



Why become a Sponsor?



Introduction

The Asian Indian Chamber of Commerce (AICC) is a New Jersey based, non-profit organization, that was created in July 1994 to meet the entrepreneurial and business needs of the growing Asian Indian Community. It has come to be recognized as the organization to go to hear the voice of our business community.

AICC recently celebrated its 25th anniversary, a sign of its resiliency and the fact that we bring value to the community. This is an accomplishment that few organizations are able to celebrate. We have a collective body of work that will pride us and our community.

Over the years, the Chamber has changed and evolved based on the needs of our membership; however our commitment to connect larger firms with opportunities that would benefit smaller entrepreneurs has not changed.

Mission

For our Members...

To serve as a hub for valuable business resources and relationships that will help our members succeed and grow their business.

For our Sponsors...

**Opportunities to maximize exposure for sponsor products and services within our membership & community
Facilitate sponsor access to a pool of qualified/certified suppliers for their procurement needs**

Become a Sponsor to tap into the strength of the Asian Indian Community

"No longer perceived as "foreigners," Asian Americans now represent "a galvanized and influential community that is helping to shape the American mainstream," The Asian American and Pacific Islander (AAPI) community in the U.S. will control \$1.3 trillion of spending power by 2022" according to Nielsen.

"There's a signal that says we are a consumer segment that marketers really can no longer afford to ignore," Mariko Carpenter, Nielsen's VP of Strategic Community Alliances.

Asian Indian Americans comprise 19% of the Asian American group. They are represented in many fields including academics and entrepreneurs, doctors and lawyers, engineers and financiers. Indians overall have much higher incomes than the total foreign and native-born populations.

Ask yourself...

Are you making the right impact in this talented, vibrant & affluent Asian Indian community?

Are you losing out on brand loyalty and perception in this growing B-2-C and B-2-B minority market?

Are you harnessing the Ingenuity of a Highly Educated and Certified Asian Indian Supplier Base?

If the goal of your supplier diversity program is not just to identify and source from a diverse supplier, but to find a supplier that is a good partner and brings something of unique value to the supply chain, then partnering with the Asian Indian Chamber of Commerce is a strategic way forward.

Our Value Proposition:

Leverage our deep rooted community connections

The all-volunteer AICC board comprises of highly educated, successful entrepreneurs and professionals who are deeply connected to the Asian Indian Community. Your ability to leverage their relationships and insights into the community at large is an invaluable asset not available to the average business enterprise.

Focused marketing Campaigns

Our targeted marketing campaigns across all platforms (traditional and digital) will ensure that your message reaches our membership and community. AICC will create a sense of goodwill with your current and potential customers and appeal to people who value social responsibility and want to work with businesses that are making a positive impact on society.

Corporate Marketplace

New Ecosystems are redefining how companies do business and we are committed to building one for the Asian Indian Business community. A **Corporate Marketplace** like approach will support people being teamed together from project to project, based on skills and capabilities.

Our platform will give companies rapid access to an existing pool of certified suppliers. Businesses will begin to take notice of our partnerships at both ends of the spectrum and the strength of our ecosystem will help bottom lines of both suppliers and clients.

'Roundtables' & Signature Events

AICC host events where our sponsors and membership have opportunities to interact one-on-one to build relationships.

Sponsorship Levels and Annual Dues

Patron Sponsor - \$2500

Benefits:

- Mention in all print, social & conventional media messaging
- Presentation opportunity at one networking event
- (2) attendee passes for Chamber Networking events *(excludes paid gala events)*
- Access to AICC membership list for e-blasting sponsor's events *(one for each event)*
- Recognition of their status on AICC website and link to Sponsor's landing page
- Recognition at each networking event
- Banner placement and literature table at each networking event

Event Sponsor - \$5000

Benefits:

- One focused breakfast event in collaboration with AICC
- Affiliated in all marketing campaigns leading up to this focused event
- Presentation opportunity at one networking event *(in addition to breakfast event)*
- (2) attendee passes at Chamber Networking events *(excludes than paid gala events)*
- Access to AICC membership list for e-blasting sponsor's events *(one for each event)*
- Recognition of status on AICC event related web presence

Corporate Partner - \$25,000

Benefits:

- Affiliated in all marketing campaigns *(Brochures, Social media, TV, Radio & Print)*
- One joint annual event *(co-chaired with AICC)* focused on accomplishing partner goals *(*event costs to be shared)*
- One presentation opportunity at networking event
- (3) attendee passes at Chamber Networking events *(excludes paid gala events)*
- Access to AICC membership list for e-blasting partner's events *(max. two for each event)*
- Recognition of status on AICC website and link to Partner's landing page
- Recognition at each networking event
- Co-branding on all AICC giveaways
- Banner placement and table at each networking event *(table to be manned by Sponsor)*



“None of us is as strong as ALL of us”

PATRON
SPONSORS:



Robert Wood Johnson
University Hospital
Somerset

RWJBarnabas
HEALTH
Let's be healthy together.



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