



Brazos Hall | June 7, 2019

### About the Event

Casino Social is one of Austin's premiere networking events for young professionals, drawing a crowd of nearly 500 highly motivated, talented and successful individuals. The event features a shark-and-minnow-friendly Texas Hold 'Em Poker Tournament with great prizes, a lively Casino area featuring a variety of table games, and plenty of food, beverages, and other entertainment. Casino Social is the Austin Young Chamber's longest-running fundraiser, and one that our members and their peers look forward to all year long. Funds from the event ensure that we can provide Austin's young professionals with high-quality personal and professional development programming and support to strengthen our workforce, build our community and prepare our leaders.

### A Note on AYC Sponsorships

AYC can customize 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!

## Sponsorship Opportunities

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

- Placement of logo/link on event website
- Placement of logo/link in Casino Social dedicated emails (8,000+ email subscribers)
- Within 60 days of event, monthly social media recognition across AYC channels, including links and/or tags (5,200+ Facebook fans, 9,900+ Twitter followers, and 2,000+ Instagram followers)
- Event signage including slide show presentation and posters / banners

## Underwriting Sponsorships

Royal Flush Sponsor (Presenting Level – Category Exclusivity) - \$10,000 (1 REMAINING)

- Designation as the title sponsor of the event; co-branded event logo / name used in marketing efforts
- Highly visible brand activation at event (note: AYC will provide recognition on signage; costs related to additional customized opportunities to enhance visibility will be responsibility of the sponsor)
- Opportunity to speak at event and/or have a booth at the event and/or showcase branded merchandise
- Right of refusal to sponsor 2020 event (open to considering a multi-year agreement)
- One pre-event and one post-event e-blast to AYC audience (8,000+) with company information or offers
- Dedicated social media recognition
- Up to 18 tournament and 18 general admission passes
- Three Elite Memberships

### **Straight Flush Sponsor (Casino / Tournament Underwriter) - \$5,000 – (2 REMAINING)**

- Designation and recognition as an Underwriting Sponsor of the event
- Opportunity for highly visible brand activation around the Casino or Tournament (note: AYC will provide recognition on signage; costs related to additional customized opportunities to enhance visibility will be responsibility of the sponsor)
- Opportunity to have a booth at the event and/or showcase branded merchandise
- One e-blast to reach AYC audience (8,000+) with company information or offers
- 7 spots in the tournament & 7 general admission passes
- One Elite Membership

### **Four of a Kind (General Underwriting) - \$2,500 (4 REMAINING)**

- Designation and recognition as an Underwriting Sponsor of the event
- Opportunity for highly visible brand activation around a specific element of the event, such as the Bar, Silent Auction, DJ, Lounge or other customized idea (note: AYC will provide recognition on signage; costs related to additional customized opportunities to enhance visibility will be responsibility of the sponsor)
- Opportunity to have a booth at the event and/or showcase branded merchandise
- 4 spots in the tournament & 4 general admission passes

## **Table Sponsorships**

### **Full House Sponsor - \$1,500 (6 REMAINING)**

- Tabletop signage in Poker Tournament
- Opportunity to showcase branded merchandise
- 7 spots in the tournament & 7 GA passes

### **Inside Bets Sponsor - \$1,000 (1 REMAINING)**

- Featured signage on Roulette table
- Opportunity to showcase branded merchandise
- 6 GA passes

### **High Roller Sponsor - \$1,250 (1 REMAINING)**

- Featured signage on Craps Table
- Opportunity to showcase branded merchandise
- 10 GA passes

### **Double Down - \$750 (10 REMAINING)**

- Featured signage on one Blackjack Table
- 4 GA passes

### **Two Pair Sponsor - \$1,000 (8 REMAINING)**

- Tabletop signage in Poker Tournament
- Opportunity to showcase branded merchandise
- 4 spots in the tournament & discounted GA passes

### **Pocket Aces Sponsor - \$500 (8 REMAINING)**

- Tabletop signage in Poker Tournament
- 2 spots in the tournament & discounted GA passes

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

	ROYAL FLUSH (\$10,000)	STRAIGHT FLUSH (\$5,000)	FOUR OF A KIND (\$2,500)	FULL HOUSE (\$1,500)	HIGH ROLLER (\$1,250)	TWO PAIR (\$1,000)	INSIDE BETS (\$1,000)	DOUBLE DOWN (\$750)	POCKET ACES (\$500)
Co-branded name/logo	✓	X	X	X	X	X	X	X	X
Branded onsite activation	✓	✓	✓	X	X	X	X	X	X
Booth at event	✓	✓	✓	X	X	X	X	X	X
Branded Merch	✓	✓	✓	✓	✓	✓	✓	X	X
Event signage	✓	✓	✓	✓	✓	✓	✓	✓	✓
Website listing/link	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo/link in event emails	✓	✓	✓	✓	✓	✓	✓	✓	✓
Social media	✓	✓	✓	✓	✓	✓	✓	✓	✓
Dedicated emails	2	1	0	0	0	0	0	0	0
Tournament tickets	18	7	4	7	0	4	0	0	2
GA tickets	18	7	4	7	10	0	6	4	0
Memberships	3	1	0	0	0	0	0	0	0



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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:

- |   |  |
|---|--|
| <input type="radio"/> Royal Flush / Presenting Sponsor - \$10,000 | <input type="radio"/> Two Pair / Tournament - \$1,000      |
| <input type="radio"/> Straight Flush / Tournament - \$5,000       | <input type="radio"/> Double Down Sponsor / Casino - \$500 |
| <input type="radio"/> Four of a Kind / Underwriting - \$2,500     | <input type="radio"/> Pocket Aces / Tournament - \$500     |
| <input type="radio"/> Full House / Tournament - \$1,500           | <input type="radio"/> Other: _____                         |

#### Payment Preference:

- I will mail payment to AYC at 3300 North IH 35, 7<sup>th</sup> Floor, Austin, TX 78705
- Please send me an invoice:
  - To pay by credit card
  - To pay by check

For inclusion in printed promotional materials, sponsorship payment and a high-res (vector/EPS) logo must be received by 5/25/18.

Please return this completed form to AYC's Director of Development Katherine Wheeler at [Katherine@AustinYoungChamber.org](mailto:Katherine@AustinYoungChamber.org). Thank you!



## General Information

### **About the Austin Young Chamber**

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 \$400k. The Austin Young Chamber of Commerce is a 501c6 membership association based in Austin, Texas.

### **Our Mission**

To connect and empower 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 over 600 annual dues-paying members and approximately 2,500 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.

### **How AYC Works**

AYC's programmatic focus is on creating opportunities for members to connect with one another, the business community, and the City of Austin. While all of our programs and events are open to the community at large, members receive free or discounted pricing as well as other unique opportunities including access to partner programs and the opportunity to serve on one of seven committees. AYC programming includes three signature annual events (State of AYC Annual Luncheon; AYC Casino Social; and FAVE Awards Gala), several core monthly/quarterly programs (Coffee Connection, Let's Talk – Speed Networking, Speaker Series, plus some unique workshops, lunch & learns, and happy hours) and a variety of programs each month planned and executed by committee members (including opportunities to hear from local elected officials about upcoming developments or public policy; a special young professionals evening at one of many performing arts shows; a day of volunteering at a local hospital or shelter, etc).

For more information, please contact [Katherine@AustinYoungChamber.org](mailto:Katherine@AustinYoungChamber.org) or visit [AustinYC.org](http://AustinYC.org).