



EXPLORE AUSTIN'S FUTURE WITH US

12.03.22 | JW MARRIOTT | AUSTIN, TEXAS

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GREATER
AUSTIN ASIAN
CHAMBER OF COMMERCE

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A LETTER FROM OUR CEO

What will Austin look like in 2032?

At the Greater Austin Asian Chamber of Commerce, we envision a future in which Austin is truly global while always staying weird. Will our city also be more connected? More sustainable? Greener? More equitable?

2022 is the ten-year anniversary of the Greater Austin Asian Chamber of Commerce. We are using this moment as an opportunity not only to look back and celebrate the incredible accomplishments of our Chamber and the Asian business community in Central Texas over the past decade, but especially as a chance to look ahead. The futuristic theme for this year's Ovation gala reflects this aspirational forward focus.

Even with ten years behind us, in some ways we're just getting started. Our internationally-focused efforts to #MakeAustinGlobal will extend and shape Austin's connections to the world. Our work in cultivating the Central Texas business landscape will see regional economic equity become more visible across our area. Our focus on supporting our members and delivering top-notch programs in education, advocacy, and connection will deepen and grow.

Explore Austin's future with us! The Ovation gala or, as I like to call it, "The best Asian party in town!" is our collective chance to dress our best and show the city our proudest face. The event also makes possible all the critical year-round work of the GAACC. Consider sponsoring the Ovation gala and join our effort. I look forward to seeing you on December 3rd!

Fang Fang

Fang Fang

P R E S I D E N T & C E O | Greater Austin Asian Chamber of Commerce



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OUR WORK

1

MAKING AUSTIN GLOBAL

- DIRECT FLIGHTS FROM AUSTIN TO ASIA
- INAUGURAL TEXAS ASIAN ECONOMIC SUMMIT
(COMING IN 2023)
- INTERNATIONAL MARKET BRIEFINGS

2

CULTIVATING REGIONAL ECONOMIC EQUITY

- DIVERSITY ETHNIC CHAMBER ALLIANCE
(DECA)
- MINORITY-OWNED BUSINESS
CERTIFICATION PROGRAMS

3

GROWING COMMUNITY & MEMBER SUPPORT

- ADVOCACY
- CONNECTION
- EDUCATION
- GROWTH



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OUR BOARD AND ADVISORS

Guiding the direction and work of the GAACC takes a lot of talent. Our Board of Directors brings that talent to the table and mixes it with dedication, experience, and leadership. As a group of Austin business leaders, our Board's reach and impact is powerful. As a team of guiding hands, they nurture GAACC's strategic direction and make what we do possible.

Jessica Chen, Chair-Elect

CFO, Achieve Integrative Health
Finance Committee Chair

Clifford Chiu

Senior Advisor and External Corporate Director
Vista Equity Partners, Austin

Min Choe

CEO
Tso Chinese Delivery
Membership Committee Chair

Katy Crist

Marketing & Communications Director
Tokyo Electron
Ovation Committee Chair

Shanaz Hemmati

COO & Founder
ZenBusiness

Rashed Islam, Past Chair

Managing Principal and VP
HDR Engineering, Inc.

Kannan Kaliyur

CEO
ConnectTel Inc
Summit Committee Chair

Ali Khataw, Chair Emeritus

President and CEO
Encotech Engineering
Advisory Board Chair

Paul Kim, Past Chair

President
ATX Environmental Solutions, LLC

Robert Lee, Past Chair

CEO / Principal
Pearlstone Partners

Ying McGuire, Advisory Board

CEO & President
National Minority Supplier Development Council

Ahmed Moledina, Chair

CEO
SOAL Technologies

Sharad Mudhol, Secretary

Founder & CEO
smartDigs Austin
N&G Committee Chair

Kuntal Sindha

Strategic Partner
Kuntal Sindha LLC

Minh Tran

Founder
MEA Tran Enterprises, LLC
Golf Committee Chair

Yuen Yung, Immediate Past

Chair
CEO
Casoro Capital

G R E A

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APA DEMOGRAPHIC SNAPSHOT

- **Almost 1.8 Million Asian-Pacific American people live in Texas (as of 2019).** Texas ranks 3rd among all the states in the U.S.
- **Asians and people of Asian descent now make up 9% of Austin's population,** representing the second-largest demographic group moving to Austin over the past decade (as of 2021).
- **Austin's Asian community is the fastest growing Asian community** of any of the nation's largest 30 cities.
- **Austin's Asian community is highly diverse** with significant subgroup shares coming from Indians, Chinese, Vietnamese, Koreans and Filipinos.
- **The rate of business ownership by Asian proprietors in Austin is truly impressive,** greatly exceeding the Asian community's share of the total population.



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APA ECONOMIC DATA

- **60.6%** of Asian Americans 25 years and older have a Bachelor's degree or higher, compared to 30.8% of the total Texas population.
- There are **51,051** Asian-owned employer businesses in Texas. These companies hired **444,554** employees and paid out more than **\$14.4 billion** in payroll in 2018.
- Texas' Asian American population grew by **27.2%** between 2011 and 2019, more than double the growth rate of the total population for the same period.
- Texas' Asian population is projected to grow by **60.9%** by 2050.
- **Nearly 2/3** of the Asian community in Texas is made up of first-generation immigrants.



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X | OUR LANDSCAPE



700+

Members



2,000+

Member
Representatives



10,000+

Social Media Followers
and Email Subscribers



25+

GAACC events in 2022

GAACC IS ONE OF JUST A FEW PAN-ASIAN ORGANIZATIONS
IN AUSTIN.

GAACC PARTICIPATED IN THE FORMATION OF DECA
(DIVERSITY ETHNIC CHAMBER ALLIANCE),
THE FIRST ALLIANCE OF MINORITY-FOCUSED CHAMBERS IN THE U.S.



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TITLE SPONSOR - \$20,000 (Exclusive, One Available)

- GAACC Premier Level membership
- Lifetime Achievement Award presenter rights
- Product placement opportunity at each guest seat
- Up to two-minute video presentation during event program
- Verbal acknowledgment during the event program
- Premium reserved table for up to 10 guests at Ovation
- Pre-event branding on Ovation electronic communication including press releases, e-blasts, and newsletter announcements
- Two dedicated social media posts
- Logo on step-and-repeat banner on the red carpet
- Centerfold spread program ad
- Corporate logo in loop featured on video screens throughout the evening
- Recognition on the Ovation event page, social media, and in the Annual Landscape Report
- Recognition on event day imagery

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PLATINUM SPONSOR - \$15,000

- GAACC Executive Level membership
- Verbal acknowledgment during the event program
- Business of the Year / Emerging Business of the Year award presenter rights
- Up to one-minute video presentation during event program
- Premium reserved table for up to 10 guests at Ovation
- Pre-event branding on Ovation electronic communication including press releases, e-blasts, and newsletter announcements
- Two dedicated social media posts
- Logo on step-and-repeat banner on the red carpet
- Full-page program ad
- Recognition on the Ovation event page and on social media
- Recognition on event day imagery

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GOLD SPONSOR - \$10,000

- Verbal acknowledgment during the event program
- Outstanding Asian Community Organization / Creative Enterprise award presenter rights
- Premium reserved table for up to 10 guests at Ovation
- Pre-event branding on Ovation electronic communication including press releases, e-blasts, and newsletter announcements
- One dedicated social media post
- Logo on step-and-repeat banner on the red carpet
- Full-page program ad
- Recognition on the Ovation event page and on social media
- Recognition on event day imagery

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SILVER SPONSOR - \$7,500

- Prime reserved table for up to 10 guests at Ovation
- Pre-event branding on Ovation electronic communication including press releases, e-blasts, and newsletter announcements
- Logo on step-and-repeat banner on the red carpet
- Half-page program ad
- Recognition on event day imagery

BRONZE SPONSOR - \$5,000

- Prime Reserved table for up to 10 guests at Ovation
- Quarter-page program ad
- Recognition on event day imagery

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SECURE SPONSORSHIP ONLINE AT ovationgala.org

FOR MORE INFORMATION, CONTACT:

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