



1992

30
years



AFSSA
ASIAN FAMILY
SUPPORT SERVICES
OF AUSTIN

2022

THE SILK ROAD

2022 SPONSORSHIP

Opportunities

11.5.2022 · Fairmont Hotel · Austin, TX



Dear Supporter,

As the Co-Chairs of this year's Silk Road Gala, we are honored to support Asian Family Support Services of Austin (AFSSA) in their mission to support survivors of abuse and break the cycle of violence in Asian and immigrant communities. As an organization, AFSSA takes action every single day.

In 2021 AFSSA distributed \$1M to our community spanning 39 languages! AFSSA's work would not be possible without your continued support. We would like to personally invite you to partner with us this year in support of AFSSA's signature annual fundraising event, The Silk Road Gala, as we take look back at AFSSA's impact over the last 30 years on Saturday, November 5, 2022, at the Fairmont Austin.

Please explore this sponsorship deck and learn more about the many ways together we can educate, advocate, and empower Asian and immigrant communities and survivors of gender-based violence.

Sincerely,

Lesley
VARGHESE + *Dr. Harry*
THOMAS





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About

VISION

At AFSSA, we envision a world where every Asian and Immigrant person is free from the fear of physical or psychological harm.

MISSION

AFSSA's mission is to promote abuse-free Asian communities through advocacy, support, awareness, and access to social services.



A detailed map of the Silk Road trade routes is the background. The routes are shown as yellow and green lines connecting various cities across Asia, the Middle East, and Europe. Major cities like Baghdad, Samarkand, Baku, and Peking are labeled. The map also shows geographical features like the Karakoram mountains and the Gobi Desert. Two decorative flowers, one blue and one pink, are positioned in the top corners. The text 'Our WORK' is centered over the map.

Our WORK

In 2021,
More than **175 AFSSA clients**
received high-touch, professional, evidence-based
social services in **39 languages.**



Our WORK

AFSSA reached

10,786

people through our
Community Education program.

This includes education and outreach to:

38

Attorneys and
Legal Practitioners

89

Sworn Officers and
Victim Services
Responders

75

Domestic
Violence
Workers





Direct SERVICES

In October 2021, Paree (not her real name), asked for assistance with the final hearing for her child custody case. She is LEP (limited English proficiency) and speaks Dari, a dialect of Farsi. Subsequently, she hadn't been able to understand the emails she was receiving about the previous hearings.

Paree's advocate was able to postpone the final hearing and get Travis County to hire a Dari interpreter at no cost to Paree. Without AFSSA, Paree's children would have gone to her abuser full time.



Community OUTREACH

In the fall of 2021, the Asian Family Support Services of Austin began its **prevention program** in full force at local Austin ISD schools. The program saw the students increase their ability to navigate and talk about culture, resolve conflict, and self-advocate, among other skills.



A historical map of the Silk Road trade routes, showing major cities, geographical features like the Great Wall and the Gobi Desert, and various trade paths. The map is overlaid with a decorative border and stylized flowers in the corners. The word 'Sponsorship' is written in a gold cursive font, and 'OPPORTUNITIES' is written in a bold blue sans-serif font below it.

Sponsorship OPPORTUNITIES



Presenting SPONSOR



\$25,000

2:00 (two-minute) remarks during the live event

Verbal brand recognition during the event

Primary event naming opportunity, i.e. Silk Road Gala powered by [YOUR COMPANY]

Engaging on-site activation or activity, i.e. theme aligned branded during the reception

2 tables of 10 seats for up to 20 guests

VIP champagne reception attendance for up to 20 guests

10 Valet parking passes

Product placement and/or giveaway opportunity, i.e. pamphlet insert in the VIP swag bag

Brand placement on pre-event social media marketing advertising

Brand placement with a clickable link on the Silk Road Gala's event website

Branded social media posts

Brand/logo inclusion on the event day imagery including programs, directional signage, projection screen, etc.



Emerald SPONSOR

\$10,000

Verbal brand recognition during the event

Primary VIP champagne reception naming opportunity, i.e. Silk Road Gala
Champagne Reception powered by [YOUR COMPANY]

1 table of up to 10 seats

VIP champagne reception attendance for up to 10 guests

5 Valet parking passes

Brand placement on pre-event social media marketing advertising

Brand placement with a clickable link on the Silk Road Gala's event website

Branded social media posts

Brand/logo inclusion on the event day imagery including programs, directional
signage, projection screen, etc.



Sapphire SPONSOR

\$7,500

Verbal brand recognition during the event

1 table of 8 seats

VIP champagne reception attendance for up to 8 guests

4 Valet parking passes

Brand/name placement on pre-event social media marketing advertising

Brand placement with a clickable link on the Silk Road Gala's event website

Branded social media posts

Brand/name inclusion on the event day imagery including programs, directional signage, projection screen, etc.





Ruby SPONSOR

\$5,000

1 table of 8 seats

VIP champagne reception attendance for up to 8 guests

4 Valet parking passes

Name recognition on the Silk Road Gala's event website

Listing on all printed materials





Custom Activation OPPORTUNITIES



PHOTOBOOTH \$5,000

Logo and Brand featured on event signage at the booth entrance

Sponsor logo included on each image

Brand placement with a clickable link on the Silk Road Gala's event website

VIP Champagne Reception attendance for 2
2 seats

1 Valet Parking Pass

LOTUS AWARD \$3,000

Sponsor logo and link listed on all applicable event materials including marketing materials, web promotions, advertisements, etc.

Announcement from the stage before the award ceremony

VIP Champagne Reception attendance for 2
2 seats

1 Valet Parking Pass

Sponsorship COMMITMENT

NAME:

TITLE:

ORGANIZATION:

PHONE:

EMAIL:

SPONSORSHIP LEVEL:

COMMITMENT AMOUNT:

THANK YOU FOR YOUR GENEROSITY, PLEASE SEND THIS INFORMATION VIA EMAIL TO SPONSORSHIP@AFSSAUSTIN.ORG.
PLEASE SUBMIT BY SEPTEMBER 9TH TO BE INCLUDED IN PRINT LISTING. PLEASE ALSO COMPLETE THE REGISTRATION
FORM AT AFSSAUSTIN.ORG/SILK-ROAD-GALA-2022

