



*The Next Generation of Austin Leaders*

## Austin Young Chamber General Information

**About AYC:** The Austin Young Chamber of Commerce is a 501c6 membership association based in Austin, Texas.

**Our History:** AYC was created in July 2009 to connect young professionals across different industries. What began as an eager group of volunteers seeking to create opportunities for peer-to-peer connection has turned into the largest and fastest-growing young professional organization in Austin with a full time staff and an annual operating budget of \$330k.

**Our Mission:** To develop and connect young professionals in Austin to create business, community and individual success.

**Our Purpose:** To provide valuable and comprehensive opportunities for the development of young professionals in the Austin area, ranging from professional skills, personal connections, leadership development and civic engagement.

**Our Core Values:** Leadership, Openness, Opportunity, Growth, Community

**Our Members:** AYC has approximately 600 annual dues-paying members and approximately 2,000 who take part in our programs each year. The membership has a near-even split of males and females; average age is early to mid-30s; with average household incomes over \$80,000. Our members work in just about every industry: tech, finance, education, insurance, law, non-profit, real estate, marketing/PR, sales, HR, and more. No industry represents more than ~10% of total membership. More detailed demographic data is available by request.

**Why Support AYC?** Financial or in-kind support of AYC empowers and sustains our growth and impact as an organization. Our programs and partnerships would not be possible without the support of the local business community. As a sponsor for AYC, you will be providing the resources necessary to ensure the longevity of the organization. In addition to tangible benefits, your generosity will advance Austin's next generation of leaders while supporting a variety of other Austin non-profit groups with young professional leadership and/or involvement.

**How Will My Sponsorship Funds Be Utilized?** Corporate sponsorship monies help AYC remain a minimal dues organization. This encourages all young professionals to participate, regardless of their financial situation. As the membership grows, and the need for a greater diversity of professional development and networking opportunities arises, sponsorship monies will ensure that our members continue to receive quality opportunities for growth. AYC sponsors receive access to our broad network of constituents, including: 6,000+ email subscribers, 3,600+ Facebook fans, 8,500+ Twitter followers, and 1,800+ LinkedIn group members.

For more information, please contact [Katherine@AustinYoungChamber.org](mailto:Katherine@AustinYoungChamber.org).



## 8<sup>th</sup> Annual AYC Poker Tournament

June 23, 2016 – Brazos Hall

6:00p – 11:00p

**About the Event:** The 8<sup>th</sup> Annual AYC Poker Tournament will bring together approximately 400 influential young professionals in Austin for an evening of networking, connection and fun. The event will feature a Texas Hold 'Em Tournament with great prizes, as well as additional activities for those not playing in the tournament. Complimentary food and beverages are provided for each guest. The AYC Poker Tournament is our longest-running event, and one that our members look forward to all year long. All proceeds from the event help sustain AYC's programs in the community.

**A Note on AYC Sponsorships:** AYC is happy to create custom sponsorship packages based on your goals and budget. If one of the options below isn't quite right, or if you have a creative idea to pitch, please don't hesitate to let us know! All sponsors will receive an opportunity to provide an additional in-kind gift as a raffle or final table prize which will add additional exposure.

### Sponsorship Opportunities

#### Royal Flush Sponsor (Presenting Level - Exclusive) - \$10,000

##### Marketing Benefits

##### General Event Marketing Benefits:

- Designation and recognition as the Presenting Sponsor of the event
- Company name will be incorporated into event logo /event name, used in all event marketing efforts
- Opportunity for highly visible activation at event (i.e. outside of entrance, in rooftop deck area)
- Name, logo and website printed on poker chips
- Opportunity to speak at event and/or have a booth at the event and/or include items in swag bags
- Option to purchase additional customized poker table accessories
- Event signage (approx. 400 attendees)
- Right of refusal to sponsor 2017 event (open to considering a multi-year agreement)

##### Website/Email/Social Media Marketing Benefits:

- Placement of logo/link and customized content (if desired) on event website (<http://www.austinyc.org/signature-events/poker-tournament/>)
- Event periodically featured on AYC home page slider
- Inclusion in digital event invitation sent through Eventbrite (2,500 local recipients)
- Inclusion in AYC Upcoming Events Email (1x/month, 6,000 email subscribers)
- Inclusion in up to five pre-event e-blasts dedicated to promoting event and one post-event e-blast

- One pre-event and one post-event e-blast to reach AYC audience with company information or offers
- Social media recognition across AYC channels, including links and/or tags (3,600+ Facebook fans, 8,500+ Twitter followers, and 1,800+ LinkedIn group members)

Media Partner Benefits:

Inclusion in any media secured for event, including but not limited to:

- Austin Woman Magazine (27,000+ printed copies at 1,250 prime locations, 75,000+ monthly readership)
- Do512 (350,000+ site visits/month; 850,000+ page views/month; 255,000+ opt-in email subscribers)

Event Benefits:

- Two premium tables in the tournament (18 player spots)
- 18 general admission passes

Other Benefits:

Up to three annual Elite Memberships for company employees

Note: Elite Members receive free or discounted tickets to most AYC programs, including a monthly speaker series, networking events, soft skill workshops, and more. AYC members are invited to serve on AYC committees to gain leadership experience and deepen connections in the community.

**Straight Flush Sponsor (Underwriting Level – Category Exclusivity) - \$5,000**

General Event Marketing Benefits:

- Designation and recognition as an Underwriting Sponsor of the event
- Visible activation around a specific element of the event (i.e. DJ, Food, Casino Games, Dealers)
- Opportunity to have a booth at the event and/or include items in swag bags
- Option to purchase additional customized poker table accessories
- Event signage (approx. 400 attendees)

Website/Email/Social Media Marketing Benefits:

- Placement of logo/link on event website (<http://www.austinyc.org/signature-events/poker-tournament/>)
- Inclusion in up to five pre-event e-blasts and one post-event e-blast (6,000 subscribers)
- One e-blast to reach AYC audience with company information or offers
- Social media recognition across AYC channels, including links and/or tags (3,600+ Facebook fans, 8,500+ Twitter followers, and 1,800+ LinkedIn group members)

Media Partner Benefits:

Inclusion in any media secured for event, including but not limited to:

- Austin Woman Magazine (27,000+ printed copies at 1,250 prime locations, 75,000+ monthly readership)
- Do512 (350,000+ site visits/month; 850,000+ page views/month; 255,000+ opt-in email subscribers)

Event Benefits:

- One premium table in the tournament (9 player spots)
- 9 general admission passes

#### Other Benefits:

One Elite Membership for employee of company

Note: Elite Members receive free or discounted tickets to most AYC programs, including a monthly speaker series, networking events, soft skill workshops, and more. AYC members are invited to serve on AYC committees to gain leadership experience and deepen connections in the community.

#### **Full House Sponsor (Full Table) - \$1,500**

##### General Event Marketing Benefits:

- Designation and recognition as a Full House Sponsor of the event
- Opportunity to include items in swag bags
- Option to purchase additional customized poker table accessories
- Event signage (approx. 400 attendees)

##### Website/Email/Social Media Marketing Benefits:

- Placement of logo/link on event website (<http://www.austinyc.org/signature-events/poker-tournament/>)
- Inclusion in digital event invitation sent through Eventbrite (2,500 local recipients)
- Inclusion in up to five pre-event e-blasts and one post-event e-blast (6,000 subscribers)
- Social media recognition across AYC channels, including links and/or tags (3,600+ Facebook fans, 8,500+ Twitter followers, and 1,800+ LinkedIn group members)

##### Media Partner Benefits:

Inclusion in any media secured for event, including but not limited to:

- Austin Woman Magazine (27,000+ printed copies at 1,250 prime locations, 75,000+ monthly readership)
- Do512 (350,000+ site visits/month; 850,000+ page views/month; 255,000+ opt-in email subscribers)

##### Event Benefits:

- One standard table in the tournament (7 player spots)
- 7 general admission passes

#### **Two Pair Sponsor (Half Table) - \$1,000**

##### General Event Marketing Benefits:

- Designation and recognition as a Two Pair Sponsor of the event
- Opportunity to include items in swag bags
- Option to purchase additional customized poker table accessories
- Event signage (approx. 400 attendees)

##### Website/Email/Social Media Marketing Benefits:

- Placement of logo/link on event website (<http://www.austinyc.org/signature-events/poker-tournament/>)
- Inclusion in up to five pre-event e-blasts and one post-event e-blast (6,000 subscribers)
- Social media recognition across AYC channels, including links and/or tags (3,600+ Facebook fans, 8,500+ Twitter followers, and 1,800+ LinkedIn group members)

Event Benefits:

- 4 spots in the tournament
- Discounted general admission passes

**Pocket Aces Sponsor (Partial Table) - \$500**

General Event Marketing Benefits:

- Designation and recognition as a Pocket Aces Sponsor of the event
- Event signage (approx. 400 attendees)

Website/Email/Social Media Marketing Benefits:

- Placement of logo/link on event website (<http://www.austinyc.org/signature-events/poker-tournament/>)
- Inclusion in up to five pre-event e-blasts and one post-event e-blast (6,000 subscribers)
- Social media recognition across AYC channels, including links and/or tags (3,600+ Facebook fans, 8,500+ Twitter followers, and 1,800+ LinkedIn group members)

Event Benefits:

- 2 spots in the tournament
- Discounted general admission passes

For questions about sponsorship levels or benefits, please contact [Katherine@AustinYoungChamber.org](mailto:Katherine@AustinYoungChamber.org).

	ROYAL FLUSH	STRAIGHT FLUSH	FULL HOUSE	TWO PAIR	POCKET ACES
Sponsor name included in event name/logo	Yes	No	No	No	No
Visible activation at event	Yes	Yes	No	No	No
Booth at event	Yes	Yes	No	No	No
Event signage	Yes	Yes	Yes	Yes	Yes
Swag Bags	Yes	Yes	Yes	Yes	No
Website	Yes	Yes	Yes	Yes	Yes
Event invitation	Yes	No	No	No	No
Event emails	Yes	Yes	Yes	Yes	Yes
Dedicated emails	2	1	0	0	0
Social media	Yes	Yes	Yes	Yes	Yes
Media coverage	Yes	Yes	Yes	No	No
Tournament tickets	18	9	7	4	2
General admission tickets	18	9	7	0	0
AYC membership	3	1	0	0	0



**8<sup>th</sup> Annual AYC Poker Tournament**  
**June 23, 2016 – Brazos Hall**  
**Benefitting the Austin Young Chamber of Commerce, Tax ID 27-0243010**

### Sponsorship Form

Sponsor Name: \_\_\_\_\_  
(as you would like it to appear in event materials)

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

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

Phone #: \_\_\_\_\_

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

#### Sponsorship Level:

- Royal Flush / Presenting Sponsor - \$10,000
- Straight Flush / Underwriting Sponsor - \$5,000
- Full House / Full Table Sponsor - \$1,500
- Two Pair / Half Table Sponsor - \$1,000
- Pocket Aces / Partial Table Sponsor - \$500
- Other: \_\_\_\_\_

#### Payment Preference:

- I will mail payment to AYC at 1408 East 13<sup>th</sup> Street, Austin, TX 78702
- Please send me an invoice:
  - To pay by credit card
  - To pay by check

For inclusion in promotional materials, sponsorship payment and a high-res (vector/EPS) logo must be received by 6/1/16.

**Please return this completed form to AYC's Director of Development Katherine Randow at  
Katherine@AustinYoungChamber.org. Thank you!**