



## Hispanic Entrepreneur Initiative A ROADMAP TO SUCCESS

# Hispanic Business Impact Symposium

*"We are the people we empower"*



## ABOUT US

*Daring. Willing. Hard-working.* Many immigrants coming to the US for a better future share those traits. How to support a population ready to create sustainable businesses hence regional economic prosperity, in spite of language and cultural hindrances?

**The Hispanic Entrepreneur Initiative (HEI)** was founded in South Florida to support all those creators of wealth and jobs, with the unique characteristics of being an entrepreneur or business owner, an immigrant from Latin America and doing business in the United States.

We help close the gap for underrepresented minorities through business acculturation training and coaching, building entrepreneurship skills in a solid cultural ground.

## BOTTOM LINE

**Capacity Building:** Pioneered business acculturation training and technical assistance to 2000+ underrepresented minority individuals, preparing them to receive capital and loans.

**Regional Economic Development:** Established a true entrepreneurial ecosystem through partnerships with local and regional economic development agencies and US corporations, connecting entrepreneurs and business owners with many resources available

**International Economic Development:** Created a community with the Latin American Diplomatic Corps, helping uncover and develop economic opportunities, and strengthen the economic and cultural ties between these countries and South Florida



# HEI IN NUMBERS

3 years of operations

100+ Educational Events and Trainings

3,000+ Participants Online-In Person

- 85% from main Cities in Palm Beach and Broward Counties
- 10% from LatinAmerica
- 5% from other states in the Union

Each year, 500+ new entrepreneurs and Small Business owners have access to resources, information and connections to improve their business, survive and thrive

Our clients serve

Non Profit	Sports	Arts / Theater
Finance / Accounting	Construction	Maintenance
Pest Control	Healthcare	Wellness
Beauty Services	Maintenance	Manufacturing
Digital Marketing	Photography	Photography
Restaurant / Food	Technology / A.I.	Event Planning
	Web Design	

70+ Business had access to specialized resources from SBDC @ FAU through the Grassroot Initiative, out of which:

- 80% has now determined Operational Costs
- 70% is achieving "loan-ready" status within the next 6 months
- 25 have gone through the "Empowering the American Dream" Program
- Have received 150,000+ USD in Small Business Loans

# SPONSORSHIP PACKAGES

## PRESENTING SPONSOR

**30,000 USD**

- Exclusive Presenting Rights: your company will be the exclusive brand across your industry associated with the event
- 4 Tickets to the VIP Reception hosted by FAU. This reception will be attended by Diplomatic Corps representatives, influential entrepreneurs and business owners, corporations and representatives of the philanthropic and educational communities, and government officials
- As a Presenting Sponsor, you will provide registration scholarships to 200 entrepreneurs attending the 2022 Hispanic Business Impact Symposium
- Two VIP tables during the “Empowering the Sueño Americano” Award Luncheon, accompanied by Hispanic Entrepreneur Initiative’s Board of Directors
- 5 minutes to address the audience during the Awards luncheon
- 5 minutes to address the audience before the keynote speaker
- VIP seating for your corporate representative at Hispanic Entrepreneur Initiative Board Chair’s table
- Full recognition as Presenting Sponsor in the program and event-related materials
- Recognition and logo will appear at every registration and ticket delivered to each participant
- Logo and recognition in all marketing materials and signage
- Central pages at the printed event program book
- Opportunities to attend media interviews related to the 2022 Hispanic Business Impact Symposium
- Support to develop and implement co-branded marketing plan centered on sponsorship
- Opportunity to have first right refusal for the following year

*Note: There is an opportunity to lock this sponsorship for three years.*

## **PRESIDENT'S RECEPTION SPONSOR**

**20,000 USD**

- Exclusive opportunity to Sponsor the VIP Reception the night before the 2022 Hispanic Business Impact Symposium. This reception will be attended by Diplomatic Corps representatives, influential entrepreneurs and business owners, Corporations and representatives of the philanthropic and educational communities, and government officials
- Five minutes to address the VIP audience and make remarks at the President's Reception, introducing your corporation and welcoming attendees
- Full recognition as the 2022 Hispanic Business Impact President's Reception Sponsor in the program and all event-related materials
- Logo and recognition in all marketing materials and signage
- One full page ad in the event Program Book
- Opportunity to have first right refusal for the following year

*Note: There is an opportunity to lock this sponsorship for three years.*

## **AWARDS LUNCHEON SPONSOR**

**15,000 USD**

- Exclusive presenter of the five Empowering the "Sueño Americano" Awards at the Symposium award luncheon
- Sponsor will present the awards to the five winners: three entrepreneurs and two Corporations
- Full recognition as the Exclusive Awards Sponsor for the 2022 Hispanic Business Impact Symposium in the event program and all appropriate event-related publicity
- Two reserved VIP tables for 10 guests at each table
- Signage and logo placement in all marketing materials
- One full page ad – front or back inside cover of the event Program Book
- Opportunity to have first right refusal for the following year

*Note: There is an opportunity to lock this sponsorship for three years.*

## CENTERPIECE SPONSOR

**5,000 USD**

- Full recognition as the Centerpiece Sponsor for the 2022 Hispanic Business Impact Symposium in the event Program Book and all appropriate event-related publicity
- Logo placement at every centerpiece
- 1/2-page ad in the event Program Book

## PLENARY SESSION TITLE SPONSOR

**5,000 USD**

- Opportunity to introduce Mr. Julio Fuentes, President of the Florida State Hispanic Chamber of Commerce
- Full recognition as sponsor of the 2022 Hispanic Business Impact Symposium in the program
- Signage and logo placement in all marketing materials
- 1/2 page ad in the event Program Book

## KEYNOTE SPEAKER TITLE SPONSOR

**5,000 USD**

- Opportunity to introduce keynote speaker Rosanna Durruthy, Vice President Global Diversity, Inclusion and Belonging, LinkedIn
- Full recognition as sponsor of the 2022 Hispanic Business Impact Symposium in the program
- 1/2-page ad in the event Program Book
- Signage and logo placement in all marketing materials



## PROGRAM BOOK AND PRINTED MATERIALS SPONSOR

**5,000 USD**

- Logo placement on front cover of the 2022 Hispanic Business Impact Symposium
- Full recognition as the Program Book and Printed Materials Sponsor for the 2022 Hispanic Business Impact Symposium in the Program Book
- Program Book Back cover advertisement for the 2022 Hispanic Business Impact Symposium
- Logo placement in all marketing materials

## REGISTRATION AREA SPONSOR

**5,000 USD**

- High visibility and strong branding opportunity
- Banner stand (to be provided by Sponsor) on registration area
- 1/2 page ad on 2022 Hispanic Business Impact Symposium Program Book
- Full recognition as the Registration Area Sponsor
- Logo placement in all marketing materials
- Sponsor's logo and HEI's logo on registration bags
- Sponsor logo and HEI logo on lanyards with participants ID

## EDUCATIONAL PANEL SPONSOR

**3,000 USD each**

One Panels available:

- **Successful Women in Entrepreneurship - SOLD**
- Expert Advisors to Protect your Business
- **Diversity, Equity and Inclusion Strategies in the Workplace and the impact in the Bottomline - SOLD**
- Name/logo on all signage for the Panel session
- Name recognition in panel listing/description in the Symposium Program book
- Name recognition on promotional material for this panel
- Opportunity for corporate speaker remarks (3-4 minutes) at beginning of session
- Space on display table at session for branded corporate giveaway (to be provided by Sponsor) and/or information to attendees



## EDUCATIONAL WORKSHOP SPONSOR

**3,000 USD each**

Five Workshops available:

- **Government Contracting and Business Certifications - SOLD**
- **Creating and Implementing an effective content strategy - SOLD**
- Made in the US: Exporting successfully
- Cultural Mindsets of Money
- Best Financial practices for Entrepreneurs for Entrepreneurs and Small Business Owners
- Name/logo on all signage for the Workshop.
- Name recognition in workshop listing/description in the Symposium Program book
- Name recognition on promotional material for this workshop
- 5 minutes for remarks at the beginning of session
- Space on display table at session for branded corporate giveaway (provided by Sponsor) and/or information to distribute to participants

## COFFEE BREAK VIP TABLE SPONSOR

**2,500 USD each**

- Three Sponsorship Opportunities available
- Full recognition as the Coffee Break Sponsor for the 2022 Hispanic Business Impact Symposium in the event program and appropriate event related publicity
- Bannerstand (to be provided by Sponsor) at Coffee Break Area
- 1/2-page ad on the digital and printed event program

## TECHNOLOGY SPONSOR

**2,500 USD each**

- Two Sponsorship Opportunities available
- Full recognition as the Technology Sponsor for the 2022 Hispanic Business Impact Symposium in the event program and appropriate event related publicity
- 1/2-page ad in the event Program Book





## RESERVED VIP TABLE SPONSOR

**1,500 USD each**

- ~~Five~~Three Sponsorship Opportunities available (2 Sold)
- Listing as VIP Table Sponsor
- 2 Tickets to the VIP Reception hosted by FAU. This reception will be attended by Diplomatic Corps representatives, influential entrepreneurs and business owners, corporations and representatives of the philanthropic and educational communities, and government officials

## EMPOWERMENT SPONSOR

With this Sponsorship your company will empower a group of small business entrepreneurs and give them the opportunity to attend the full day 2022 Hispanic Business Impact Symposium where they will attend workshops, learn from a remarkable Keynote speaker from a Fortune 500 corporation and attend high level networking sessions, plus access resources to grow their businesses.

- 1,000 USD will empower 10 entrepreneurs
- 2,500 USD will empower 25 entrepreneurs
- 5,000 USD will empower 50 entrepreneurs
- 10,000 USD will empower 100 entrepreneurs

## “SUEÑO AMERICANO” SCHOLARSHIPS SPONSOR

**1,500 USD per Scholarship**

This opportunity will allow Hispanic entrepreneurs and other Latin America and Caribbean minorities to enter HEI’s “Empowering the American Dream” program, access to technical assistance and coaching, so they can successfully navigate the business acculturation process and operate sustainable businesses in South Florida

Full recognition as the “Sueño Americano” Scholarship Sponsor for the 2022 Hispanic Business Impact Symposium in the event program and appropriate event related publicity

# TESTIMONIALS



## **MILAGROS PARRA CASTRO**

*I decided to open my company a few years ago because I found my services of real value to individuals and families. With no prior experience in business and entrepreneurship, I started to attend training and seminars; in each one I was told "You need to have a business plan, you need to define your mission and establish your goals". Easier said than done, but I had no idea how to do it; I was really struggling to get my business organized. Then, I found HEI. What was the difference for me between HEI and any other training and workshops? - HEI gave me a cultural mindset. Doing business in Latin America is different from doing business in the US and we need to understand the difference in order to succeed - HEI trains on business plan, establishing vision and mission statements, and numbers but HEI also worked with me on making the process clear. They taught me how to make a map to visualize my processes, what were my projects deliverables, what were my needs based on those processes and, more importantly, how to evaluate and cost them - With HEI, I never felt I was alone, even as a solopreneur. The support they offer gives us the confidence to ask, to consult them without feeling embarrassed, to ask questions with the conviction they will be answered - For the first time, I feel confident I'm capable of succeeding with my business. Thanks to HEI. To Mary Sol and Yulimar who have their heart on helping us every step of the way.*



## **AITOR DE ACHURRA**

*I connected with the Hispanic Entrepreneur Initiative with the purpose of acquiring knowledge to support my business, and I received so much more. From high quality training from Subject Matter Experts in several areas of the business, to specialized support from an SBDC @ FAU consultant, I was able to receive the financial support needed to launch my business. Today, my business is booming with a forecast of steady growth, without sacrificing the quality service I provide to my customers*

## **CLAUDIA GLOYNE**



*I wish to corroborate the great assistance HEI has provided to our organization, Global Studies and Experiences. We first started with HEI when we registered GS&E as a business in January 2020 and have made great use of their assistance and guidance in establishing a solid business foundation. We have used HEI as a sounding board for our business ideas, to formalize a business plan, for insights into running the business and for the encouragement needed to continue our strategy. HEI and the SBDC are assisting us in seeking funding before the SBA. It is with HEI's support we expect to expand our business to fulfill our American dream*

## **MIRNA C. GONZALEZ**



*All activities and training events at HEI have become a space for me to grow and learn the system and how to do business in the US.*

*With HEI's guidance, I am able to understand in detail the cultural reality of this country, so I can adjust my vision as entrepreneur, transform my beliefs and past experiences lived in my homeland, and apply in an assertive manner new strategies and formal planning processes, quintessential for a successful business in America.*

*HEI has been the key to implement my vision with concrete actions, sharing experiences with peer entrepreneurs and business owners from multiple geographies, nurturing my perspective and my mission as a Hispanic Entrepreneur*

## **JOSIE COMPRES**



*Quiero aprovechar este momento para expresar mi agradecimiento a los organizadores y ejecutivos de la organización HEI. Gracias a los entrenamientos, seminarios e información ofrecidos por la HEI acerca de recursos disponibles para el avance de los emprendedores hispanos, he aprendido sobre la gestión de mi proyecto a tal punto que, en estos momentos, ya estoy trabajando en la expansión de mis servicios. El aprendizaje más importante para mí fue entender los procesos operativos y la gestión de acceso a capital; gracias a la relación con el Centro de Desarrollo de Pequeños Negocios de la Florida Atlantic University y el programa*

*Grassroots, tuvimos el respaldo financiero para ofrecer comida al estilo del caribe, adicional a nuestra oferta de repostería, abriendo un tremendo potencial de crecimiento para nuestro negocio. ¡Enhorabuena, HEI!*

# CONTACT US

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The Hispanic Entrepreneur Initiative - HEI Florida, its Board of Directors and the people we serve, would like to thank you for your participation as a sponsor at our “ 2022 Hispanic Business Impact Symposium” at Florida Atlantic University Boca Raton on Thursday September 22nd, 2022 . Your support will help us empower entrepreneurs and small business owners by facilitating the adoption of the American business culture and the creation and operation of sustainable businesses in South Florida.

## **HISPANIC ENTREPRENEUR INITIATIVE’S MISSION**

We foster economic prosperity in South Florida through business acculturation training and coaching for entrepreneurs and small business owners of Hispanic origins and other underrepresented minorities

# FORM

PLEASE RETURN THE SPONSORSHIP FORM BY AUGUST 31th, 2022

## SPONSORSHIP AGREEMENT

PLEASE RETURN THE SPONSORSHIP FORM BY AUGUST 31th, 2022

Company/Executive name \_\_\_\_\_ is delighted to support HEI 2022 Hispanic Business Impact Conference with the following sponsorship:

Presenting Sponsor - 30,000 USD ( )

Awards Luncheon Sponsor - 20,000 USD ( )

President's Reception Sponsor - 15,000 USD ( )

Centerpiece Sponsor - 5,000 USD ( )

Plenary Session Title Sponsor - 5,000 USD ( ) **SOLD**

Keynote Speaker Title Sponsor - 5,000 USD ( ) **SOLD**

Program Book and Printed Materials Sponsor - 5,000 USD ( )

Registration Area Sponsor - 5,000 USD ( )

Educational Panel Sponsor - 3,000 USD each

- Women in Entrepreneurship ( ) **SOLD**
- Business Protection Considerations for Entrepreneurs ( )
- Diversity, Equity, and Inclusion Strategies in the Workplace and the impact in the Bottom line ( ) **SOLD**

Educational Workshop Sponsor - 3,000 USD

Federal Contracting and Certifications ( ) **SOLD**

Cultural Mindsets of Money ( )

Creating and Implementing an effective content strategy ( ) **SOLD**

Made in the USA: Successful Exporting ( )

Finances Best Practices for Entrepreneurs ( )

Coffee Break Sponsor - 2,500 USD each ( ) (3 Available)

Technology Sponsor - 2,500 USD each ( ) (2 Available)

Empowerment Sponsor:

10 entrepreneurs = 1,000 USD ( )

25 entrepreneurs = 2,500 USD ( )

50 entrepreneurs = 5,000 USD ( )

100 entrepreneurs = 10,000 USD ( )

"Sueño Americano" Scholarships Sponsor - 1,500 USD per Scholarship

TOTAL \_\_\_\_\_

**PAYMENT AUTHORIZATION**

- Check enclosed (payable to Hispanic Entrepreneur Initiative.)
- Send an invoice to our company. Payment in full is due upon receipt of invoice.
- Charge the following credit card:  Visa  MC  AMEX
- Card number: \_\_\_\_\_

Expiration date: \_\_\_\_\_

Security code: \_\_\_\_\_ (three digits on signature strip or four digits above card number)

Name on card (Please print clearly.): \_\_\_\_\_

Card Holder signature: \_\_\_\_\_

Billing Address is the same as above.

Billing Address (if different): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

***This form may be emailed to [info@heiflorida.org](mailto:info@heiflorida.org)***

***All sponsorships are tax deductible to the extent allowed by law.***

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**Hispanic Entrepreneur Initiative**  
A ROADMAP TO SUCCESS

# SPONSORS AND CORPORATE PARTNERS



HISPANIC CHAMBER OF COMMERCE PALM BEACH COUNTY



The Boca Raton Tribune  
Your Closest Neighbor