March 2022

Dear Supporters of the AAPI Community:

We are pleased to announce our second installment of Asian Restaurant Month in Houston as we see businesses reopen and more people actively going out. The Asian Chamber of Commerce (ACC) has been working hard to promote businesses and economic development in Houston’s Asian business community. This May during Asian American Pacific Islander (AAPI) Heritage month, we turn our focus toward rebuilding the restaurant industry with Asian Restaurant Month 2022. We invite your organization to partner and sponsor our program to help create awareness and support to Asian restaurants throughout the Greater Houston area.

Asian Restaurant Month 2022 will be promoted through various social media partnerships, publications and media coverage. ACC is partnering with Visit Houston, a Houston First brand, to present the Asian Restaurant Month digital pass. With the free digital pass, guests will be able to select restaurants by categories, cuisines, & locations as well as check-in on their phones at the various food establishment to win prizes and swag.

Houston is not only the most diverse city in the country, it is the culinary capitol of the South. What better way to explore and experience its diversity than through food. Asian Restaurant Month makes it easy to find and discover the rich Asian culture that makes up the tapestry of our city.

Founded in June 1990, The Asian Chamber of Commerce represents Asian cultural, business and civic interests in the Greater Houston area. The Chamber promotes Asian businesses in the community, facilitates trade between Houston and Asia, and provides networking and development opportunities for its members. The Chamber is open to everyone interested in Asian culture and business; Asian heritage or business ownership is not a pre-requisite for membership. With over 40 events each year, the Asian Chamber encourages new membership and participation at all levels.

The food industry needs your support! Together, let’s stand behind the AAPI community in making Houston an enjoyable and safe city to dine together. Help make our event successful and contribute to the Chamber’s mission of empowering and uniting the business community. Please find the attached sponsorship sheet for the Asian Restaurant Month 2022.

Sincerely,

Paul Gor
Co-Director, Asian Chamber of Commerce Houston
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713-782-7222 Ext 102
SPONSORSHIP OPPORTUNITIES
Asian Restaurant Month

TITLE $ 7,500
• Speaking opportunity at Kickoff Reception with participating restaurants
• 25 Invitations to Kickoff Reception
• Spotlight on Promotional Video in support of the Asian Restaurant Month
• Logos on all printed materials to be placed at each restaurant
• Logos on all marketing materials

PLATINUM $ 5,000
• Speaking opportunity at Kickoff Reception with participating restaurants
• 10 Invitations to Kickoff Reception
• Logos on all printed materials to be placed at each restaurant
• Logos on all marketing materials

GOLD $ 3,500
• 10 Invitations to Kickoff Reception
• Logos on all printed materials to be placed at each restaurant
• Logos on all marketing materials

PARTNER $ 2,500
• 2 Invitations to Kickoff Reception
• Logos on all printed materials to be placed at each restaurant
• Logos on all marketing materials

COMMUNITY - (Non-Profit Partners) ASK
• Logos on all marketing materials