

HISPANIC BUSINESS IMPACT SYMPOSIUM

"BUILDING BRIDGES TO PROSPERITY"

2024

SAVE THE DATE



Hispanic
Entrepreneur
Initiative

27 SEP

LYNN UNIVERSITY
BOCA RATON

8AM - 5PM



2024 Sponsorship Opportunities

Organization

Hispanic Entrepreneur Initiative - 501(c)3 founded in 2019 - Based at Lynn University

Mission

We empower Hispanic entrepreneurs and other minorities to thrive in the U.S. business community and achieve sustainable economic prosperity, through comprehensive education, training and access to resources, in a supportive ecosystem.

Areas of Impact

Local and Regional Economic Development - Creation of Generational Wealth through Entrepreneurship - Financial Literacy for Entrepreneurs - Advocacy - Female Empowerment through Entrepreneurship - Capacity Building for Small Business - Support Ecosystem through Partnerships.

Impact

Hispanic Entrepreneur Initiative - HEI was established in 2019. Since then:

- 4,000+ Entrepreneurs served
- 50+ graduates from Flagship program “Empowering the American Dream”
- 550,000+ in loans/grants obtained by graduated students
- 70+ Local and Regional Partners and Allies
- 190+ Educational Events and/or Training Sessions
- 95% participants are 35-65 yrs female, sustaining their families

Thanks to your support:

- More businesses will stay open for longer time and create more revenue
- More entrepreneurs, specially minority ones, will successfully access capital
- More investors will get pitched by minority entrepreneurs
- More sustainable businesses will be created in South Florida



We are thrilled to count on your support to achieve a critical mission; your philanthropic contribution makes a dramatic difference on South Florida's economic landscape, particularly for women and minority entrepreneurs / small business owners.

3rd. HISPANIC BUSINESS IMPACT SYMPOSIUM

Date: Friday September 27th, 2024.

Time: 8:00 am - 5:00pm

Location: Lynn University, Boca Raton

Attendance: 250+ Participants.

Marketing Exposure: 2MM+ Viewers.

The flagship event for HEI and the most relevant business event in Palm Beach and Broward during Hispanic Heritage Month. For one day, the Hispanic Business Impact Symposium brings the full South Florida Economic Prosperity Ecosystem to life. Held at a Higher Education Institution venue in South Florida, this is a full day event with several breakout sessions including Educational Workshops and Panels; an Opening Plenary and a Keynote speakers, a power networking lunch to promote connections among entrepreneurs and peers, an Award Ceremony to recognize outstanding organizations and individuals supporting "The American Dream", closing with a cultural celebration and music to honor Hispanic Heritage Month.

- **PRESENTING SPONSOR - 20,000 USD**
- **AWARDS CEREMONY SPONSOR - 10,000 USD**
- **MASTER CLASS PLENARY SESSION SPONSOR - 8,000 USD**
- **KEYNOTE SPEAKER SPONSOR - 8,000 USD**
- **VIP RECEPTION CO-SPONSOR - 7,500 USD**
- **POWER LUNCHEON CO-SPONSOR - 5,000 USD**
- **EDUCATIONAL PANEL/WORKSHOP SPONSOR - 5,000 USD**
- **EDUCATIONAL PANEL/WORKSHOP CO-SPONSOR - 2,700 USD**
- **CENTERPIECE SPONSOR - 5,000 USD USD**
- **PRINTING SPONSOR - 5,000 USD USD**
- **REGISTRATION SPONSOR - 5,000 USD USD**
- **TECHNOLOGY CO-SPONSOR - 4,000 USD**
- **COFFEE BREAK AREA CO-SPONSOR - 4,000 USD**
- **HISPANIC HERITAGE MONTH CELEBRATION SPONSOR - 3,000 USD**
- **PHOTOGRAPHY SPONSOR - 3,000 USD**



- WELCOME PACKAGE SPONSOR - **3,000 USD**
- TABLE SPONSOR - **500 USD**
- BENEFACTOR GOLD - **5,000 USD**
- BENEFACTOR SILVER - **2,500 USD**
- BENEFACTOR BRONZE - **1,000 USD**



HISPANIC BUSINESS IMPACT SYMPOSIUM 2024 Educational Sessions

9:30 am - 10:30 am

1. Workshop: **Designing Effective Workflow Charts for Small Business Efficiency.** This session covers the basics of workflow chart creation, including identifying key processes, documenting steps, and using visual tools to map out workflows. It would also discuss identifying bottlenecks and inefficiencies, and how implementing clear workflows can lead to more efficient operations.
2. Panel: **Mastering Video Marketing for Business Growth.** This panel could explore how businesses can leverage video marketing to enhance their brand presence and drive sales. Topics include effective strategies for creating compelling video content, choosing the right platforms for distribution, and measuring the success of video campaigns.
3. Panel: **Access to Capital for Startups.** This topic is essential for any entrepreneur looking to grow their business. The panel will include an angel investor, a bank representative, and other capital providers who will discuss the various paths and challenges for startups in seeking financing.

10:35 am - 11:45 am

1. Panel: **Acceso a Capital para Startups** (In Spanish) Este t3pico es esencial para cualquier emprendedor buscando crecer su negocio. El panel incluir3 a un inversionista 3ngel, un representante de un banco, y otros proveedores de capital que discutan los diversos caminos y desaf3os para las start ups en la b3squeda de financiaci3n.

2. Workshop: **Optimization of the Sales Process.** Effective strategies to improve sales efficiency and increase conversions, covering topics like sales funnel management and lead qualification. Ideal for sales professionals and business owners aiming to boost revenue.

3. Workshop: **AI for entrepreneurs.** This topic will teach entrepreneurs essential AI skills to boost efficiency and drive business innovation. Ideal for entrepreneurs and small business owners aiming to modernize and grow their businesses.

1:45 pm -2:55 pm MASTER CLASS PLENARY SESSION (Panel)

“From Startup to Scale-up: Growth Strategies That Work”

This panel moderated by a media professional will feature CEOs who have successfully transitioned their businesses from the startup phase to scale-up and a financial institution. They will discuss key growth strategies, challenges they faced, funding options, and practical tips for managing rapid expansion and preparing to grow, expand, and create contingency exit strategies.



HISPANIC BUSINESS IMPACT SYMPOSIUM

Lynn University, Boca Raton. FL

Friday September 27th, 2024

Start time	End time	
5:00PM	7:00 PM	VIP Cocktail (PREVIOUS DAY)
7:00 AM	8:00AM	REGISTRATION AND BREAKFAST
8:00 AM	8:45 AM	WELCOME REMARKS
8:45 AM	9:15 AM	KEYNOTE SPEAKER
9:30 AM	10:30 AM	FIRST SESSION - 3 WORKSHOPS / PANEL IN PARALLEL
10:45 AM	11:45 AM	SECOND SESSION - 3 WORKSHOPS / PANEL IN PARALLEL
12:00 PM	12:30 PM	AWARDS CEREMONY
12:30 PM	1:30 PM	POWER NETWORKING LUNCH
1:45 PM	3:00 PM	MASTER CLASS PLENARY SESSION
3:00 PM	5:00 PM	HISPANIC HERITAGE MONTH CELEBRATION

HISPANIC BUSINESS IMPACT SYMPOSIUM

	PRESENTING - 20K	AWARD CEREMONY - 10K	MASTER CLASS PLENARY - 8K	KEYNOTE SPEAKER - 8K	VIP RECEPTION CO-SPONSOR - 7.5K	POWER LUNCHEON CO-SPONSOR - 5K	EDUCATIONAL WORKSHOP/ PANEL - 5K	EDUCATIONAL WORKSHOP/ PANEL CO-SPONSOR 2.7K	CENTERPIECE - 5K	PRINTING - 5K	REGISTRATION - 5K	TECHNOLOGY CO-SPONSOR - 4K	COFFEE BREAK CO-SPONSOR - 4K	HISPANIC HERITAGE CELEBRATION - 3K	PHOTOGRAPHY - 3K	WELCOME PACKAGE - 3K	TABLE SPONSOR - 3K	BENEFACTOR GOLD - 500	BENEFACTOR GOLD - 5K	BENEFACTOR SILVER - 2.5K	BENEFACTOR BRONZE - 1K
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Recognition & clickable logo on Hispanic Entrepreneur Initiative (HEI) webpage for one year	<input checked="" type="checkbox"/>																					
Company logo on every registration ticket	<input checked="" type="checkbox"/>																					
Support to develop and implement co-branded marketing plan centered on sponsorship	<input checked="" type="checkbox"/>																					
Company Logo on Welcome Package	<input checked="" type="checkbox"/>																					
Distribution of Branded Material to participants	<input checked="" type="checkbox"/>																					
Recognition on Signage and Marketing Materials during Event	<input checked="" type="checkbox"/>																					
Full listing on HEI's Newsletters	<input checked="" type="checkbox"/>																					
"Minority-Owned Business Empowerer" Logo by HEI	<input checked="" type="checkbox"/>																					
Mention in PR Campaigns	<input checked="" type="checkbox"/>																					
Participation in Joint Media Interviews	<input checked="" type="checkbox"/>																					
Logo on registration lanyard for each participant	<input checked="" type="checkbox"/>																					
Banner stand from sponsor displayed at event	<input checked="" type="checkbox"/>																					
Posting on HEI's Social Media and Marketing Platform	<input checked="" type="checkbox"/>																					

5 Minutes for remarks at the VIP Reception	<input checked="" type="checkbox"/>																					
3 Minutes for remarks at the VIP Reception					<input checked="" type="checkbox"/>																	
3 Minutes to address Participants before Keynote Speaker				<input checked="" type="checkbox"/>																		
5 Minutes to address Participants before Master Class Plenary Session	<input checked="" type="checkbox"/>																					
5 minutes to address the audience during the Awards Ceremony		<input checked="" type="checkbox"/>																				
3 Minutes to address the participants before the session						<input checked="" type="checkbox"/>																
Introduction of Keynote Speaker				<input checked="" type="checkbox"/>																		
Introduction of Master Class Plenary Speakers			<input checked="" type="checkbox"/>																			

Tickets to VIP Reception	<input checked="" type="checkbox"/>																					
Reserved VIP table for 10 guests *	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>																				

First right of refusal for the following year	<input checked="" type="checkbox"/>																					
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Empower 50 entrepreneurs to attend the event free of cost																		<input checked="" type="checkbox"/>				
Empower 25 entrepreneurs to attend the event free of cost																			<input checked="" type="checkbox"/>			
Empower 10 entrepreneurs to attend the event free of cost																				<input checked="" type="checkbox"/>		



CONTACT US

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info@heiflorida.org

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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 to our organization and our programs. Your support will help us empower entrepreneurs and small business owners from underrepresented / underserved minorities by facilitating the adoption of the American business culture and the creation and operation of sustainable businesses in South Florida.

Please fill out the form below to process your sponsorship:



FORM

SPONSORSHIP AGREEMENT

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

- SYMP - PRESENTING SPONSOR - **20,000 USD**
- SYMP - AWARDS CEREMONY SPONSOR - **10,000 USD**
- SYMP - MASTER CLASS PLENARY SPONSOR - **8,000 USD**
- SYMP - KEYNOTE SPEAKER SPONSOR - **8,000 USD**
- SYMP - VIP RECEPTION CO-SPONSOR - **7,500 USD**
- SYMP - POWER LUNCHEON CO-SPONSOR - **5,000 USD**
- SYMP - EDUCATIONAL WORKSHOP/PANEL SPONSOR - **5,000 USD**
- SYMP - EDUCATIONAL WORKSHOP/PANEL CO-SPONSOR - **2,700 USD**
- SYMP - CENTERPIECE SPONSOR - **5,000 USD USD**
- SYMP - PRINTING SPONSOR - **5,000 USD USD**
- SYMP - REGISTRATION SPONSOR - **5,000 USD USD**
- SYMP - TECHNOLOGY CO-SPONSOR - **4,000 USD**
- SYMP - COFFEE BREAK AREA CO-SPONSOR - **4,000 USD**
- SYMP - HISPANIC HERITAGE MONTH CELEBRATION SPONSOR - **3,000 USD**
- SYMP - PHOTOGRAPHY SPONSOR - **3,000 USD**
- SYMP - WELCOME PACKAGE SPONSOR - **3,000 USD**
- SYMP - TABLE SPONSOR - **500 USD**
- SYMP - BENEFACTOR GOLD - **5,000 USD**
- SYMP - BENEFACTOR SILVER - **2,500 USD**
- SYMP - BENEFACTOR BRONZE - **1,000 USD**



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) (four digits on front of amex)

Name on card (Please print clearly.):

Billing Address (if different): _____

City: _____ State: _____ Zip Code: _____

Card Holder signature: _____

This form may be emailed to info@heiflorida.org

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

“A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL FREE (800-435-7352) WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THE STATE.”