- American community through culture, outreach, and education. LAS has been in existence since 2003, and has transcended from its humble grassroots beginnings, to one of the prominent voices within the Lao community and a member of the Atlanta Asian/Pacific Islander non-profit community that contributes effortlessly to the economy and tapestry of Georgia and America.



# Press

The Washington Post  
Democracy Dies in Darkness

## Sticky rice meets Southern hospitality at Buddhist temple festivals

Southeast Asian communities in the American South share food and culture with their neighbors

By Kris Martins  
May 8, 2023 at 9:14 a.m. EDT




West Lao Buddhist Khanti's Nang Sangkhan 2023 pigment burner (yika Saewath) sits atop a water buffalo, the animal that symbolizes the goddess of this Lao New Year, during the Nang Sangkhan parade in Snellville, Ga., on April 23, 2023. (Kris Martins for The Washington Post)

The Atlanta Journal-Constitution

Trump Georgia Investigation | Opinion | Sports | Local News | AJC Peachtree Road Race

Stay informed on topics that matter to you. [Get 3 months for 99¢!](#)

## Laotian American group to give out free food in Norcross




WINNETT COUNTY  
By Tyler Wilkins

COMMUNITY

## Johns Creek to host Lunar New Year Festival

Several communities will be ringing in the Year of the Rabbit.




Though not all AAPI ethnicities observe the Lunar New Year, they are happy to uplift and support the celebrations of those in Georgia who hold the tradition close.

According to [Georgia's Laotian American Society](#), the holiday is an intersecting point for its community and other ethnicities that exist under the AAPI umbrella.

"We as a whole, we do not celebrate Lunar New Year. However, that is not necessarily true for a lot of us that are Laotian American as a lot of us are mixed with Chinese ancestry and Vietnamese ancestry," Kimberly Lattanaxay, the cultural and education director for the society said.

To celebrate this intersection, the group works to attend and perform at events to acknowledge members of its community that may have been raised within a melting pot of cultures.

Though Laotians celebrate their new year in April, people can expect to see Lattanaxay and members of the society at the Johns Creek festival. The Laotian American Society has been preparing to perform with its dance team known as [Soulyah Natasinh](#).



Jaesen Khounthalangsy  
Design Engineer, YKK AP  
President, Laotian American Society of Georgia

Jaesen has become the voice of the next generation within the Laotian community. From 2019 to present day, he has increased the participation of volunteers from the "millennial" and "GenZ" age group. His strengths consist of understanding his team and going up and beyond to ensure that he optimizes the strengths and talents of others within his team, in order to achieve one common end goal. His contribution to his community has been far from unnoticed. In 2020, he led his team in *Operation Lunchbox*, the *Covid-19 Food Box Drive* and as well as the *Covid-19 Care Package Project* for seniors within his community. Thanks to the leadership of Jaesen, hundreds of families received care packages during the pandemic. Never before was the Laotian American Society able to pursue this project on such a large scale, but with the guidance of Jaesen, his team was able to cover all Lao communities from north Georgia in Habersham County all the way to southern Georgia towards Savannah and Macon. Creating and empowering leaders from the next generation and giving back to the community who raised him is his greatest passion in life.



# About Our Youth Department

Dedicated to continue the cultural significance of sport like the Dragon Boat race, as well as invest into the community's youths with a range of activities, the Laotian American Society (LAS) Youth Department is invested in creating an environment of enjoyment, practicing an active lifestyle, sportsmanship, camaraderie, inclusivity, and team-building. The LAS Youth Department is centric to programs as the Moho Toso Dragon Boat Program, which believes that strong individuals builds a strong community. This core value is instilled in confidence of character building for all members, the future leaders of the community.

Mentored and coached by seasoned passionate professionals who continue to enjoy this honorable sport and active programs, curates a bridge between generations and organizations of vast backgrounds. This is one of most critical programs for LAS as this is often the first door for many of the youth to step into the organization, be a part and learn more about the Georgia Laotian American community, network, connect and impact the greater community.

Sustainability of this program as an ongoing year round program is due to the gracious generosity of sponsors and donors. Please consider sponsoring our youth department to continue current and future programs this year and help aid the committed youths



## Moho Toso!

Why a possum for the Dragon Boat Division? Superstition. As our permanent Dragon Boat program was established our team have been chased from land to boat by a possum during practice sessions before a recent main race. Concluding said race in our team placed Top 10 overall, Best time for our organization in 15 years. Motivation!





<b>Sponsorship Levels</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>	<b>Name</b>
	<b>\$2000</b>	<b>\$1000</b>	<b>\$500</b>	<b>\$250</b>	<b>\$100</b>

	Platinum	Gold	Silver	Bronze	Name
Logo on Step and Repeat	✓	✓	✓	✓	
Website Homepage Banner	✓				
Featured on Promo Video	✓	✓			
Dedicated Social Media Post	✓	✓	✓		
Feature on LAS Website	Logo/Name & Link	Logo/Name & Link	Logo/Name & Link	Logo/Name & Link	Logo/Name
Back Team Shirt Feature		✓	✓	✓	✓
Front Team Shirt Feature	✓				
Medals Won at Festivals (if applicable)	<b>2</b>	<b>1</b>			
Paddle(s) Signed by Team	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	
Team Shirt(s)	<b>10</b>	<b>6</b>	<b>4</b>	<b>2</b>	<b>1</b>

Thanks to generous donations and sponsorships this ongoing yearly program is able to participate in additional festivals and competitions throughout the year. Funds raised will used to offset operational costs of the youth programs inclusive of community outreach and youth engagement.



# Laotian American Society



## Laotian American Society Dragon Boat Team and Youth Program Sponsorship Agreement Form

### Sponsor Information

Company or Individual Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Business or Individual Social Media & Handles: \_\_\_\_\_

*Please send a high-res logo or ad to [marketing@lasga.org](mailto:marketing@lasga.org), subject: SPONSOR*

We would like to sponsor the Laotian American Society Youth Program at the following level (please check the appropriate box below):

- Platinum Level (\$2000)
- Gold Level (\$1000)
- Silver Level (\$500)
- Bronze Level (\$250)
- Name Level (\$100)

Remittances can be either of these convenient options:

For Credit/Debit Cards: *please use Paypal at [paypal.me/donatelasga](https://www.paypal.com/donate/?url=https://www.lasga.org)*

For CashApp: *@sabaideeatlanta \*please note SPONSOR*

For Zelle: *treasurer@lasga.org \*please note SPONSOR*

For Checks: *send and make payable to Laotian American Society, P.O. Box 1558, Suwanee GA 30024*

Thank you very much for your generous support.

Sponsorship is in agreement through the dragon boat racing season and youth programs during 2023-2024. Sponsorship will run from August 2023 to August 2024. Laotian American Society is an IRS 501(c)3 tax-exempt non-profit organization EIN#: 51-0446757.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

### OFFICIAL USE ONLY:

Received by: \_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_