

Fall Classic Sponsorship Package October 9, 2019



GREATER AUSTIN
Asian Chamber
OF COMMERCE

About Greater Austin Asian Chamber of Commerce (GAACC)

GAACC is the voice for the Asian Pacific American (APA) business community in Central Texas. Between 2007 and 2012 APA businesses grew by 44 percent. At this growth rate, there will be 22,000 APA businesses in 2022. Over 130,000 Asian or Asian Americans call the Austin-Round Rock metropolitan area home. APAs are the second largest minority group in the City of Austin at 8 percent of its residents. While averages make this demographic look healthy, it is highly diverse. Disaggregated data reveal many gaps among ethnic groups.

Our **TOGETHER TO 2020** campaign aims to grow our membership to 2,020 by the year 2020

Executive Committee

Yuen Yung, Chairman
 Robert Lee, Immediate Past Chair
 Kuntal Sindha, Secretary
 Vivienne Ngo, Treasurer
 Ahmed Moledina, Development Committee
 Kannan Kaliyur, Membership Committee
 Sharad Mudhol, Policy Committee

Active Past Chairs

Ali Khataw, Chair Emeritus
 Rashed Islam
 Paul Kim

Board Members

Usha Boddapu, Hussain Hashim, Fayez Kazi, Sung Je Lee, Ying McGuire, Derek Su, Linh Tu, Lynn Yuan

GAACC Advocates

We take positions on policies that impact APAs and business at national, state and local levels. We help the community by writing letters of support and alerting public officials and agencies of issues facing the community. We plan events that showcase the different ethnic groups that make up this demographic.

GAACC Connects

Our signature events, Ovation and Fall Classic are annual opportunities to access prominent civic, community and business leaders. Our networking mixers, and referrals for members are other ways that we connect people. We support the City of Austin's economic ties with Asia through ATXBound, Asia House during SXSW, our annual trade mission to Asia and by hosting international delegations.

GAACC Educates

Our education initiatives are free and open to the public. We offer monthly workshops on business fundamentals and minority business certification, and host industry panels and market briefings. We provide intelligence on APA demographics, consumer trends, as well as cultural competency talks. Our micro-entrepreneur program helps underserved immigrants such as refugees and limited English proficiency entrepreneurs achieve their dream of running a successful business.

Why Engage with GAACC

Organizations choose to engage with GAACC for publicity, connections, community engagement or goal alignment. In Austin, the APA community is well organized and unified as APAs. GAACC is one of three organizations advocating for the APA community, the other two being the Asian American Resource Center non-profit which covers cultural and social services, and the Network of Asian American Organizations which handles policy and representation. GAACC's sphere of service is business and economic development, including international trade with Asia.

How to Engage with GAACC

Being a member is the first initial involvement. Our membership is based on the calendar meaning everyone renews on January 1 and dues are prorated for new members joining mid-year. Annual dues are based on employee size and range from \$150 for organizations with 0-10 employees to \$1,000 for companies with over 100 employees. Organizations can designate between two and ten representatives to receive GAACC membership privileges.

Membership Benefits

Members receive privileged admission to events, leadership opportunities, ribbon cuttings for grand openings or new space, listing on AsianEatsATX.com our sister website on Asian cuisine (for F&B members) and promotion on our website directory, monthly e-newsletter, and our social media.

Our website receives 1 million hits annually, our newsletter has about 2,000 subscribers, and we have a strong following on Facebook, Twitter, and Instagram due to our consistent social media marketing strategy. In an average month, we receive over 8,500 post engagements on Facebook.

Fall Classic Golf Tournament

We will be at Falconhead Golf Club on October 9, 2019 for our annual golf tournament for a fun afternoon of networking and friendly competition. Meet GAACC board members, corporate partners and leaders from the APA community. Funds raised from this year's tournament support GAACC's education program for underserved local businesses.

Request for Fall Classic Sponsorship

All sponsors will be recognized on all promotion of the golf tournament. This includes logo on GAACC website, social media outreach, and email blasts related to the event. All sponsors receive membership for October - December 2019 and all of 2020 at the professional level other than the Title Sponsor who receives executive level member benefits.

Sponsorship Response Form

- \$5,000 Presenting Sponsor
Welcome remarks during reception
2 foursomes , logo at hole
- \$3,000 Lunch Sponsor
Remarks during lunch
1 foursome, logo at hole
- \$3,000 Reception Sponsor
Reception speaking opportunity
1 foursome, logo at hole
- \$3,000 Beverage Sponsor
Logo at beverage station or cart and 1 foursome
1 foursome, logo at hole
- \$3,000 Awards Sponsor
Present awards during reception
1 foursome, logo at hole
- \$3,000 Swag Sponsor
Recognition in goodie bag
1 foursome, logo at hole
- \$2,000 Special Holes Sponsor (3 available, select below) each gets 1 foursome
 - Logo at longest drive
 - Logo at closest to pin
 - Logo at prize money hole in one
- \$1,000 Hole Sponsor (14 available)
Logo at available hole (not exclusive)
1 foursome

Name in marketing materials _____

Address _____

City / State / Zip _____

Phone / Email _____

AMEX / Discover / Mastercard / Visa _____

Name on credit card _____

Security code _____

Cardholder's signature / date _____

Checks payable to Greater Austin Asian Chamber of Commerce and this form can be mailed to:
8001 Centre Park Drive, Suite 160, Austin Texas 78754

[Register Here](#)