



SERVE LOCAL. THINK GLOBAL.



2024-2025

**PARTNERSHIP
OPPORTUNITIES**



ABOUT THE GREATER AUSTIN ASIAN CHAMBER

Becoming a Corporate Partner of the Greater Austin Asian Chamber of Commerce means...

COMMUNITY

Your company will connect with a talented, proud, and engaged Asian community that spans Central Texas.

CONNECTION

Sponsoring GAACC's programs places you and your enterprise in the core of Greater Austin's business and civic ecosystem.

ENGAGEMENT

Being a Corporate Partner gains you access to opportunities for engaging directly with our members.

EXPOSURE

Take advantage of the Asian Chamber's robust digital presence and increase your exposure among Greater Austin's Asian communities.

GROWTH

Asians are the fastest-growing ethnicity in Central Texas. As our community grows, so does the impact of your support.

IMPACT

Your support allows the Asian Chamber to continue and expand our popular and successful programs. The community impact is real.

INFLUENCE

The Asian Chamber works every day with civic and community leaders at every level. Our influence will elevate yours.

EQUITY

Part of the Asian Chamber's core mission is working to increase regional economic equity. Opportunity should be available to all.

Reach your community engagement goals. Become a Partner.

ABOUT THE GREATER AUSTIN ASIAN CHAMBER

OUR VISION

The Greater Austin Asian Chamber of Commerce is the leading partner for driving local economic growth and opportunity for businesses with ties to Asia and Asian Americans.



WE SERVE LOCAL

A fundamental value of GAACC's work is building opportunity for local businesses to grow. From mom'n'pops and startups to established regional players, we can help.



WE THINK GLOBAL

Austin is poised to take the next step building international business ties to strengthen our region's economy. We are among the local organizations spearheading this work.



WE HELP YOU GROW

Whether through networking events, referrals, business development workshops, or digital exposure, we create nurturing spaces to help your business bloom.

OUR MISSION

Serve our members, champion the Pan-AAPI business community, enrich the community at large, and foster growth and opportunity through Advocacy, Connectivity, and Education.

ABOUT THE GREATER AUSTIN ASIAN CHAMBER

AUSTIN'S ASIAN LANDSCAPE

GROWTH

Asians are the **fastest-growing** racial group in the Greater Austin region.

Total Asian population in Greater Austin has **doubled** between 2010 and 2021.

(~82,000 → ~160,000)

DIVERSITY

Austin's Asian community is **highly diverse** with significant populations representing India, China, Vietnam, Korea, Bangladesh, and the Philippines, among others.

Greater Austin has seen a significant influx of **foreign-born** Asians in the past decade.

IMPACT

Asians are the **most highly educated** and **high-earning** population group in Central Texas; typically working in **business, management, and science** professions. Asians are a key contributor to Austin's **burgeoning knowledge economy** and ability to compete with other cities and metros for jobs and talent.

OUR REACH



1,250+

MEMBERS

(COMPANIES & INDIVIDUALS)



4,600+

**MEMBER
REPRESENTATIVES**



25+

**GAACC EVENTS
IN 2023**



10,000+

**SOCIAL MEDIA
FOLLOWERS &
EMAIL SUBSCRIBERS**

OUR PERFORMANCE

AVERAGE YEAR-OVER-YEAR GROWTH

177%

**MEMBERSHIPS
REVENUE GROWTH**

140%

**CORPORATE PARTNERSHIPS
REVENUE GROWTH**

+125%

FACEBOOK REACH

+72%

INSTAGRAM REACH

+280%

LINKEDIN ENGAGEMENT

CORPORATE SPONSORS AND PARTNERS

Our deepest appreciation goes out to these generous companies and organizations for supporting the Greater Austin Asian Chamber of Commerce and the Central Texas AAPI business community as a whole.

IMPACT, GOLD, AND SILVER PARTNERS



PROGRAM SPONSORS



(This page reflects active sponsors and partners as of January, 2024.)

CORPORATE PARTNER BENEFITS

Contact info@austinasianchamber.org for detailed sponsorship information.

Our Corporate Partners make it possible for the Chamber to conduct our community engagement events and outreach programs. Through their generous support of the Greater Austin Asian Chamber of Commerce, they elevate the AAPI business community throughout Central Texas.

IMPACT PARTNERSHIP

\$25,000

Impact Partners receive recognition as a GAACC Knowledge Partner, a critical role in the Central Texas Asian Impact Project.

Recognition at GAACC Member Programs

State of the Chamber • International Market Summit • Small Business Development Series • International Market Series

DECA Small Business Opportunity Summit • GAACC Women's Club • Crucial Conversations

Speaking slot at one Crucial Conversation event • Appearance by GAACC leadership at ribbon cutting

Recognition at GAACC Signature Events

Two (2) tables at Ovation gala • Full-page ad in Ovation gala program

Two (2) foursomes at GAACC Fall Classic Golf Tournament

Digital Marketing Exposure

Logo and links on GAACC website • Partner Spotlight in GAACC social media

Logo and links on GAACC Signature Event pages

Dedicated email blast (2x/year) • Dedicated post on GAACC blog (2x/year)

Advocacy

Recognition as a GAACC Knowledge Partner • Seat on Advisory Board • Five (5) seats on GAACC Committees

Recognition at Advocacy-related events • General advocacy on AAPI issues

Impact Partners also receive all the benefits granted to Premier-level Members of the Greater Austin Asian Chamber of Commerce. Visit www.austinasianchamber.org/membership-levels for more information.



CORPORATE PARTNER BENEFITS

Contact info@austinasianchamber.org for detailed sponsorship information.

GOLD PARTNERSHIP

\$15,000

Recognition at GAACC Member Programs

State of the Chamber • International Market Summit • Small Business Development Series • International Market Series
DECA Small Business Opportunity Summit • GAACC Women's Club • Crucial Conversations • Appearance at ribbon cuttings

Recognition at GAACC Signature Events

One (1) table at Ovation gala • Half-page ad in Ovation gala program
One (1) foursome at GAACC Fall Classic Golf Tournament

Digital Marketing Exposure

Logo and links on GAACC website • Partner Spotlight in GAACC social media
Logo and links on GAACC Signature Event pages
Dedicated email blast (1x/year) • Dedicated post on GAACC blog (1x/year)

Advocacy

Seat on Advisory Board • Three (3) seats on GAACC Committees
Recognition at Advocacy-related events • General advocacy on AAPI issues

Gold Partners also receive all the benefits granted to Premier-level Members of the Greater Austin Asian Chamber of Commerce.
Visit www.austinasianchamber.org/membership-levels for more information.



CORPORATE PARTNER BENEFITS

Contact info@austinasianchamber.org for detailed sponsorship information.

SILVER PARTNERSHIP

\$10,000

Recognition at GAACC Member Events

State of the Chamber • International Market Summit • Small Business Development Series • International Market Series
DECA Small Business Opportunity Summit • GAACC Women's Club • Crucial Conversations

Recognition at GAACC Signature Events

One (1) table at Ovation gala • Quarter-page ad in Ovation gala program • One (1) foursome at Fall Classic Golf Tournament

Digital Marketing Exposure

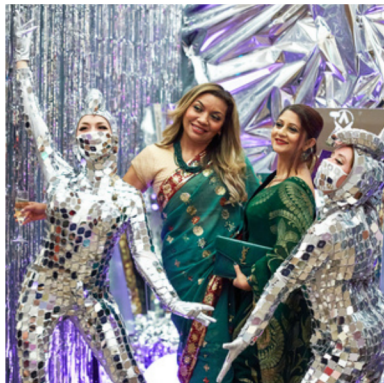
Logo and links on GAACC website • Partner Spotlight in GAACC social media • Logo and links on GAACC Signature Event pages

Advocacy

Seat on Advisory Board • One (1) seat on GAACC Committees • Recognition at Advocacy-related events

General advocacy on AAPI issues

Silver Partners also receive all the benefits granted to Executive-level Members of the Greater Austin Asian Chamber of Commerce.
Visit www.austinasianchamber.org/membership-levels for more information.



CORPORATE PARTNER BENEFITS COMPARISON

Contact info@austinasianchamber.org for detailed sponsorship information.

	SILVER \$10K	GOLD \$15K	IMPACT \$25K
In addition to benefits indicated below, Corporate Partners receive all the benefits of Memberships at these tiers:	EXECUTIVE	PREMIER	PREMIER
Recognition at Member Events			
Corporate Partners receive recognition via logo placements and verbal acknowledgement at GAACC events:			
State of the Chamber	✓	✓	✓
Small Business Development Series	✓	✓	✓
International Market Series Events and Summit	✓	✓	✓
Holiday Mixers	✓	✓	✓
VIP Mixers	✓	✓	✓
GAACC Women's Club Meetings	✓	✓	✓
Member Mixers	✓	✓	✓
Speaking slot at one Member Mixer		✓	✓
Appearance by GAACC leadership at ribbon cutting events		✓	✓
Recognition/Participation at Signature Events			
Tables at Ovation gala	1	1	2
Ad in Ovation gala program (Partner provides art)	quarter-page	half-page	full-page
Foursomes at Fall Classic Golf Tournament	1	1	2
Digital Marketing Exposure			
Logo and links on GAACC website	✓	✓	✓
Partner Spotlight in GAACC social media (1x/year)	✓	✓	✓
Logo and links on GAACC Signature Event pages	✓	✓	✓
Dedicated email blast (distributed to GAACC email list)		1x/year	2x/year
Dedicated post on GAACC blog		1x/year	2x/year
Advocacy			
Recognition as a Knowledge Partner			✓
Seat on Advisory Board	✓	✓	✓
GAACC Committee representation (seats)	1	3	5
Recognition at Advocacy-related events	✓	✓	✓
General advocacy on AAPI issues	✓	✓	✓

MEMBER PROGRAMS

Contact info@austinasianchamber.org for detailed sponsorship information.

The Austin Asian Chamber's Member Programs are the core of our engagement with our community. Sponsoring a Member Program provides opportunities for targeted exposure around specific topics and focus areas.

PROGRAM SPONSORSHIP

VARIABLE PRICING

"Presenting" Sponsorship on ONE GAACC Member Program

State of the Chamber • Small Business Development Series • International Market Series

DECA Small Business Opportunity Summit • GAACC Women's Club • Crucial Conversations

Digital Marketing Exposure

Logo and links on GAACC website • Partner Spotlight in GAACC newsletter social media (1x/year)

Advocacy

One (1) seat on GAACC Committees • Recognition at Advocacy-related events • General advocacy on AAPI issues

STATE OF THE CHAMBER

FEBRUARY

The annual State of the Chamber meeting provides an opportunity for our community to gather and connect with one another and learn about the direction of Austin's Asian Chamber. This meeting presents updates from civic leaders, regional economic forecasts, and shares the Chamber's strategic plans for the year, all in a warm and welcoming "mixer" environment..

SMALL BUSINESS DEVELOPMENT SERIES

ONGOING

The GAACC Small Business Development Series provides rich opportunities for Austin-area entrepreneurs to learn directly from the experts about a range of topics critical to small businesses. With topics ranging from minority-owned business certification to HR and marketing, the multi-session "fireside chat" format with panelists creates a lively, educational experience.

INTERNATIONAL MARKET SERIES

ONGOING

One of our most popular programs, the International Market Series brings the world to Austin's doorstep. These briefings and receptions leverage GAACC's deep connections with major Asian markets to offer expertise that's straight from the source.

WOMEN'S CLUB

ONGOING

The GAACC Women's Club provides an intimate space for our community's dynamic women-identified leaders to network and learn from one another. Each meeting features a presentation given by a local entrepreneur or expert who shares her insights on topics ranging from business development to time management and self care.

CRUCIAL CONVERSATIONS

ONGOING

Our Crucial Conversations Series provides expertise and insights that can only come from experience. Along with robust networking opportunities, each event will feature a conversation with an AAPI entrepreneur, business leader, or civic figure in an engaging, informal, and friendly setting.

SIGNATURE EVENTS

Be part of "The Best Asian Parties In Town." Sponsor a GAACC Signature Event.

OVATION GALA

Contact ovation@austinasianchamber.org for detailed sponsorship information.

Ovation is the annual celebration of Asian Pacific American heritage and accomplishments hosted by the Greater Austin Asian Chamber of Commerce. "The Best Asian Party in Town" takes place at a premier downtown Austin hotel and attracts business and civic leaders and entrepreneurs from across Central Texas, across the nation, and from around the world.



FALL CLASSIC GOLF TOURNAMENT

Contact golf@austinasianchamber.org for detailed sponsorship information.

The GAACC Fall Classic Golf Tournament takes place at a world class course in the Austin area. Enjoy friendly competition, great prizes, fun activities, and networking with GAACC's board members and other prominent members of the Asian Pacific American business community.



INTERNATIONAL MARKET SUMMIT

MARCH

Every March, SXSW draws thousands of participants to Austin from around the Asian continent. We leverage our deep connections with numerous Asian governments and investment entities to develop this robust and informative program during the festival to connect local communities with Asian investment opportunities, startup support, and more.

ASIAN NIGHT MARKETS

MAY/SEPTEMBER

Our Night Market events aim to showcase the astounding diversity of the Asian continent while centering local businesses with restaurant and retail pop-up vendors, entertainment, and diverse cultural activities. Launching in 2024 to coincide with AAPI Heritage Month, the May Night Market will be located in Downtown Austin. In addition, we will focus on the regional character of Greater Austin's AAPI communities by conducting a September Night Market in an outlying area such as Georgetown or Cedar Park. Visit nightmarket.fun for more information.

Serve local. Think *and act* global.



G R E A T E R
AUSTIN ASIAN
CHAMBER OF COMMERCE

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