



**Hispanic
Entrepreneur
Initiative**
ROADMAP TO SUCCESS

HISPANIC BUSINESS IMPACT SYMPOSIUM 2023

**SEPTEMBER 29, 2023
9:00AM – 6:30PM**

 **LYNN UNIVERSITY 3601 N. MILITARY TRAIL, BOCA RATON, FL 33431**

**Sponsorship Opportunities:
<https://bit.ly/SymposiumHEI2023>**



2023 HISPANIC BUSINESS IMPACT SYMPOSIUM SPONSORSHIP PACKAGES

In 2022, the Hispanic Entrepreneur Initiative – HEI hosted the first edition of its signature event at Florida Atlantic University’s Executive Education Center. We gathered 200+ entrepreneurs and small business owners, 18 Presenters, and more than 20 partnering and sponsoring organizations came together as important part of the **Economic Prosperity Ecosystem** lead by HEI, such as City of Boca Raton Economic Development, Research Park, Florida Blue, Navarro CVS, Office Depot, Boca Raton Executive Airport, Broward Office of Economic and Small Business Development, the Boca Raton Chamber of Commerce, Bank of America, BankUnited, South State Bank, I Think Financial and many others.

First of its nature in the region, the 2022 Hispanic Business Impact Symposium truly brought together the engines of Economic Prosperity within the Region: Economic Development Agencies, financial institutions, local and regional government, entrepreneurs and small business owners and higher education institutions. Our sponsors reached an exposure of more than 100,000 unique views through our media coverage. A premier event indeed to empower Networking, Learning, Business Development and Fun at its finest!

This year, the 2023 Hispanic Business Impact Symposium – The Power of Forward Thinking, will reunite at Lynn University in Boca Raton more than 300 entrepreneurs, corporate representatives, economic development agencies, small business owners, volunteers, representatives of local and regional educational and philanthropic organizations from South Florida. A full agenda in both English and Spanish and an evening of entertainment will mark again a different way to celebrate Hispanic Heritage Month in the region.

We are thrilled to have your attention and interest in supporting our mission: together, we can deepen the impact in our communities and truly help flourish minority-owned businesses in South Florida. Here below you will find several opportunities for sponsorship; your help and support goes a long way for entrepreneurial minorities.



PRESENTING SPONSOR – 15,000 USD

- Exclusive Presenting Rights: your company will be the exclusive brand across your industry associated with the event
- Four Tickets to the President's Reception. 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 Presenting Sponsor, you will provide registration scholarships to 300 entrepreneurs attending the 2023 Hispanic Business Impact Symposium
- 3 minutes to address the audience during the President's Reception
- 3 minutes to address the audience before the opening plenary session
- 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
- Opportunities to attend media interviews related to the 2023 Hispanic Business Impact Symposium
- Recognition & clickable logo on Hispanic Entrepreneur Initiative (HEI) webpage
- Support to develop and implement co-branded marketing plan centered on sponsorship
- Opportunity to place one piece of branded material in the Welcome Package for participants (to be provided before Sept. 15th)
- Opportunity to have first right refusal for the following year

NETWORKING LUNCHEON SPONSOR – 10,000 USD

- Full recognition as the **Networking Luncheon Sponsor** for the 2023 Hispanic Business Impact Symposium in the event program and all pertaining event-related publicity
- 3 minutes to address the audience during the Networking Luncheon
- Four Tickets to the President's Reception
- Signage and logo placement in all marketing materials
- Recognition & clickable logo on Hispanic Entrepreneur Initiative (HEI) webpage
- Opportunity to place one piece of branded material in the Welcome Package for participants (to be provided before Sept. 15th)
- The Networking Luncheon Sponsor will have the opportunity to have first right of refusal for the following year

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



PRESIDENT'S RECEPTION SPONSOR – 5,000 USD EACH (4)

- This reception is attended by Diplomatic Corps representatives, influential entrepreneurs and business owners, Corporations and representatives of the philanthropic and educational communities, and government officials
- Two Tickets to the President's Reception
- Full recognition as a 2023 Hispanic Business Impact Symposium *President's Reception Sponsor* in the program and all event-related materials
- Logo and recognition in all marketing materials and signage
- Recognition & clickable logo on Hispanic Entrepreneur Initiative (HEI) webpage
- Opportunity to place one piece of branded material in the Welcome Package for participants (to be provided before Sept. 15th)
- Opportunity to have first right refusal for the following year

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

OPENING PLENARY SESSION SPONSOR – 5,000 USD

- Opportunity to introduce the Opening Plenary Session's Speaker
- Full recognition as *Opening Plenary Session Sponsor* of the 2023 Hispanic Business Impact Symposium in the program
- Two Tickets to the President's Reception
- Signage and logo placement in all marketing materials
- Recognition & clickable logo on Hispanic Entrepreneur Initiative (HEI) webpage for one year
- Opportunity to place one piece of branded material in the Welcome Package for participants (to be provided before Sept. 15th)

KEYNOTE SPEAKER SPONSOR – 5,000 USD

- Opportunity to introduce keynote speaker
- Full recognition as *Keynote Speaker Sponsor* of the 2023 Hispanic Business Impact Symposium in the program
- Two Tickets to the President's Reception
- Signage and logo placement in all marketing materials
- Recognition & clickable logo on Hispanic Entrepreneur Initiative (HEI) webpage for one year
- Opportunity to place one piece of branded material in the Welcome Package for participants (to be provided before Sept. 15th)



CENTERPIECE SPONSOR – 5,000 USD

- Full recognition as the **Centerpiece Sponsor** for the 2023 Hispanic Business Impact Symposium in the event Program Book and all appropriate event-related publicity
- Two Tickets to the President's Reception
- Logo placement at every centerpiece
- Recognition & clickable logo on Hispanic Entrepreneur Initiative (HEI) webpage
- Opportunity to place one piece of branded material in the Welcome Package for participants (to be provided before Sept. 15th)

PRINTING SPONSOR – 5,000 USD

- Full recognition as the **Printing Sponsor** for the 2023 Hispanic Business Impact Symposium
- Two Tickets to the President's Reception
- Logo placement in all marketing materials
- Recognition in HEI Website with hyperlink to your web page
- Opportunity to place one piece of branded material in the Welcome Package for participants (to be provided before Sept. 15th)

REGISTRATION SPONSOR – 5,000 USD

- Full recognition as **Registration Sponsor**
- Two Tickets to the President's Reception
- Banner stand (to be provided by Sponsor) on registration area
- 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
- Recognition in HEI Website with hyperlink to your web page
- Opportunity to place one piece of branded material in the Welcome Package for participants (to be provided before Sept. 15th)

HISPANIC HERITAGE CELEBRATION SPONSOR – 5,000 USD EACH (4)

- Full recognition as the **Hispanic Heritage Celebration Sponsor** for the 2023 Hispanic Business Impact Symposium in the event program and appropriate event related publicity
- Two Tickets to the President's Reception
- Banner stand (provided by Sponsor) at Coffee Break Area
- Opportunity to address attendees before the beginning of the Power Networking Hour
- Recognition in HEI Website with hyperlink to your web page
- Opportunity to place one piece of branded material in the Welcome Package for participants (to be provided before Sept. 15th)



ART AND CULTURE SHOWCASE SPONSOR – 3,500 USD EACH (2)

- Full recognition as the *Art and Culture Showcase Sponsor* for the 2023 Hispanic Business Impact Symposium in the event program and appropriate event related publicity
- One Ticket to the President's Reception
- Banner stand (provided by Sponsor) at Art and Culture Showcase Area
- Opportunity to address attendees before the beginning of the Power Networking Hour
- Recognition in HEI Website with hyperlink to your web page
- Opportunity to place one piece of branded material in the Welcome Package for participants (to be provided before Sept. 15th)

WELCOME PACKAGE SPONSOR – 3,000 USD

- Full recognition as the *Welcome Package Sponsor* for the 2023 Hispanic Business Impact Symposium in the event program and appropriate event related publicity
- One Ticket to the President's Reception
- Recognition in HEI Website with hyperlink to your web page
- Banner stand (provided by Sponsor) on registration area
- Logo placement in all marketing materials
- Sponsor's logo on registration bag
- Recognition in HEI Website with hyperlink to your web page
- Opportunity to place one piece of branded material in the Welcome Package for participants (to be provided before Sept. 15th)

PHOTOGRAPHY SPONSOR – 3,000 USD

- Full recognition as the *Photography Sponsor* for the 2023 Hispanic Business Impact Symposium in the event program and all pertaining event related publicity
- One Ticket to the President's Reception
- Recognition in HEI Website with hyperlink to your web page
- Opportunity to place one piece of branded material in the Welcome Package for participants (to be provided before Sept. 15th)

AWARDS SPONSOR – 3,000 USD

- Full recognition as the *Awards Sponsor* for the 2023 Hispanic Business Impact Symposium in the event program and all pertaining event related publicity
- One Ticket to the President's Reception
- Recognition in HEI Website with hyperlink to your web page
- Opportunity to place one piece of branded material in the Welcome Package for participants (to be provided before Sept. 15th)



COFFEE BREAK AREA SPONSOR – 2,500 USD EACH (3)

- Full recognition as the *Coffee Break Area Sponsor* for the 2023 Hispanic Business Impact Symposium in the event program and all pertaining publicity materials
- One Ticket to the President's Reception
- Banner stand (provided by Sponsor) at Coffee Break Area
- Recognition in HEI Website with hyperlink to your web page
- Opportunity to place one piece of branded material in the Welcome Package for participants (to be provided before Sept. 15th)

TECHNOLOGY SPONSOR – 2,500 USD EACH (4)

- Full recognition as the *Technology Sponsor* for the 2023 Hispanic Business Impact Symposium in the event program and appropriate event related publicity
- One Ticket to the President's Reception
- Recognition in HEI Website with hyperlink to your web page
- Logo placement in all marketing materials
- Opportunity to place one piece of branded material in the Welcome Package for participants (to be provided before Sept. 15th)

EDUCATIONAL PANEL CO-SPONSOR – 1,500 USD EACH

- Name/logo on all signage for the Panel session
- Name recognition in panel listing/description in the Program book
- Name recognition on promotional material for this panel
- One Ticket to the President's Reception
- Opportunity to distribute branded corporate giveaway (to be provided by Sponsor) and/or information to attendees during the session
- Recognition in HEI Website with hyperlink to your web page
- Opportunity to place one piece of branded material in the Welcome Package for participants (to be provided before Sept. 15th)



EDUCATIONAL WORKSHOP CO-SPONSOR – 1,500 USD EACH

- Name/logo on all signage for the Workshop.
- Name recognition in workshop listing/description in the Program book
- Name recognition on promotional material for this workshop
- One Ticket to the President's Reception
- Opportunity to distribute branded corporate giveaway (to be provided by Sponsor) and/or information to attendees during the session
- Recognition in HEI Website with hyperlink to your web page
- Opportunity to place one piece of branded material in the Welcome Package for participants (to be provided before Sept. 15th)

"SUEÑO AMERICANO" SCHOLARSHIP SPONSOR – 1,500

This opportunity will allow Hispanic entrepreneurs and other underrepresented/underserved 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.

- Website Visibility: Recognition & clickable logo on Hispanic Entrepreneur Initiative (HEI) webpage for one calendar year
- Social Media Exposure: 1 Social Media Posts mentioning your business as Scholarship Sponsor
- "Minority-Owned Business Empowerer" Logo: Use of HEI's "Scholarship Sponsor" logo for your website & marketing for one year
- Opportunity to place one piece of branded material in the Welcome Package for participants (to be provided before Sept. 15th)
- One Ticket to the President's Reception

NETWORKING LUNCH TABLE SPONSOR – 500 USD Each

- Logo and name at the center of each table
- Recognition in HEI Website with hyperlink to your web page
- Logo placement in all marketing materials
- Opportunity to place one piece of branded material in the Welcome Package for participants (to be provided before Sept. 15th)



CONTACT US

Hispanic Entrepreneur Initiative – HEI
3601 N Military Trl Boca Raton, FL 33431

(P) 561-614-2712 (E) info@heiflorida.org

Served minorities 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 enable Hispanic entrepreneurs and other minorities to thrive in the South Florida business environment.

Mary Sol Gonzalez, CEO
(C) 561-866-3322 (E) M.gonzalez@heiflorida.org

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 to our organization and our programs. Your support will help us empower entrepreneurs and small business owners from underrepresented / und



FORM

Please fill out the form below to process your donation. All payments are due by August 29th, 2023.

SPONSORSHIP AGREEMENT

Company/Executive name. _____ is delighted to support the Hispanic Entrepreneur Initiative with the following sponsorship:

- ☐ PRESENTING SPONSOR – 15,000 USD
- ☐ NETWORKING LUNCHEON SPONSOR – 10,000 USD
- ☐ PRESIDENT’S RECEPTION SPONSOR – 5,000 USD Each (4)
- ☐ OPENING PLENARY SESSION SPONSOR – 5,000 USD
- ☐ KEYNOTE SPEAKER SPONSOR – 5,000 USD
- ☐ CENTERPIECE SPONSOR – 5,000 USD USD
- ☐ PRINTING SPONSOR – 5,000 USD USD
- ☐ REGISTRATION SPONSOR – 5,000 USD USD
- ☐ HISPANIC HERITAGE CELEBRATION SPONSOR – 5,000 USD Each (4)
- ☐ ART AND CULTURE SHOWCASE SPONSOR – 3,500 USD Each (2)
- ☐ WELCOME PACKAGE SPONSOR – 3,000 USD
- ☐ PHOTOGRAPHY SPONSOR – 3,000 USD
- ☐ AWARDS SPONSORS – 3,000 USD
- ☐ COFFEE BREAK AREA SPONSOR – 2,500 USD Each (3)
- ☐ TECHNOLOGY SPONSOR – 2,500 USD EACH (4)
- ☐ EDUCATIONAL PANEL CO-SPONSOR – 1,500 USD Each
- ☐ EDUCATIONAL WORKSHOP CO-SPONSOR – 1,500 USD Each
- ☐ “EMPOWERING THE AMERICAN DREAM” SCHOLARSHIP SPONSOR – 1,500 USD
- ☐ NETWORKING LUNCH TABLE SPONSOR – 500 Each



PAYMENT AUTHORIZATION

☐ Check enclosed (payable to Hispanic Entrepreneur Initiative.)

☐ Send an invoice to our company to the following email: _____

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: _____