

2021 CORPORATE PARTNERSHIP PACKET



s a c r a m e n t o
ASIAN PACIFIC
chamber of commerce

LOOKING AHEAD TO 2021



Pat Fong Kushida
President & CEO, Sacramento Asian
Pacific Chamber of Commerce

Asian Americans are the fastest growing ethnic group in the U.S. We are one of the most powerful consumer segments, according to Nielson surveys, growing by 30% year-over-year. About half of small businesses are now minority-owned in California; this is even more so in urban areas like Sacramento. It is not an exaggeration to say Asian Americans are shaping California's business and political future.

This was the case before the onset of the global pandemic.

COVID-19 has laid bare the socio-economic inequities confronting minority-owned businesses and reports predict over 45% will not survive. The pandemic has threatened to widen these disparities as access to healthcare, broadband and business resources are increasingly prominent needs. Add to that the outrage and civil unrest that has erupted in cities not only across the United States, but globally. And, we must remind ourselves that as awful as the COVID-19 pandemic has been, we are forced to believe that climate change will be even worse.

So where are we now?

The SACC believes in the power of collaboration and when crisis hit our community we called upon our strategic partnerships to help us move toward ensuring an equitable recovery. Alongside the City of Sacramento and fourteen of our community business partners represented in the **Sacramento Inclusive Economic Development Collaborative (SacIEDC)**, we were able to provide direct technical assistance to small businesses, particularly in under-invested neighborhoods. We transitioned over half of our staff to operate our Business Triage Center connecting our small businesses to the information and resources they needed. In partnership with the Sacramento Metro Chamber of Commerce we established a 24-hour 1-800 hotline, in multiple languages to assist with PPP applications and SBA Economic Injury Disaster Loans. And as we continue to navigate the impacts of COVID-19 on our community it is imperative that we continue to be a strong advocate for our minority communities and create **pathways for prosperity**.

In our role as a prominent advocate for minority-led enterprises, we launched an **eight-point economic recovery plan** to draw attention to the need for streamlined access to credit and capital, aid for entrepreneurs of color to shift to digital platforms and commercialize their ideas, and greater investments in broadband so that employment, re-skilling programs, education, and healthcare is accessible to everyone.

The SACC is the largest minority chamber in the region. We fight on behalf of thousands of minority business owners and offer them the financial and technical support they need to survive and thrive.

Inclusion has real meaning to us. Since our founding in 1993, SacAsian has championed diversity and inclusion as a source of strength and opportunity. Due to our flexible operating model, SacAsian can continue to serve as a strong advocate for a rapid economic recovery that improves the lives and livelihoods of all ethnic groups. But we cannot do it without your support. Please join us.

2021 Sacramento Asian Pacific Chamber of Commerce Board of Directors

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Chamber of Commerce



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2021 EVENTS AND PROGRAMS

JAN	8 Catalyst Class XIV, Session 5	14 PPP Forgiveness Round 2	18 Martin Luther King Jr. Day Office Closed	21 Executive Committee Call	25 Meet and Greet	27 E-Commerce New Pathways to Success for Small Business
FEB	12 Catalyst Class XIV, Session 6	15 President's Day Office Closed	16 Pandemic Effects: Access to Finance	17 New Pathways using Facebook Workplace	18 SACC Board Retreat	24 How to Manage Your Building Rental Lease and Property During COVID-19
MAR	4 Pandemic Effects: Force Majeure Clause Review: Pandemic Impact On Business, Bonding In The Future		11 28th Annual Installation & Awards Dinner	12 Catalyst Class XIV, Session 7	17 Digital Transformation partnering with TLC Tech	18 Pandemic Effects: Can I Ensure Against Losses
	25 Pandemic Effects: Credit Score - How to Fix or Maintain a Healthy Credit Score					
APR	9 Catalyst Class XIV, Session 8	13 Small Business, Big Following: Enhancing your Online Presence - Social Media 101 Part 1	14 How to Negotiate Your Commercial Lease in 2021 with Andrew Kim	15 Board Meeting	20 Small Business, Big Following: Enhancing your Online Presence - Social Media 101 Part 2	
	27 Doing Business with SMUD	29 Adapting Your Business Model to Meet Shifting Consumer Trends with Wells Fargo				
MAY	4 A Different Kind of PPP: Proactive Planning and Preparation with Northwestern Mutual	5 Small Business Loan Packages with Yoon Saechao, Five Star Bank	14 Catalyst Class XIV Graduation	20 Meet and Greet with Sacramento City Councilmember Mai Vang	31 Memorial Day Office Closed	
JUNE	17 Executive Committee Call					
JUL	4 Independence Day Office Closed	15 Board Meeting	20 Meet and Greet			
AUG	20 NextGen Session 1	27 Catalyst 15 Year Celebration (Virtual)				
SEPT	3 NextGen Session 2	6 Labor Day Office Closed	10 Catalyst Class XV, Session 1	16 Board Meeting	17 NextGen Session 3	23 Meet and Greet
OCT	1 NextGen Session 4	8 Catalyst Class XV, Session 2	14 Board Meeting	15 NextGen Session 5	21 22 Internal Study Mission	29 NextGen Graduation
NOV	4 Meet and Greet	11 Veterans Day Office Closed	12 Catalyst Class XV, Session 3	25 26 Thanksgiving Office Closed		
DEC	9 Board Meeting	10 Catalyst Class XV, Session 4	17 Alliance Holiday Mixer	DEC 24-JAN 1 Holiday Break Office Closed		



SACRAMENTO ASIAN PACIFIC CHAMBER OF COMMERCE

Supporting the “Pathways to Prosperity” Recovery Agenda

Eight Asian Pacific Islander (API) Business Facts to Know:

1. Minority populations are growing faster than non-minorities in the United States and will become the majority population by ~2045.¹
2. API Americans are the fastest-growing ethnic group in the U.S.²
3. API consumer-buying power in the U.S. is projected to grow 32% to \$1.3 trillion in 2023. California represents one-third of the U.S. share (\$337 billion annually) of consumer buying power, 4x the next closest state (New York).³
4. Nearly half (46%) of all businesses in California are minority-owned, second in the U.S. only to Hawaii.⁴
5. Small businesses created 59% of all net new jobs (249,508) in California in 2016. Firms employing fewer than 20 employees experienced the largest gains, adding 176,744 net new jobs (42% of total job gain).⁵
6. The average API-owned business in California has eight employees.⁶
7. Minority-owned business enterprises (MBEs) are 2x as likely to export, 3x more likely to have international operations, and 6x more likely to transact business in a language other than English.⁷
8. More than 20% of API-owned small businesses are family-owned.⁸

The **SacAsian Chamber** is one of 53 formal partners of the **California Asian Pacific Chamber of Commerce (CAPCC)**. CAPCC is the largest statewide ethnic chamber in California. It represents the interests of ~600,000 Asian Pacific Islander (API)-owned businesses in the state that generate \$181 billion in annual revenue and employ over 910,135,000 with an annual payroll over \$26 billion. CAPCC advocates for policies, legislation and programs that help California’s API-owned businesses reach new markets and provide growth opportunities. Its economic development programs and staff provides access, education, and opportunity to employers for healthy and resilient California communities.

The Eight API Business Challenges:

California’s return to economic growth depends upon the recovery of the small business sector, which represents the vast majority of net new job creation. Yet small businesses face significantly greater barriers to growth at their scale, including high healthcare costs, government regulation, tax burden and compliance,

¹ Minority Business Agency, Federal Department of Commerce

² Federal Census, 2019

³ Nielsen Company, Asian American Consumer Survey, 2019

⁴ Federal Census Business Survey (2012)

⁵ California Economic Development Department

⁶ Federal SBA, Annual Survey of Small Business Entrepreneurs, 2016

⁷ Minority Business Agency, Federal Department of Commerce

⁸ Ibid

capitalization and cash flow, HR and contracting, and managing the tension between quality and growth, as self-reported by small business owners.⁹ For MBEs, these obstacles are amplified by cultural and language barriers, historic race and ethnicity policy decisions, and location traits that place minority enterprises and their communities in persistent competitive disadvantage. To rectify this, special attention is needed from policy makers in government, business, and community sectors to assure equal opportunity and access to all. Because API businesses start from a competitive disadvantage when compared to non-minority enterprises, investments and policy changes aimed at supporting minority owned enterprises **must be fast-tracked** in California.

SacAsian joins with CAPCC and its statewide partners in the belief that to achieve a truly inclusive economic recovery in California that leverages the knowledge, skills and entrepreneurial talents of all, policymakers must enact changes that improve **employment (E), ownership (O), location (L), and participation (P)** of minority-owned businesses. Specifically, SacAsian is fighting for:

1. Pathways for minority career exploration in **business entrepreneurship**, especially within advanced economy sectors. (E/O)
2. Pathways to connect minority entrepreneurs and enterprises to **local innovation hubs** and research-focused universities and their investment networks. (E/O)
3. Pathways through state and federal agencies for improved **international business** and trade match-making and deal flow. (E/O)
4. Pathways for improved **minority workforce participation** and advancement. (P/E)
5. Pathways for increased minority small business participation as a solution provider for government and corporate **supply chains**. (P/E)
6. Pathways for placement of high-quality **business technical assistance programs and financing** along with culturally-appropriate training programs within communities where high concentrations of minority populations reside. (L/E)
7. Digital pathways and investments that improve digital literacy, **digital skills**, and lower cost-of-access, especially in underserved communities where minority business populations historically are more concentrated. (L)
8. Pathways to key policy-setting bodies at the local, state and federal level to assure **minority participation** in decision-making and investment decisions that directly affects them and their communities. (P)

If enacted, these **eight Pathways to Prosperity** will accelerate California's recovery by increasing jobs, boosting new business formation and investment, expanding international trade and business connections, raising workforce readiness, and improving digital connectivity. These policy changes and investments **must be fast-tracked** by lawmakers, government agencies, education and corporate leaders to enable a rapid economic recovery for California and its people. The California Asian Pacific Chamber of Commerce, working with SacAsian and its 52 other API partners¹⁰ in every region of the state, will work tirelessly in 2021 to see that this eight-point agenda is achieved in policy and practice.

⁹ Index of Small Business Optimism, National Federation of Independent Businesses

¹⁰ See www.calasiancc.org for the list of MOU partners.

BUSINESS TRIAGE CENTER:

SMALL BUSINESS RESILIENCY AND RECOVERY PROGRAM
MINORITY BUSINESS ASSISTANCE AND RECOVERY (MBARK) PROGRAM



The Sacramento Asian Pacific Chamber of Commerce (SACC) is committed to supporting and providing resources for our diverse small businesses, as the region recovers from the impacts of COVID-19. As advocates for inclusive economic development, we know how critical it is to our region's success for our small business community and those along our underserved corridors to have access to resources, tools, and information to address their needs.

In 2021, SACC will provide a series of virtual workshops, one-on-one consulting services, outreach, and education to ensure our diverse small business community can access capital, supplier diversity procurement opportunities, and other resources to thrive in a post-pandemic world.



Triage: Small Business Recovery



Consulting & Technical Assistance



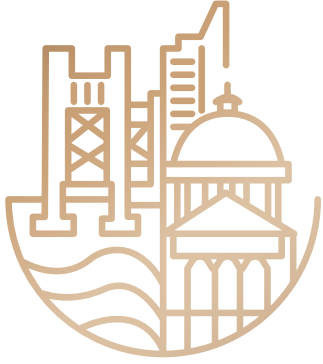
Contracting & Procurement

Join us! Help build the next generation of small businesses and keep the ones we have. Invest in our Triage Center.

	PRESENTING \$50,000	RUBY \$25,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$2,500
TRIAGE CENTER VISIBILITY					
"Presented by" Recognition	LOGO				
Recognition on Dedicated Web Page	LOGO	LOGO	LOGO	NAME	NAME
Recognition on all marketing materials	LOGO	LOGO	LOGO	NAME	NAME
Ad in Social Media Promotion	8	6	4	1	
PROGRAM VISIBILITY					
Custom Webinar	X				
Opportunity to Present to Members	X	X			
Opportunity to highlight Company Initiative/Program	X	X	X		
Opportunity to Promote Contract Opportunities	X	X	X		
Opportunity to provide subject-matter experts for consulting services	X	X	X		
Visibility on Business Triage Center workshops	LOGO	LOGO	LOGO	NAME	NAME
Survey Visibility	LOGO	LOGO	LOGO	NAME	NAME
IMPACT VISIBILITY					
Branding on Annual Impact Report	LOGO	LOGO	LOGO	NAME	NAME
Branding on Targeted Community Outreach Campaigns	LOGO	LOGO	LOGO	NAME	NAME

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Visit our website at sacasiancc.org



SACRAMENTO ASIAN PACIFIC CHAMBER OF COMMERCE'S

28TH ANNUAL INSTALLATION AND AWARDS DINNER

THURSDAY | MARCH 11TH, 2021

In 2021, the Sacramento Asian Pacific Chamber of Commerce (SACC) will transform its popular Annual Installation & Awards Dinner into an elegant at-home virtual dinner party filled with entertainment, networking opportunities, and gourmet meals prepared by some of Sacramento's most talented chefs!

This past year has been filled with challenges and change for our entire community. The SACC's 28th Annual Installation & Awards Dinner will recognize the diverse individuals and organizations that have helped our region navigate these challenges and remain resilient. Join us and celebrate those who continue to push our region forward and participate in our silent auction to help support our local small businesses.

	PRESENTING \$15,000	PROGRAM \$10,000	ENTERTAINMENT \$7,500	MEDIA \$7,500	PATRON \$5,000	COMMUNITY \$2,500
Dinners from a Local Restaurant	24	16	8	8	8	8
Bottle of Wine	3	2	2	2	1	1
Virtual Event Program Recognition	LOGO	LOGO	LOGO	LOGO	LOGO	NAME
Virtual Event Program Ad Space	FULL PAGE	1/2 PAGE	1/2 PAGE	1/2 PAGE	1/2 PAGE	1/4 PAGE
Webinar Recognition	LOGO	LOGO	LOGO	LOGO	LOGO	NAME
Event Website Recognition	LOGO	LOGO	LOGO	LOGO	LOGO	NAME
Sponsor Ad/Video Inclusion in Webinar	2	1				
Opportunity to Introduce Awardee	X	X				
Opportunity for Presentation/Remarks	X		INTRODUCE ENTERTAINER			
Recognition as Media Sponsor on ALL Marketing Materials				X		
Presenting Status on ALL Marketing Materials	X					

Additional Sponsorship Opportunities

Gift Sponsor: \$5,000

Branded on gifts for 600 attendees. Incl. dinner for 8

Cocktail Reception Sponsor: \$5,000

Branded during the virtual cocktail hour. Incl. dinner for 8

Silent Auction Sponsor: \$1,000 + Auction Item

Sponsor items to support local businesses for our silent auction. Incl. dinner for 4

For more information
please contact

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Our Path FORWARD:

2021 INVESTMENT AGENDA FOR INCLUSIVE GROWTH

A Prosperity Partnership Initiative

WHEN: TBD

Economic relief and recovery will take a coordinated effort linking business, government, education, labor, and community partners. Join us as we organize and build a state investment agenda for 2021 to grow jobs, business, and investment that is inclusive, leaving no one behind.

	PRESENTING	PROGRAM	INCLUSION PARTNER	COMMUNITY
	\$15,000	\$10,000	\$5,000	\$2,500
Presenting Status on ALL Marketing Materials	X			
Welcome Message in Investment Agenda	X			
Community Visualization (sustainability map)	X			
Opportunity to Introduce Keynote	X	X		
Sponsored Communication (6)	ALL	2	1	
Event Website Recognition (with click thru)	LOGO	LOGO	LOGO	NAME
Sponsor Recognition (Materials and Verbal)	LOGO	LOGO	LOGO	NAME
Investment Agenda Recognition	LOGO	LOGO	LOGO	NAME

For more information please contact

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MEET AND GREET

JANUARY 25
MARCH 31
MAY 20
JULY 20
SEPTEMBER 23
NOVEMBER 4

Meet and Greets bring together leaders in our region with diverse backgrounds and experience. With the current coronavirus (COVID-19) pandemic we have transitioned in-person discussions to virtual webcasts, allowing more participation from our members. Our Meet and Greets provide participants an opportunity to voice their small business concerns with officials in a very personal and intimate way. In 2021, we will hold one Meet and Greet per each County in the SACOG region, discussing regional economic development with a respective local jurisdiction.

	SERIES \$5,000	EVENT \$2,500	PARTNER \$1,000
Website Recognition	LOGO	LOGO	NAME
Webinar Recognition	LOGO	LOGO	NAME
Verbal Recognition	X	X	X
Recognition on Social Media	X	X	X
Opportunity to Introduce Elected Official	X		

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STUDYMISSION

SACRAMENTO REGION
2021

WHEN:

October 21 | 22

Over the past twelve years, the Internal Study Mission (ISM) has taken community and business leaders, elected officials, young professionals, and small businesses on a two-day tour to learn about key issues and opportunities in our region.

	EVENT \$15,000	GOLD \$10,000	BREAKFAST \$5,000	SILVER \$2,500	BRONZE \$2,500
Trip Participants	7	5	4	4	2
Recognition on Web page	LOGO	LOGO	LOGO	LOGO	NAME
Recognition on Marketing Materials	LOGO	LOGO	LOGO	LOGO	NAME
Recognition on Event Signage	LOGO	LOGO	LOGO	LOGO	NAME
Color Ad in Event Program	FULL	HALF	QUARTER	QUARTER	
Verbal Recognition	X	X	X	X	X
Social Media Highlight	X	X	X	X	
Speaking Opportunity	X				
“Presented By” Status					

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ADOPT A COMMERCIAL CORRIDOR



As we navigate the impacts of the COVID-19 pandemic and focus on building an inclusive recovery for our region it is imperative that we support neighborhood-based infrastructure and place-based neighborhood economic and redevelopment projects. In partnership with the Sacramento Inclusive Economic Development Collaborative (SaciEDC), the SACC will work to ensure minority-owned businesses are able to take full advantage of the economic opportunities Sacramento has to offer. Our Adopt a Corridor Program will work with our aging commercial corridors to identify, support, and provide resources and opportunities to Sacramento's underserved areas also identified as our priority neighborhoods. Each participating corridor will receive:

- Month long digital campaign in partnership with the SACC highlighting assets, opportunities, and challenges
- A 60-second highlight reel, professionally developed with SACC staff and Preferred Vendor
- This year we will focus on the Power Inn Road and Stockton Boulevard corridors

	PRESENTING \$15,000	SERIES \$10,000	ADOPT A CORRIDOR \$5,000	COMMUNITY \$2,500
Digital Campaign	LOGO	LOGO	LOGO	NAME
Recognition on 60 sec. video	LOGO	LOGO	LOGO	NAME
Social Media Spotlight	3	2	1	X
Spotlight Opportunity in 60 sec. video	1	X	X	X
Digital Campaign Sponsored Spotlights	4	3	2	1

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CATALYST
NextGen

Cohort 2 will take place from **August - October 2021**

Catalyst: NextGen is a four-month program focused on developing the next generation of engaged civic leaders and creating a diverse workforce that understands the role diversity, inclusion, and advocacy play in advancing our region forward.

The call for racial and social equity has sparked a passion in young adults, especially among young people of color, to engage with the issues impacting their communities.

During the four-month program, participants will:

- Meet virtually and engage with community and business leaders
- Learn about issues facing communities of color
- Develop leadership capabilities
- Learn to transform passion into community action

Discussion Topics:

- Civic Engagement/Serving Your Community
- Advocating for Change
- Creating Your Brand
- Implicit Bias
- Minority Representation in Leadership

	TITLE	INDUSTRY	SCHOLAR
	\$10,000	\$5,000	\$2,500
Webinar Recognition	LOGO	LOGO	NAME
Event Website Recognition	LOGO	LOGO	NAME
Sponsor Ad/Video Inclusion in Webinar	X	X	1
Opportunity to Provide Welcome Remarks	X	X	
Opportunity to Present to Cohort	X	X	

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CATALYST

new leaders for a new century

PARTICIPANT TESTIMONIAL

“I’ve had the privilege to participate in a number of leadership development programs in the Sacramento Region, but none provided the individualized attention core to the Catalyst Program. The accessibility of the instructor, value of the one-on-one mentoring sessions and unique Individual Development Plan was valuable to my development as a leader.”

JIM ALVES
Economic Development Manager
SMUD

Since 2007, the Catalyst Leadership Program has developed and connected our region’s next generation of diverse leaders. During the 9-month program, participants expand their individual leadership and management skills, create meaningful relationships with emerging leaders across industries, gain insight from the experiences of established community leaders, and work to move the needle on key issues through a collaborative community project.

The Catalyst Leadership Program will provide participants a forum to explore their individual leadership goals through a variety of interactive conversations on topics such as:

- Leading Highly Effective Teams
- Implicit Bias
- Exploring Your Individual Growth
- Negotiations and Conflict Management
- Leading and Serving Your Region
- Leadership Communications
- Leading Through Change

	TITLE	INDUSTRY	PARTICIPANT
	\$15,000	\$5,000	\$2,500
Participants	3	2	1
Recognition on Web Page	LOGO	LOGO	LOGO
Recognition on Marketing Materials	LOGO	LOGO	LOGO
Graduation Host	X	X	
Host Session with Speaker	X		
Speaking Opportunity at Graduation	X		

For more information please contact
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THIS IS SACRAMENTO

Sacramento is a city filled with vibrant neighborhoods and people, rich in culture and character. Our unique place as one of the most diverse and integrated cities in the nation is visible throughout our community - from our workforce and leadership to the arts and culture scene to our restaurants and small businesses.

This is Sacramento is a collaboration between the Sacramento Asian, Black, Hispanic, and Rainbow Chambers of Commerce, in partnership with SMUD, to brand Sacramento's unique place as one of the most culturally integrated cities in the nation through art and storytelling.

In 2020, This is Sacramento partnered with local, diverse artists to create an art installation inside the Sacramento International Airport, including a video telling the stories of our diverse community. In 2021, we will continue to tell these stories digitally and through art.

	PLATINUM \$15,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$2,500
Social media visibility	X	X	X	X
Featured stories on This is Sacramento website	4	3	2	1
Recognition on This is Sacramento website	LOGO	LOGO	NAME	NAME
Recognition on media releases	X	X	X	X
Invitation to all press events	X	X	X	X



#IAmSmallBusiness Campaign

Join the #IAmSmallBusiness movement. The SACC launched a digital campaign to share the real impact COVID-19 has had on our local small business community, while sharing how the community can continue to support them.

We are encouraging small businesses to use the hashtag #IAmSmallBusiness if they need support, questions answered, or want us to help them promote their business to our community. We will also share exclusive member discounts and promotions that will help our small businesses save money and access resources.

	GOLD \$2,500	SILVER \$1,500	BRONZE \$500
:30 video feature on social media	1		
Sponsored small business highlights	2	1	
Social media recognition	LOGO	NAME	NAME
Website recognition	LOGO	LOGO	NAME
Recognition on marketing materials	LOGO	LOGO	NAME

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