



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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2022→

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. Two stylized flowers, one orange 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.





The background is a detailed historical map of the Silk Road trade routes, showing major cities, rivers, and geographical features like the Himalayas and the Great Wall of China. The map is framed by a thin brown border. In the top right corner, there is a pink ginkgo leaf, and in the bottom right corner, there are blue ginkgo leaves. The text "Sponsorship OPPORTUNITIES" is centered over the map.

# Sponsorship OPPORTUNITIES





# Presenting SPONSOR

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**\$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

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**\$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

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**\$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

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**\$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:**

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**TITLE:**

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**ORGANIZATION:**

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**PHONE:**

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**EMAIL:**

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**SPONSORSHIP LEVEL:**

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**COMMITMENT AMOUNT:**

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

