



American Arab CHAMBER OF COMMERCE

Building Economic Bridges

SPONSORSHIP OPPORTUNITIES 2021



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www.americanarab.com



[americanarab.chamber](https://www.facebook.com/americanarab.chamber)



[americaarabchamberofcommerce](https://www.instagram.com/americaarabchamberofcommerce)



[@AACCchamber](https://twitter.com/AACCchamber)

The American Arab Chamber of Commerce Means Business

For businesses to thrive in today's market, it is essential to have a strong advocate on your side. The American Arab Chamber is the largest American-Arab business organization in the United States, and one of Michigan's largest business organizations. It provides member promotion, advocacy, networking events, professional development, educational seminars, business referrals, health insurance, export documents certifications, import/export services, marketing opportunities through events, e-newsletters/blasts, social media outlets and other publications among other benefits and services.

Internationally, the Chamber has made tremendous strides by fostering trade between Michigan based companies and businesses located in the Middle East and the MENA region. The Chamber is a member of various Middle Eastern Chambers of Commerce, and it provides conferences and workshops and resource information regarding the Middle Eastern business market and sponsors foreign delegations and trade missions.

Mission

The American Arab Chamber of Commerce builds economics bridges by promoting and empowering the business community it serves locally, nationally, and internationally.

Vision

We aim to provide unique and valuable opportunities to our members and the greater business community to ensure businesses prosper and strengthen the Michigan economy.

Over
1,500
Members

Chamber
certification service
reach **16** countries

65%
Of members live
in Southeast
Michigan

Social media views
Range from **3,000** to
over **20,000** based
on event podcast

Over **500**
Small businesses have
health insurance through
the chamber

Chamber online marketing
reaches over **13,000**
individuals/businesses

Over the years
the chamber has hosted
63 delegations
and trade missions

American Arab Economic Impact Michigan

The State of Michigan is home to the largest concentration of Arab Americans in the United States, totaling more than 550,000. As a result, Arab Americans are highly visible, culturally, economically, and politically. Arab Americans represent a large business ownership, various community organizations and active political participation at the local and state levels.

Compared to the national average, Arab Americans have a higher educational level and a higher median household income, fostering an affluent Arab American Community, with a strong entrepreneurial spirit and vast purchasing power.

The American Arab Chamber of Commerce is the largest Arab American business organization in the United States, and it is one of Michigan's largest business organizations with over 1,500 members. Partnering with the chamber allows you to develop your brand and image and enhance your marketing presence among the largest concentration of Arab Americans outside of the Middle East.

We provide you with great exposure and give you the best return on your marketing dollars through targeted, effective, and affordable branding and promotional options.

550,000

Arab Americans
reside in Michigan

Arab Americans
have been settling
in the U.S. since

1800s

182,000

Jobs created by
Arab Americans

\$544 Million

Taxes paid by
Arab American to
Michigan

\$36.4 Billion

Total revenue
contributed to the economy
by Arab American

\$56,331

Arab American
median income

46%

have a bachelor's
degree or higher

86%

of Arab Americans are likely
to purchase a product promoted
in Arab American outlets

60%

of the Arab American market
segment placed brand
loyalty ahead of price



2021 Event & Program Investment Opportunities

29th Building Economic Bridges Gala (pg.4)

Sponsor Level: _____ Amount: _____

16th American Arab Professionals Network (AAPN) Banquet (pg.5)

Sponsor Level: _____ Amount: _____

“Bottom Line ” Business Builder Series (pg.6)

Sponsor Level: _____ Amount: _____

“Impacting Business” Policy Luncheon (pg.7)

Sponsor Level: _____ Amount: _____

Virtual Insight Webcasts: (pg.8)

Biz Talk with Leaders/CEO’s

Sponsor Level: _____ Amount: _____

In the Know

Sponsor Level: _____ Amount: _____

Small Business Highlight

Sponsor Level: _____ Amount: _____

Marketing with the Chamber (pg.9)

Sponsor Level: _____ Amount: _____

Chamber Membership (pg.10)

Sponsor Level: _____ Amount: _____

TOTAL COMMITTED SPONSORSHIP AMOUNT: _____

PLEASE COMPLETE:

Name: _____ **Company:** _____

Contact Name: _____ **Email:** _____

Phone: _____ **Fax:** _____

Please fax to (313) 945-6697 or email faybeydoun@americanara.com. Once we receive the above agreement, you will be contacted by a Chamber representative regarding your sponsorship commitments. Sponsorship opportunities are available to American Arab Chamber of Commerce members in good standing.

Building Economic Bridges Gala

OCTOBER 22, 2021

The American Arab Chamber of Commerce depends upon the support of corporations, organizations and individuals who share our value of building economic bridges by promoting and empowering the business community we serve. By sponsoring the Gala your company will be providing much needed resources to help the business community navigate through unprecedented challenges while demonstrating your commitment to strengthening economic relationships with the Arab American Community. In addition, it will further the role of the AACC by strengthening its members through various programs, events, and seminars.

The “Building Economic Bridges” Gala attracts over 1200 attendees and over 16,000 views virtually on social media. The event is attended by business leaders, small business owners, professionals, government diplomats and representatives at the local, state, federal, and international levels. Each year we honor entrepreneurs, innovative, hardworking and builders of strong economic and social bridges with the “Economic Bridge Builder” of the year award. Providing a great networking opportunity.

PARTNER SPONSOR

Partner Level opportunities are customized with you to provide a valuable sponsorship package that makes the best use of your investment and provides the maximum exposure for your company. Partner Level opportunities are limited. *Please contact the Chamber for details.*

DIAMOND SPONSOR \$20,000

- 20 Tickets to attend the Building Economic Bridges Gala, table identified with company logo
- Recognition on AACC website on gala page (1 Year)
- Two full-page color advertisements, Logo on all event publicity, event signage. Pre/Post event marketing
- Company information or promotional item provided by you to be distributed to all the attendees
- Two Info/exhibit tables for your products and services

PLATINUM SPONSOR \$10,000

- 10 Tickets to Attend the Building Economic Bridges Gala, table identified with company logo
- Recognition on AACC website on gala page (1 Year)
- Two full-page color advertisements, Logo on all event publicity, event signage. Post event marketing
- Company information/promotional item provided by your company to be distributed to all attendees
- One info/exhibit tables for your products and services

GOLD SPONSOR \$5,000

- 10 Tickets to Attend the Building Economic Bridges Gala, table identified with company logo
- Recognition on AACC website on gala page (1 Year)
- One full-page color advertisement in the digital program book displayed at event and on website
- Info/Exhibit Table to display your products & services

SILVER SPONSOR \$2,500

- 10 Tickets to Attend the Building Economic Bridges
- Recognition on AACC website on gala page (1 Year)
- One full-page color advertisements, event signage
- Post event marketing
- One info/exhibit tables for your products and services

BRONZE SPONSOR \$1,500

- 10 Tickets to Attend the Building Economic Bridges
- Recognition on AACC website on gala page (1 Year)
- One full-page color advertisements, event signage
- Pre/Post event marketing
- One info/exhibit tables for your products and services

CUSTOM

- We can customize a package to meet your company’s goals.

American Arab Professionals Network (AAPN)

“Celebrating Success” Banquet

APRIL 7, 2021 (Virtual)

The American Arab Professionals Network (AAPN) recognizes and honors Arab-American professionals who are leaders in their fields and serve as mentors and role models for other Arab Americans in the region. The “Celebrating Success” banquet provides funding for the AAPN committee to host activities throughout the year by engaging up and coming leaders who are committed to personal growth and career advancement while serving the greater community. The event attracts more than 500 Arab American professionals in person from southeast Michigan, and over 7,000 views virtually. The banquet hosts local and state elected officials, business leaders, entrepreneurs, chamber members and the greater business community. The banquet provides a valuable marketing opportunity for your company and brand in the Arab American professional community.

PREMIER SPONSOR \$5,000

- 10 Virtual Tickets to AAPN banquet
- Two full-page color advertisements in digital AD program displayed during event
- Recognition on AACC website on AAPN page (1 Year)
- Company name/logo, in Digital Program
- Logo promoted on all chamber social media outlets
- Special recognition during the banquet
- 2 Annual Company spotlight
- 2 AACC E-News Blast sponsored by your Company

PLATINUM SPONSOR \$2,500

- 10 Virtual Tickets to AAPN banquet
- One full-page color advertisements in digital AD program displayed during event
- Recognition on AACC website on AAPN page (1 Year)
- Company name/logo, in Digital Program, Logo promoted on all chamber social media outlets
- One Premier position of company logo displayed on AAPN Banquet page of Chamber website
- 1 Annual Company spotlight
- 1 AACC E-News Blast sponsored by your Company

CORPORATE SPONSOR \$1,500

- 10 Virtual Tickets to AAPN banquet.
- One full-page color advertisements in digital AD program displayed during event
- Recognition on AACC website on AAPN page (1 Year)
- Company name/logo, in Digital Program
- Logo promoted on all chamber social media outlets
- 1 AACC E-News Blast sponsored by your Company

COMMUNITY SPONSOR \$1,000

- 10 Virtual Tickets to AAPN banquet
- One full-page color advertisements in digital AD program displayed during event
- Recognition on AACC website on AAPN page (1 Year)
- Company name/logo, in Digital Program
- Logo promoted on all chamber social media

CUSTOM

- We can customize a package to meet your company’s goals.

“Bottom Line” Business Builder Series

This series is a professional development program geared for small business owners and executives and focuses on topics that are critical to the success of any business, such as finances, marketing, sales, human resources, customer service and leadership. Because topics vary, this will reach 150-360 business leaders in person and over 4,000 virtually. These workshops are designed with input from members and partners with constant attention to member needs and bottom-line concerns. The American Arab Chamber of Commerce will implement workshops/seminars offering small business owners, the opportunity to address and stay abreast of current issues. This is an opportunity for your company to be directly involved with Arab American small business owners.

SERIES PARTNER

- Recognition as Partner at all series events
- Sponsor will have the opportunity to speak
- Opportunity to introduce speaker/moderator at agreed upon event
- Recognition as an event partner on the Business Builder Speaker Series marketing materials (programs, press releases, faxes, website, etc.)
- Recognition in all Chamber marketing materials (invitations, banner, program, website, etc.)
- Opportunity to place company gifts and/or marketing materials at each place setting
- One table of 10 with preferred seating
- Table to display marketing materials to attendees
- Recognition and “Thank you to Sponsors” in all publications and follow-up articles

DIAMOND SPONSOR \$3,000

- Recognition as Sponsor at all series events
- Recognition as an event sponsor on the Business Builder Series marketing materials (programs, press releases, website, etc.)
- Recognition in all Chamber marketing materials (invitations, program, website, etc.)
- One table of 10 with preferred seating
- Table to display marketing materials to attendees
- Recognition and “Thank you to Sponsors” in all publications and follow-up articles

GOLD SPONSOR \$1,000

- Recognition as Sponsor at one agreed upon event
- Recognition as an event sponsor on the Business Builder Speaker Series marketing materials (programs, press releases, website, etc.)
- Recognition in all Chamber marketing materials (invitations, program, website, etc.)
- One table of 10
- Table to display marketing materials to attendees
- Recognition and “Thank you to Sponsors” in all publications and follow-up articles

SILVER SPONSOR \$500

- Recognition as Sponsor at one agreed upon event
- Recognition as an event sponsor on the Business Builder Series marketing materials (programs, press releases, website, etc.)
- Recognition in all Chamber marketing materials (invitations, program, website, etc.)
- One table of 5
- Recognition and “Thank you to Sponsors” in all publications and follow-up articles

“Impacting Business” Policy Luncheon

The American Arab Chamber of Commerce “Impacting Business” Policy Luncheon Series is held quarterly highlighting pressing business, civic, and economic topics, bringing together policy and decision-makers along with business and community leaders to discuss current issues impacting business, the economy and social wellbeing of the greater community. Each luncheon will reach 75-250 business leaders in person and approximately 3,000 virtually.

PLATINUM SPONSOR \$5,000

- Recognition as Partner at all series events
- Opportunity to introduce speaker/moderator at agreed upon event
- Recognition as an event partner on the Impacting Business Luncheon Series marketing materials (programs, press releases, website, etc.)
- Recognition in all Chamber marketing materials (invitations, program, website, etc.)
- Recognition at the event with banner
- Opportunity to place company gifts and/or marketing materials at each place setting
- One table of 10 with preferred seating
- Table to display marketing materials to attendees
- Recognition and “Thank you to Sponsors” in all publications and follow-up articles

CORPORATE SPONSOR \$3,000

- Recognition as Sponsor at all series events
- Recognition as an event sponsor on the Impacting Business Luncheon Series marketing materials (programs, press releases, website, etc.)
- Recognition in all Chamber marketing materials (invitations, program, website, etc.)
- One table of 10 with preferred seating
- Table to display marketing materials to attendees
- Recognition and “Thank you to Sponsors” in all publications and follow-up articles

BUSINESS SPONSOR \$1,000

- Recognition as Sponsor at one agreed upon event
- Recognition as an event sponsor on the Impacting Business Luncheon Series marketing materials (programs, press releases, website, etc.) and during the event
- Recognition in all Chamber marketing materials (invitations, program, website, etc.)
- One table of 10
- Table to display marketing materials to attendees
- Recognition and “Thank you to Sponsors” in all publications and follow-up articles

COMMUNITY SPONSOR \$500

- Recognition as Sponsor at one agreed upon event
- Recognition as an event sponsor on the Impacting Business Luncheon Series marketing materials (programs, press releases, website, etc.) and during the event
- Recognition in all Chamber marketing materials (invitations, program, website, etc.)
- One table of 5
- Recognition and “Thank you to Sponsors” in all publications and follow-up articles

Virtual Insight Webcasts

Reaching the Arab American and Greater Business Community

Expected audience is to reach 10,000-20,000 viewers virtually. Webcast will be available on social media for future viewing. And on American Arab Chamber's YouTube page, Facebook, and website. You may choose one, two, or all three webcasts to sponsor. Prices are per month for each webcast.

PREMIUM SPONSOR \$3,000
per monthly webcast of choice

PLATINUM SPONSOR \$750
per monthly webcast of choice

- Hyperlinked Logo recognition on AACC website on Virtual Insight page for 1 year
- Logo on all Pre and Post marketing
- Acknowledgement of sponsorship during program
- Logo Recognition during webcast
- Acknowledgement of sponsorship during program
- Logo Recognition during webcast

❖ *Special pricing available for Media Ready Ads. Please contact chamber.*

BIZ TALK WITH LEADERS/CEO's

The American Arab Chamber of Commerce will host a virtual monthly Biz Talk with Leaders/CEO's, featuring one of our prominent business leaders from the Greater Business Community. In Michigan, we are lucky to have an exceptional number of leaders and CEO's representing a multitude of industries who can provide their insights into success, management, and the challenges that executives and business owners face.

IN THE KNOW

The American Arab Chamber of Commerce will host a Bi-Monthly "In the Know" Webcast We will be presenting topics to assist our business community to continue to navigate the changing landscape in these challenging times. We will focus on current issues connecting our viewers with helpful resources and relevant information. "In the Know" webcast will bring together small business, executives, and elected officials from across the region to discuss, support, and take action to strengthen policies that will help to create opportunity and foster economic growth.

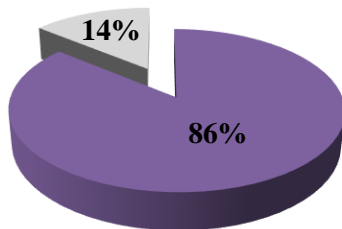
SMALL BUSINESS HIGHLIGHT

Small Business play a crucial role in the economy and the community they serve. They employ 64% of our workforce. The American Arab Chamber of Commerce is honored to highlight a small business monthly. Virtually we will recognize their accomplishments, successes, and contributions throughout their existence. We will look at the business history, management philosophy, responses to challenges, innovation in product and service offerings and contributions to the community. Being a small business owner is a bold feat. We want to showcase those who dare to start, sustain, and succeed and the community that supports them.

Marketing with the Chamber

By choosing to market with the Chamber, your message gains high visibility when featured on the chamber's website via chamber news, e-newsletter, direct mail, member-to-member announcements, corporate spotlights, member spotlights and programs and events.

The chamber is a major gate for marketing opportunities in the community through its web of partnership with ethnic media of print, radio, television and electronic.



86% of Arab Americans are likely to purchase a product advertised on Arab-American Media

-AlliedMediaCorp.com

WEBSITE AND E-NEWS MARKETING

The chamber's website receives over 25,000 hits a month. There are many opportunities to promote your business and news through marketing directly on our website and through our E-Newsletter, which is sent out weekly to a database of over 15,000 contacts. Additionally, we also post all our news releases and copies of our weekly newsletters on the News page of the Chamber Website. We also offer options to feature member news and events on our website and individual blasts.

Chamber Website and E-News advertising Rates:

- 1- Primary banner on the AACC Website: \$750 a month.
- 2- Top of AACC E-newsletter, four blasts a month: \$750.
- 3- Body of the AACC E-newsletter, four blasts a month: \$500.
- 4- Side Banner on Website for a month and one-time E-newsletter blast: \$500.
- 5- Individual blast: \$500.

JOB POSTINGS & HOT DEALS

We also offer members individual login credentials to their own unique section of the Chamber website, where they can post any job opportunities, business specials and promotions ("Hot Deals"), as well as event information. Advertisers can contact the chamber to find out how to take advantage of these great benefits for a competitive price.

The American Arab Chamber of Commerce Membership

The American Arab Chamber of Commerce's growth and success comes from its ability to bring together business and civic minded leaders to address Arab American and the greater business communities' unique challenges. The chamber provides opportunities for members to succeed, stay updated and influence the outcome of policies impacting business. Our membership is comprised of over 1,500 members

The Chamber sponsors numerous educational and informative seminars to promote and strengthen member small businesses, offers valuable networking opportunities and business development, special events, business policy updates, provides a variety of cost saving services including Health Insurance, produces a variety of webcasts, e-newsletters, blasts to keep its members informed, access to leadership in business and government, and builds bridges between businesses inside and outside the American Arab Community.

As business owners and corporations, you play an essential role in the region's economy. Business owners are leaders, job creators, community builders, and the engines of our economy. Joining the American Arab Chamber of Commerce will assist in providing you more opportunities to advance your business and our community.

American Arab Chamber of Commerce
12740 W. Warren Ave, Suite 300
Dearborn, MI 4816

MEMBERSHIP LEVELS

CHAIRMAN'S CIRCLE

101 + EMPLOYEES

\$5,000

BUSINESS PLATINUM

50 ~ 100
EMPLOYEES

\$3,000

BUSINESS PREMIUM

21 ~ 50
EMPLOYEES

\$1,500

BUSINESS INVESTOR

11 ~ 20
EMPLOYEES

\$500

SMALL BUSINESS BUILDER

1 ~ 10
EMPLOYEES

\$250



MEMBERSHIP APPLICATION

Today's Date:		Membership Rep:	
COMPANY INFORMATION			
Company:			
Physical Address:		Suite:	
City:	State:	ZIP Code:	
Office Number:	Fax Number:	Website:	
Email:	Alt. Email:	Add'l Site:	
PRIMARY COMPANY REPRESENTATIVE			
Name:		Title:	
Phone:		Email:	
ADDITIONAL COMPANY REPRESENTATIVES			
Name:		Title:	
Phone:		Email:	
ADDITIONAL COMPANY REPRESENTATIVES			
Name:		Title:	
Phone:		Email:	
BUSINESS KEYWORDS			
Partnership <input type="checkbox"/>	Corporation <input type="checkbox"/>	Keywords:	
Non Profit <input type="checkbox"/>	Sole Proprietorship <input type="checkbox"/>		
BRIEF DESCRIPTION OF BUSINESS			
MEMBERSHIP LEVEL			
<input type="checkbox"/> Chairman's Circle \$5,000 (101+ Employees)		<input type="checkbox"/> Business Platinum \$3,000 (51-100 Employees)	
<input type="checkbox"/> Business Premier \$1,500 (6-25 Employees)		<input type="checkbox"/> Business Investor \$500 (11-20 Employees)	
<input type="checkbox"/> Small Business Builder \$250 (1-10 Employees)		<input type="checkbox"/> Supporter \$25-\$100	
PLEASE MAKE CHECKS PAYABLE TO: AMERICAN ARAB CHAMBER OF COMMERCE			
American Arab Chamber Office Use			
Application received by Chamber Office		Date:	
Payment Method:		Staff:	
Additional Notes:			