



State of AYC: Annual Meeting

February 17, 2017

Westin Downtown

The Austin Young Chamber of Commerce (AYC) was formed in 2009 as a vehicle for Austin's fastest-growing population, its young professionals, to develop and connect in order to create business, community and individual success. With a network of more than 2,000, AYC plays an integral role in the development of Austin's future leaders. The 4th annual State of AYC luncheon will bring together 250+ members, investors, partners and friends to share the visions, successes, opportunities and goals of the Austin Young Chamber. In addition to several keynotes, we will be paying tribute to individuals who are doing extraordinary things in our community by honoring them with the AYC Change Maker Award.

Sponsorship Opportunities

All cash sponsors \$1,000+ will be provided recognition in the following media (*pending 2017 media agreements*):

- Austin Business Journal (Circulation 10,200; pass along 20,400)
- Austin Woman Magazine (27,000+ printed copies at 1,250 prime locations, 75,000+ monthly readership)

All cash sponsors \$500+ will be guaranteed the following event marketing benefits:

- Placement of logo and/or link on:
 - Event website (<http://www.austinyc.org/signature-events/state-of-ayc/>)
 - AYC Upcoming Events Email (monthly, 8k email subscribers)
 - Up to six dedicated email blasts where State of AYC is featured
- Listed as a sponsor in the Facebook event
- At least two social media posts across AYC channels, including links and/or tags
- Logo inclusion in event signage (event presentation, program, and posters)

Presenting Sponsor: \$7,500 - SOLD

Empowerment Sponsor: \$2,500

- Designation and recognition as an Empowerment Sponsor for the State of AYC luncheon
- Customized marketing and recognition opportunities available
- One table of (9) at the State of AYC luncheon
- 1/2 page ad in event program

Connectivity Sponsor: \$1,000

- Underwrite the cost for (10) young professionals to attend the State of AYC luncheon, in your honor
- Designation and recognition as a Connectivity Sponsor
- 1/4 page ad in event program
- Two additional, dedicated social media posts on Facebook, Twitter or LinkedIn (four total)

Table Sponsor: \$1,000

- One table (9 seats) at the State of AYC luncheon

Half Table Sponsor: \$500

- One half table (5 seats) at the State of AYC luncheon

*For more information about sponsorship opportunities, please contact AYC's Director of Development
Katherine Wheeler at Katherine@AustinYoungChamber.org.*

Additional Information*:

July 2016 – September 2016:

AYC Upcoming Events Email Open Rates: Average open rate is 12%; 1.8% click through

AYC Signature Event Open Rates: Average open rate is 18.3%; 2.1% click through

Dedicated Sponsor Content Eblast Open Rates: Average open rate is 17.3%; .7% click through

September 1-30, 2016

AYC Website Site Visits: 6,614

AYC Website Unique Visits: 4,492

AYC Website Average Visit Duration: 2 Minutes, 55 Seconds

Facebook Fans: 4,309

Facebook Group Members: 3,784

Twitter Followers: 9,147

Instagram Followers: 1,077

Current AYC Membership Size: 600

Current Eventbrite Audience Size: 1,600 unique email addresses YTD (January 2016 – September 2016) // 2,100 unique email addresses LTM (September 2015 – September 2016)

**as of September 2016. Updated information available by request.*



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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

- Empowerment Sponsor - \$2,500
 - Connectivity Sponsor - \$1,000
 - Table Sponsor - \$1,000
 - Half Table Sponsor - \$500
 - Other Donation - _____
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- I will mail payment to AYC at 3300 North IH35, 7th Floor, Austin, TX 78705
 - 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 1/27/17.

***Please return this completed form to AYC's Director of Development Katherine Wheeler at
Katherine@AustinYoungChamber.org.***

Thank you for supporting the Austin Young Chamber of Commerce!