



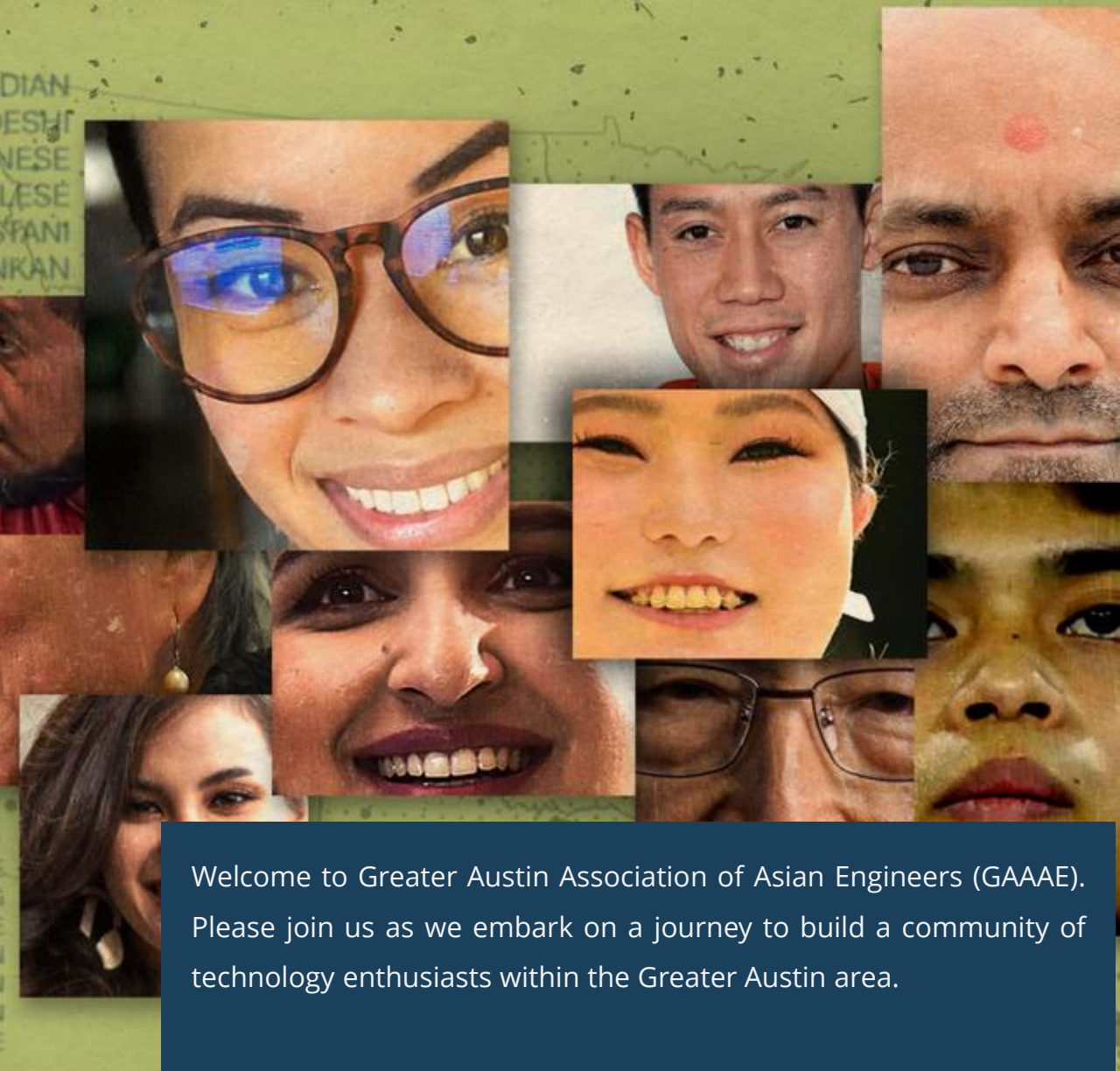
Welcome To GAAAE

Greater Austin Association of Asian Engineers

Create a network of technical professionals of the Asian diaspora living in the United States and provide a platform for networking, career advancement, community service, technology exchange and build the next generation of scientists and engineers.

"Science can amuse and fascinate us all, but it is engineering that changes the world."

*Isaac Asimov
American Writer*



Sponsorship Brochure

- 01. Introduction to GAAAE
- 02. Sponsorship Plans

Welcome to Greater Austin Association of Asian Engineers (GAAAE). Please join us as we embark on a journey to build a community of technology enthusiasts within the Greater Austin area.

Objectives

- Provide networking opportunities for professionals, students, and businesses.
- Provide career guidance and mentoring to members and students
- Recognize outstanding engineers, students, and entrepreneurs
- Provide student scholarships
- Host annual national and local conventions
- Participate in humanitarian projects
- Promote Asian-American relationship



Organization Structure

Greater Austin Association of Asian Engineers

Trustees & Directors

Responsible for the general conduct of business pertaining to the day-to-day activities of the Organization.

Chapters

Groups focused on specific objectives of the Organization.



Ambassadors

Acts as the bridge between GAAAE and external entities

Members

Fellow, Student, Life and Honorary Members

Membership Types

We have primarily 4 membership classifications

Fellow Members

Annual Membership

Person who is qualified to be a members and pays the annual fee

Student Members

Annual Membership

Person who is currently enrolled in an accredited university towards an engineering degree.

Life Members

10 Year Membership

Person who is qualified to be a member and pays lifetime membership fee

Honorary Members

Lifetime Membership

This is awarded to a person who has given exceptional contribution to the field of engineering or related fields.



Who can be a member

- (a) An undergraduate degree in Engineering or Computer Science from an accredited university, or
- (b) A graduate degree in Engineering or Computer Science from an accredited university, or
- (c) With professional Engineering registration, or
- (d) A graduate degree in subjects other than engineering and more than 2 years of experience as an engineer, or
- (e) An undergraduate degree equivalent to engineering and more than 1 year of experience as an engineer.

2022 Membership Benefits

- Networking opportunities with engineers , leaders and businesses
- Career and Training opportunities (members and families)
 - Internship oriented training
 - STEM Learning Program
 - Competitive Training and Bootcamps
 - Mentorship and career Counselling
 - Counseling for University admissions
- Scholarship and Internship Opportunities
- Annual Gala and Monthly Mixers
- Guidance on immigration Issues
- Corporate discounts

Membership (2022)	Fee
Fellow Member	\$50 per year
Student Member	Free
Life Member	\$500 for 10 years



Sponsorship Benefits

Let's help each other

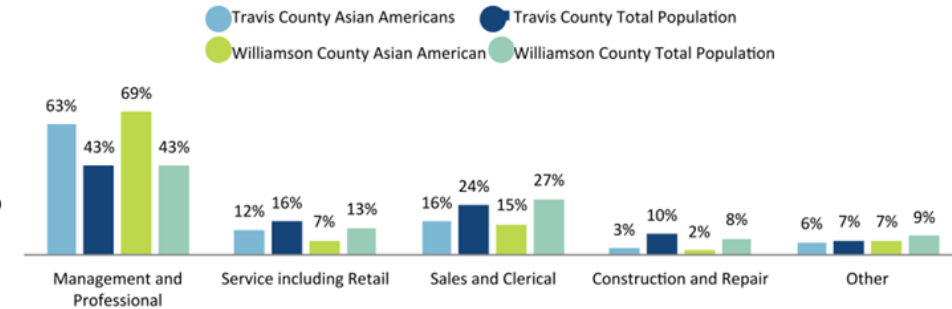
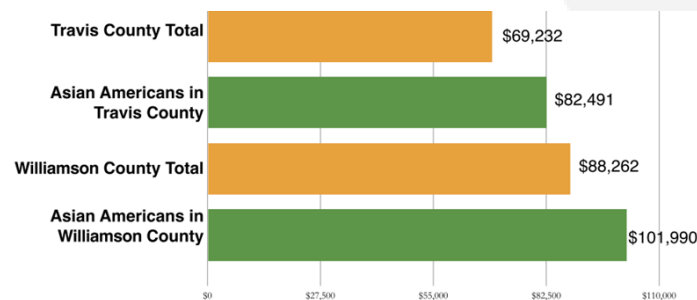
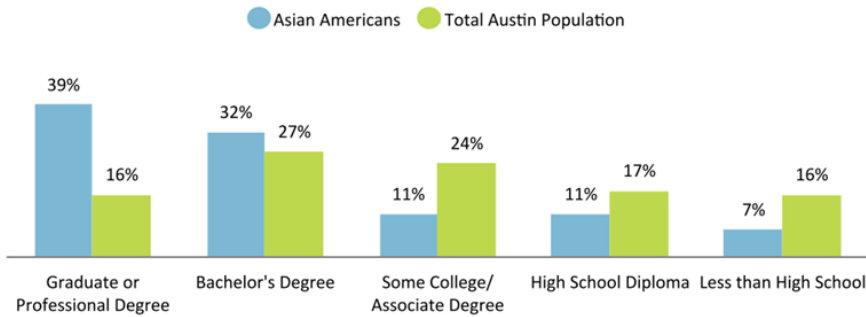
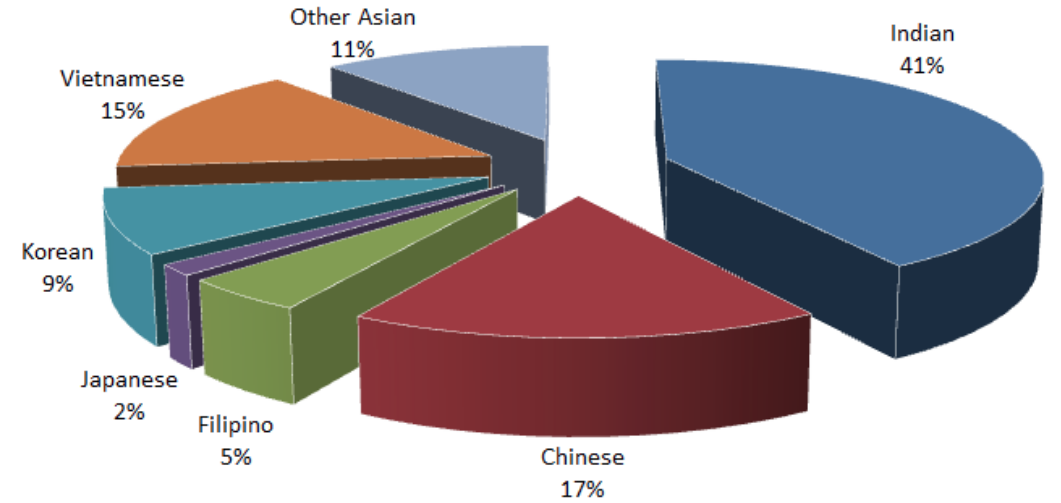


Meet Austin's Asian Community

We are the largest growing demographic group of Austin doubling every 12 years

Asian Americans comprise 8% of the City of Austin's population and this ranking puts Austin 9th in the country. Austin's Asian community is now the second-largest in the state behind only Houston, a city more than twice the size of Texas' capital.

We are strategically planning to onboard 1000 members in 2022 to Association through our network of Ambassadors and Directors. Our monthly mixers are designed to bring new members onboard.



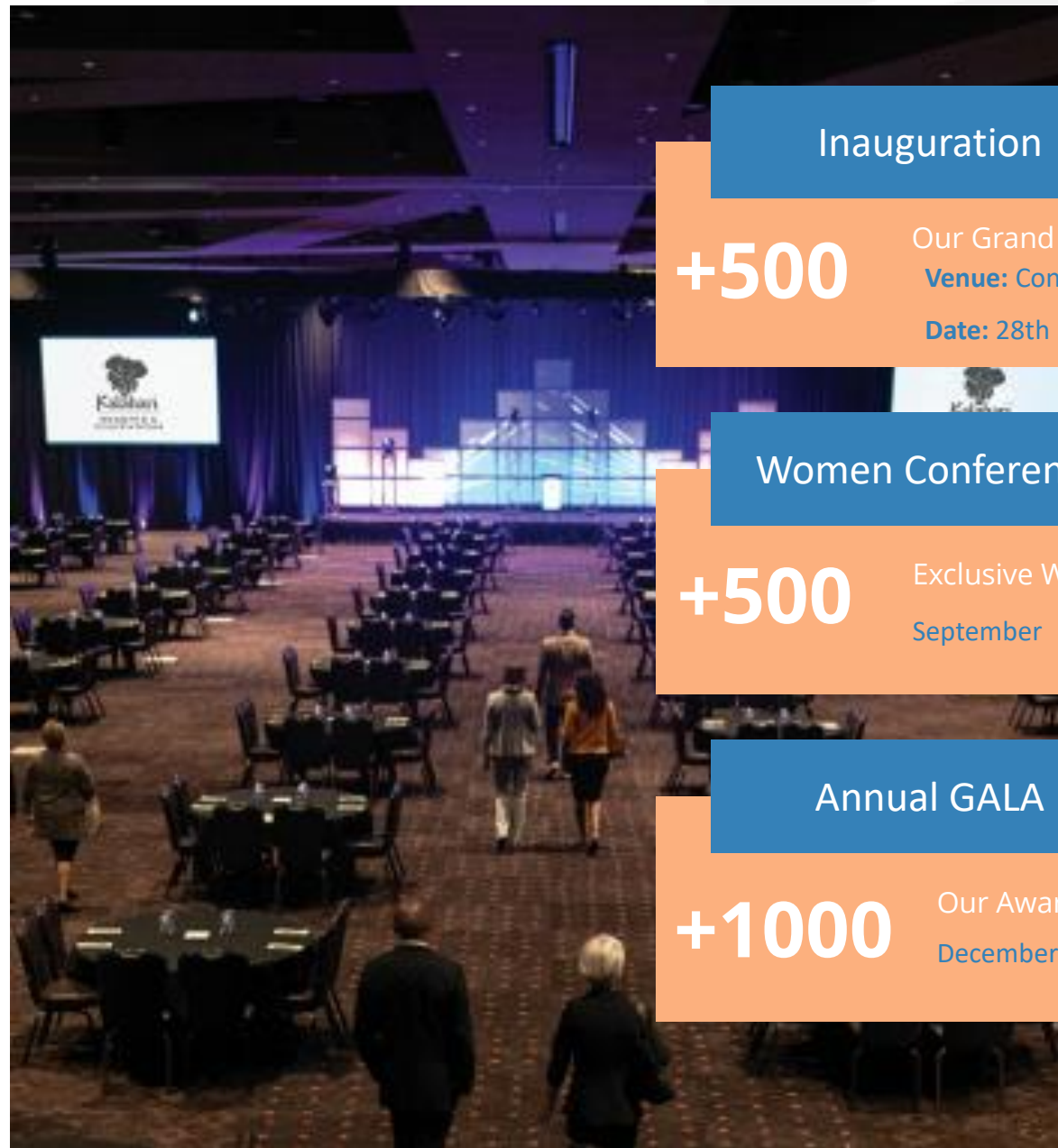
* The data provided is based on the American Community Survey (ACS) estimates for 2019 produced by the U.S. Census Bureau

2022 Stage Events

Our signature events for this year

We plan to do 3 main stage events this year. These are some of the event benefits

- ✓ Stage Seating with Guests
- ✓ Stage Time
- ✓ Photo Backdrop
- ✓ Event Signage
- ✓ Event Booth
- ✓ Endowment Opportunity
- ✓ Brochure Distribution



Inauguration

+500

Our Grand Opening Ceremony
Venue: Convention Center, Kalahari Resort
Date: 28th May 2022

Women Conference

+500

Exclusive Women Conference.
September

Annual GALA

+1000

Our Award Night and General Body
December Mid

Stage Event Benefits By Plan

Benefit	Estimated Value	Platinum Plus	Platinum	Gold
On Stage Seating with Guests	\$1500	Yes	NA	NA
Stage Time	\$1500	3 min	1 min	NA
Free Entry Tickets	\$500	8	4	2
Memento Presentation	\$100	Yes	Yes	NA
Photobooth Backdrop	\$500	Large Tile	Medium Tile	NA
Event Signage	\$1000	Video 1 min	Video 30 sec	Logo Only
Event Booth	\$1500	All Events Exclusive Spot*	All Events	All Events
Brochure Distribution	\$1000	All Events	All Events	NA
Scholarship Endowment	\$1000	1	1	NA
Membership Goodies	\$1000	Goodie bag to have logo	NA	NA
Total Value		\$ 9,600	\$5050	\$1375

* Lottery if more than one sponsor ask for the same spot.

Mixers – Constant Monthly Connect

- ✓ Unique monthly membership mixer
- ✓ Meet and chat with smaller groups of people
- ✓ Chance to meet new members every month
- ✓ Premium Venues with special branding
- ✓ Coverage on social media channels
- ✓ Special Guest Opportunity



Monthly Mixers - Benefits

Benefit	Estimated Value	Platinum Plus	Platinum	Gold
Special Guest Name in Invite	\$500	2 Mixers	1 Mixer	NA
Speak Time	\$250	5 min	5 min	NA
Brochure Distribution	\$100	Yes	Yes	NA
Total Value		\$ 850	\$ 600	\$ 0

* Lottery for Special Guest for each mixer

Our Learning Programs

GAAAE plans to offer free training for members and their family

01.

Internship-Oriented Program (IOP)

These programs are meant for students who are already enrolled in an Engineering program within an accredited university.

02.

STEM learning program (SLP)

Middle school or High schoolers who are interested in learning about advanced things like Robotics, Data Science, AI, and Biotechnology.

03.

Competitive Training or Bootcamp (CTB)

Middle school or High schoolers who are interested in participating in a competitive event or entrance exam.



Benefits

- ✓ Branding in learning materials
- ✓ Brochure distribution in learning centers
- ✓ Branding on course certificates
- ✓ Branding on course videos

Learning Programs - Benefits

Benefit	Estimated Value	Platinum Plus	Platinum	Gold
Learning Material Branding	\$500	Yes	Yes	NA
Course Certificate	\$500	Yes	NA	NA
Brochure Distribution	\$100	Yes	NA	NA
Total Value		\$ 1100	\$ 500	\$ 0



Our Digital World

80 percent of Asians live in a household with internet use, the highest rate in the US, compared to about 50 percent of the population as a whole

Here are some of our benefits through digital channels:

- ✓ Special Sponsorship pages and displays on website
- ✓ Social Media Exclusive Business Posts
- ✓ Social Media Mentions
- ✓ Ads through YouTube channel content
- ✓ YouTube Video Interviews
- ✓ Logos in Emails
- ✓ Photobooth photo tagging

Digital Marketing - Benefits

Benefit	Estimated Value	Platinum Plus	Platinum	Gold
Website	\$500	Exclusive Page	Exclusive Block	Logo Link
Social Media Exclusive Post	\$500	Bimonthly	Quarterly	Half-yearly
Social Media Mention	\$100	Monthly	Bimonthly	Quarterly
Youtube (Webinars, Asia Connect)	\$500	Video 30 sec	Static Image	Logo Only
Youtube (Video Interview)	\$1000	10 min	5 min	NA
Emails	\$500	Every 2 weeks	Monthly	Bimonthly
Total Value		\$ 3100	\$ 1500	\$ 1000



Print Media

Surveys shows that consumers trust print ads more than any other type of advertisement.

Here are the print media channels where you can use for branding:

- ✓ Annual Magazine
- ✓ Quarterly Newsletters
- ✓ Magazine Exclusive Interview
- ✓ Volunteer Certificate
- ✓ Award Certificates

Print Media - Benefits

Benefit	Estimated Value	Platinum Plus	Platinum	Gold
Magazine	\$1000	Inner Page*	Full Page*	Half Page
Magazine Interview	\$3000	One Page	NA	NA
Newsletter	\$1000	Inner Page*	Full Page*	Half Page
Volunteer Certificates	\$1000	Yes	NA	NA
Award Certificates	\$150	Yes	Yes	NA
Total Value		\$ 5150	\$ 1650	\$ 1000

* Bidding for Backpage



Other Benefits

We offer many more opportunities which can be used to your business benefit.

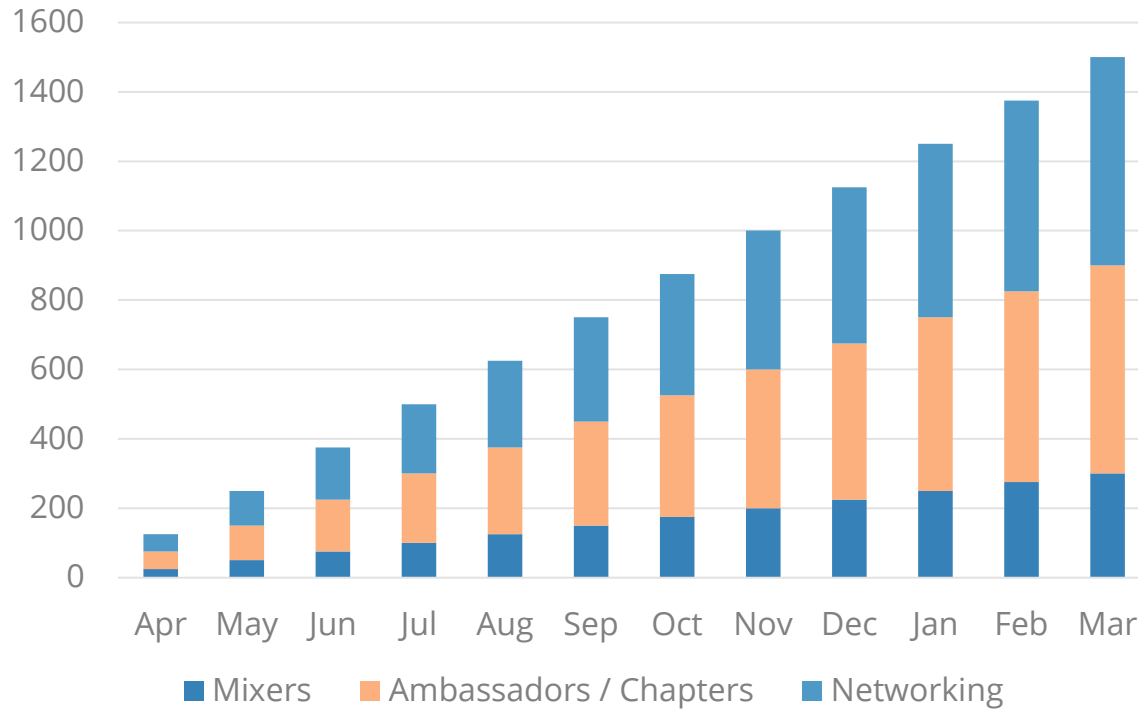
We are open to working on with you all to identify unique ways to brand your business. Please let us know how we can work with you on that.

- ✓ Free tickets to our events
- ✓ Branding in membership goodies
- ✓ Offer member discounts

2022 Membership Drive

How we plan to meet our membership

Membership Projection



- 25** Per month **Mixer Invites**
New member invites for our mixers

- 50** Per Month **Ambassadors / Chapters**
Push ambassadors for getting membership

- 50** Per Month **Member networking**
Direct networking by BOD

Our Package Pricing

Attractive Payment Plans



\$10,000

Per year
Value: \$19,800

Platinum Plus

Half Yearly Payment of \$ 5500
Quarterly Payment of \$ 3000

\$5000

Per year
Value: \$9,300

Platinum

Half Yearly Payment of \$ 2750
Quarterly Payment of \$1500

\$2500

Per year
Value: \$3375

Gold

Half Yearly Payment of \$ 1500
Quarterly Payment of \$ 750

* Packages are valid from April 1, 2022, to March 31, 2023.

* Post dated checks will be collected for payment plans.

Thank you for your interest!
Please reach out to info@gaaaetx.org

Greater Austin Association of Asian Engineers