

Board Chair
Ahmed Moledina

Board Chair-Elect
Jessica Chen

Chairs Emeritus
Ali Khataw
Jim Yatsu

Executive Committee
Yuen Yung
Kannan Kaliyur
Katy Crist
Khotan Shahbazi-Harmon
Minh Tran
Sharad Mudhol

Board Members
Clifford Chiu
Junaid Siddiqui
Kuntal Sindha
Min Choe
Rashed Islam
Shanaz Hemmati
Tyler Johnson

2021 Advisory Board
Anbu Anbarasu
Colin Pope
David Firestein
Debbie Hiott
Eddie Rodriguez
Jeff Hahn
Jeff Vice
Kristie Gonzales
Larry Graham
Lynn Yuan
Michele Glaze
Miguel Romano
Mitch Jacobson
Mojdeh Gharbi
Robert Lee
Rudy Metayer
Tamara Atkinson
Vivienne Ngo
Ying McGuire

CEO
Fang Fang

As an Ovation committee member and/or board member, you may use this document as a tool to help you in your important role of helping to drive fundraising efforts for the Greater Austin Asian Chamber. We look forward to your support of the mission and work of the GAACC.

Sponsorship Procurement Process

What does a sponsorship request look like?

1. It starts with a clear understanding of the individual or organization that you are soliciting.
 - a. What drives the organization? What are some of the organization's goals?
 - b. What benefits do they have both intrinsically and extrinsically that the Greater Austin Asian Chamber can help them succeed?
 - c. What are their philanthropic pillars and are they aligned with our work?
 - d. Who in the organization is responsible for philanthropy?
 - e. What are the metrics used in the decision-making process?
2. It then takes your authentic connection with the organization's key leadership.
 - a. Do you have a relationship? If not, what steps can you take to get to the right person?
 - i. Is it research on LinkedIn to discover if you are already connected or if someone is connected? Is it a cold call? Does it require a collaborative effort?
 - b. Do you have the bandwidth to nurture/build relationships?
 - i. Can you dedicate one day a week to provide an opportunity to connect with a prospect? I.e. setup calendly with Wednesday at noon specifically for GAACC. Do you need to warm intro the GAACC team?
3. Make the ask! It is only as complicated as you allow it to be.

Steps Post Sponsor Identification

Sponsorship solicitations should not follow the spray and pray method, it should be well thought out and methodical which is why this document is important in your outreach. You have a sponsor that you are ready to ask, now what?

Step 1: The potential sponsor will email celinariquiere@austinasianchamber.org with three (3) dates/times they are available for a call/zoom with Fang Fang, if they wish to talk more about GAACC and sponsorship.

Step 2: After the meeting, the following documents will be shared for reference;

Greater Austin Asian Chamber of Commerce Sponsorship Deck
Sponsorship Appeal Letter
Link to Sponsorship Payment
FAQ
W9



Step 3: In relation to the outcome of the meeting, we will set another meeting for the decisions made and to plan out the details with the contract.



12.03.22 | JW MARRIOTT | AUSTIN, TEXAS
O V A T I O N G A L A . O R G