



2022 **USHCC National Conference**

OCTOBER 2-4, 2022
PHOENIX, ARIZONA

Sponsorship Packet

UNITED STATES
HISPANIC CHAMBER
OF COMMERCE



THE TIME IS NOW TO STAND UP AND ADVOCATE FOR HISPANIC SMALL BUSINESSES!

THE UNITED STATES HISPANIC CHAMBER OF COMMERCE INVITES YOU TO SPONSOR OUR 2022 NATIONAL CONFERENCE!

Join us as we advocate for policies that help Hispanic Businesses contribute to a prosperous and sustainable global economy. The National Conference offers unparalleled opportunities for private sector entities to engage with national leaders by supporting our mission to promote the economic growth, development, and interest of more than 5 million Hispanic owned businesses, that combined contribute over 800 billion to the American economy every year.

USHCC VISION

The USHCC along with our corporate partners, chambers of commerce, and respective constituencies is ready to collaborate and advocate for strategic policies that grow Hispanic business, place Hispanics in positions of power in both government and corporations, and provide necessary access to capital and technical assistance to revitalize the American economy. The crafting and passage of these policies will require unity, participation, and strategic bipartisan collaboration. Whether you are a private small-business owner, corporate executive, or chamber member, we sincerely hope you will join this dynamic conversation to have your voices of influence heard at our USHCC 2022 National Conference.

For more information on sponsorship opportunities please contact, **Synthia Jaramillo**, Senior Vice President of Corporate Relations at sjaramillo@ushcc.com or (505) 414-2683 or **Fernando Meersohn**, Senior Manager of Corporate Relations at fmeersohn@ushcc.com or (703) 608-0091.

ABOUT THE UNITED STATES HISPANIC CHAMBER OF COMMERCE

As America rebuilds, Hispanic Business is a key driver of our economy's revitalization. The USHCC 2022 National Conference welcomes the vast exploration of these countless innovative opportunities through public policy, procurement, advocacy, and access to necessary technical assistance to build back better. On behalf of the United States Hispanic Chamber of Commerce, and our Board of Directors we invite you to join us as we connect America's Hispanic Business leaders with elected officials from both sides of the aisle in a bipartisan effort to influence legislative change. This Summit creates a platform for ideas that help our economy grow, our businesses scale, and our country move forward to reestablish our economic vibrancy. Join us on Sunday, October 2nd to Tuesday, October 4th, 2022 for this important Hispanic business event.

At the USHCC, our mission is to promote the growth, development, and interests of more than 5 million Hispanic-owned businesses that contribute over \$800 billion to the American economy every year. This is a topic that transcends political parties. When our businesses succeed, jobs are created, the economy grows stronger, we have better goods and services, and we are more competitive globally.

USHCC 2021 NATIONAL CONFERENCE EVENT SUMMARY & RECAP

Each year the USHCC proudly hosts the largest assembly of Hispanic business owners, corporate executives, procurement leaders, small business members, international trade experts, and champions from more than 250 Hispanic Chambers of Commerce from across the country at our annual National Conference.

The USHCC has combined the highest virtual technology to deliver a historic gathering that will feature new opportunities to strengthen strategic long-lasting business partnerships through dialogue, networking, mentoring, educational workshops, great speakers, and advocacy training- all while focusing on our global economic recovery. Guests will join us from the convenience and safety of your home while connecting with leaders from around the world, as well as in Las Vegas!



OVERALL
REACH:

16 MILLION +
IN-PERSON & VIRTUALLY!

BUSINESS MATCHMAKING:

TOTAL MEETINGS: 672

TOTAL BUYERS: 152

TOTAL SUPPLIERS: 409

**TOTAL UNIQUE MATCHES & FOLLOW-UP
OPPORTUNITIES:** 9,523



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TOP SPONSORSHIP OPPORTUNITIES!

* Please note corporate signature, platinum gold and silver levels apply to our breakfast and luncheon plenaries

	+ NUMBER OF REGISTRATIONS (PEOPLE)	+ SPEAKING REMARKS (SECONDS)	+ COMMERCIAL SPOT (SECONDS)	+ ADVERTISEMENT (PAGES)	+ PROMOTIONAL ITEM IN CONFERENCE BAG	+ ACCESS TO BUSINESS MATCHMAKING	+ LOGO RECOGNITION
\$100,000 CORPORATE SIGNATURE	30	90	60	2	1	✓	✓
\$75,000 CORPORATE DIAMOND	20	60	30	1	1	✓	✓
\$50,000 CORPORATE PLATINUM	15	–	–	1	–	✓	✓
\$25,000 CORPORATE GOLD	10	–	–	1	–	✓	✓
\$15,000 CORPORATE SILVER	5	–	–	–	–	✓	✓
\$10,000 HISPANIC BUSINESS ENTERPRISE (HBE) GOLD	5	–	–	–	–	✓	✓
\$5,000 HISPANIC BUSINESS ENTERPRISE (HBE) SILVER	3	–	–	–	–	✓	✓

EVENT SPONSORSHIP OPPORTUNITIES!

For more information on event descriptions, please see below.

WELCOME RECEPTION

The 2022 USHCC National Conference commences with the Welcome Reception, where guests from across the nation will gather for the first time to be welcomed by USHCC leadership, honorary guest speakers, and special event sponsors. This event offers attendees a preview of the next 48 hours along with the opportunity to network and celebrate with the accomplishments of Hispanic business in America.

ERG SUMMIT & CHALLENGE: BUILDING CAPACITY THROUGH SUPPLIER DIVERSITY PLENARY

Join the United States Hispanic Chamber of Commerce (USHCC) for a panel at our 10th annual ERG Summit & Challenge: Building Capacity Through Supplier Diversity Plenary. The USHCC continues to recognize the growing importance and value of corporate employee resource groups (ERGs). ERGs are increasingly demonstrating that they have an impact on improving human capital diversity, employee engagement, insight into our community, and most importantly, contributions to the achievement of corporate goals. The USHCC is proud to highlight our corporate member's work to increase diversity in the corporate C-suite and boardroom.

PULLING TOGETHER: THE IMPORTANCE OF RACIAL EQUITY IN THE LATINO AND MINORITY COMMUNITIES FOR HISPANIC BUSINESS AFTER THE GLOBAL PANDEMIC PLENARY

What is the next step after the pandemic? Learn firsthand about the policy driving the American recovery. The United States' short and long term objectives for the Hispanic community will be presented by our elected leaders, subject experts, and industry drivers.

HISPANIC BUSINESS AFTER THE GLOBAL PANDEMIC PLENARY

What is the next step after the pandemic? Learn firsthand about the policy driving the American recovery. The United States' short and long term objectives for the Hispanic community will be presented by our elected leaders, subject experts, and industry drivers.

IN HER FOOTSTEPS: WOMEN IN BUSINESS AND LEADERSHIP PLENARY

This cornerstone event celebrates trailblazing women who have reached the highest echelons of success in their fields and made outstanding contributions to their industries. Awarded at the breakfast, the Excellence in Leadership Award pays tribute to an extraordinary woman who embodies success, entrepreneurialism, a philanthropic drive, and elevates the American business community through her endeavors. A continuation of the In Her Footsteps initiative, there will also be the In Her Footsteps: Women in Business and Leadership Plenary highlighting the challenges and successes professional women have personally experienced. To learn more about In Her Footsteps, visit ushcc.com/inherfootsteps.

CLOSING AWARDS GALA

Join us for a celebratory evening honoring the best of Hispanic business. Awards will be presented for: Corporation of the Year, Corporate Advocate of the Year, Hispanic Businessperson of the Year, and LGBTQ+ Advocate of the Year. The Closing Awards Gala caps off the marquee 3 day 2022 USHCC National Conference.

To learn more about these exclusive event sponsorship opportunities, please contact **Synthia Jaramillo**, Senior Vice President of Corporate Relations at sjaramillo@ushcc.com or (505) 414-2683 or **Fernando Meersohn**, Senior Manager of Corporate Relations at fmeersohn@ushcc.com or (703) 608-0091.

SPONSORSHIP OPPORTUNITIES

CORPORATE CHAIR \$250,000

BENEFITS

To learn more and secure this Exclusive Opportunity, please contact **Synthia Jaramillo**, Senior Vice President of Corporate Relations at sjaramillo@ushcc.com or (505) 414-2683 or **Fernando Meersohn**, Senior Manager of Corporate Relations at fmeersohn@ushcc.com or (703) 608-0091.

CORPORATE SIGNATURE \$100,000

BENEFITS

- Recognition as **Corporate Signature Sponsor**, 2022 USHCC National Conference
- Thirty (30) 2022 USHCC National Conference registrations
- Ninety (90) seconds in-person or pre-recorded speaking role for a senior corporate executive at one (1) main event
- Sixty (60) second commercial at a main event
- Two (2) reserved VIP Tables of ten (10) at each meal event
- Two (2) page advertisement in the 2022 USHCC National Conference program book
- CEO Welcome Letter with a headshot in the 2022 USHCC National Conference program book
- Verbal recognition by President & CEO as a Corporate Signature Sponsor of the 2022 USHCC National Conference
- Recognition as Corporate Signature Sponsor in the 2022 USHCC National Conference program book
- Opportunity for company representatives to participate in Business Matchmaking meetings with USHCC Hispanic business suppliers
- Priority access to the business matchmaking supplier list after the 2022 USHCC National Conference
- Priority logo placement on 2022 USHCC National Conference signage
- Logo placement on the 2022 USHCC National Conference website
- Link from the 2022 USHCC National Conference website to sponsor's company website
- Access to all in-person events at the 2022 USHCC National Conference
- Inclusion of one (1) promotional item in the 2022 USHCC National Conference bag

CORPORATE DIAMOND \$75,000

BENEFITS

- Recognition as **Corporate Diamond Sponsor**, 2022 USHCC National Conference
- Twenty (20) 2022 USHCC National Conference registrations
- Sixty (60) seconds in-person or pre-recorded speaking role for a senior corporate executive at one (1) main event
- Thirty (30) second commercial at a main event
- One (1) reserved VIP table of ten (10) at each meal event
- One (1) page advertisement in the 2022 USHCC National Conference program book
- Verbal recognition by President & CEO as a Corporate Diamond Sponsor of the 2022 USHCC National Conference
- Recognition as Corporate Diamond Sponsor in the 2022 USHCC National Conference program book
- Opportunity for company representatives to participate in Business Matchmaking meetings with USHCC Hispanic business suppliers
- Priority access to the business matchmaking supplier list after the 2022 USHCC National Conference
- Logo placement on the 2022 USHCC National Conference website
- Logo placement on 2022 USHCC National Conference signage
- Link from the 2022 USHCC National Conference website to sponsor's company website
- Access to all in-person events at the 2022 USHCC National Conference
- Inclusion of one (1) promotional item in the 2022 USHCC National Conference bag

SPONSORSHIP OPPORTUNITIES

CORPORATE PLATINUM \$50,000

BENEFITS

- Recognition as **Corporate Platinum Sponsor**, 2022 USHCC National Conference
- Fifteen (15) 2022 USHCC National Conference registrations
- One (1) page advertisement in the 2022 USHCC National Conference program book
- Verbal recognition by President & CEO as a Corporate Platinum Sponsor of the 2022 USHCC National Conference
- Recognition as Corporate Platinum Sponsor in the 2022 USHCC National Conference program book
- Opportunity for company representatives to participate in Business Matchmaking meetings with USHCC Hispanic business suppliers
- Priority access to the business matchmaking supplier list after the 2022 USHCC National Conference
- Logo placement on the 2022 USHCC National Conference website
- Logo placement on 2022 USHCC National Conference signage
- Link from the 2022 USHCC National Conference website to sponsor's company website
- Access to all in-person events at the 2022 USHCC National Conference

CORPORATE GOLD \$25,000

BENEFITS

- Recognition as **Corporate Gold Sponsor**, 2022 USHCC National Conference
- Ten (10) 2022 USHCC National Conference registrations
- One (1) page advertisement in the 2022 USHCC National Conference program book
- Verbal recognition by President & CEO as a Corporate Gold Sponsor of the 2022 USHCC National Conference
- Recognition as Corporate Gold Sponsor in the 2022 USHCC National Conference digital program book
- Opportunity for company representatives to participate in Business Matchmaking meetings with USHCC Hispanic business suppliers
- Access to the business matchmaking supplier list after the 2022 USHCC National Conference
- Logo placement on the 2022 USHCC National Conference website
- Logo placement on 2022 USHCC National Conference signage
- Link from the 2022 USHCC National Conference website to sponsor's company website

CORPORATE SILVER \$15,000

BENEFITS

- Recognition as **Corporate Silver Sponsor**, 2022 USHCC National Conference
- Five (5) 2022 USHCC National Conference registrations
- Recognition as Corporate Silver Sponsor in the 2022 USHCC National Conference program book
- Opportunity for company representatives to participate in Business Matchmaking meetings with USHCC Hispanic business suppliers
- Access to the business matchmaking supplier list after the 2022 USHCC National Conference
- Logo placement on the 2022 USHCC National Conference website
- Logo placement on 2022 USHCC National Conference signage
- Link from the 2022 USHCC National Conference website to sponsor's company website

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP OPPORTUNITIES FOR HISPANIC BUSINESS ENTERPRISES (HBEs)

HISPANIC BUSINESS ENTERPRISE (HBE) GOLD

\$10,000

BENEFITS

- Recognition as **Hispanic Business Enterprise (HBE) Gold Sponsor**
- Five (5) 2022 USHCC National Conference registrations
- One (1) page advertisement in the 2022 USHCC National Conference program book
- Verbal recognition by President & CEO as a HBE Gold Sponsor of the 2022 USHCC National Conference
- Recognition as Gold Sponsor in the 2022 USHCC National Conference program book
- Opportunity for company representatives to participate in Business Matchmaking meetings with USHCC Corporate buyers
- Logo placement on the 2022 USHCC National Conference website
- Logo placement on 2022 USHCC National Conference signage
- Link from the 2022 USHCC National Conference website to sponsor's company website

HISPANIC BUSINESS ENTERPRISE (HBE) SILVER

\$5,000

BENEFITS

- Recognition as **Hispanic Business Enterprise (HBE) Silver Sponsor**
- Three (3) 2022 USHCC National Conference registrations
- Recognition as HBE Silver Sponsor in the 2022 USHCC National Conference program book
- Opportunity for two (2) company representatives to participate in Business Matchmaking meetings with USHCC Corporate buyers
- Logo placement on the 2022 USHCC National Conference website
- Logo placement on the sponsor digital announcements in the 2022 USHCC National Conference virtual space
- Logo placement on 2022 USHCC National Conference signage

CUSTOMIZED SPONSORSHIP OPPORTUNITIES

COMMON BENEFITS

- All the exclusive sponsorship opportunities listed below include all gold sponsorship benefits
- Logo Printing Deadline: 09/12/2022

EXPO PRESENTING SPONSOR (EXCLUSIVE)

\$85,000

BENEFITS

- Includes Signature Sponsor benefits
- Logo placement on Expo Hall area space and signage as the Presenting Sponsor
- Opportunity to customize Expo Hall sponsor branding with USHCC staff

CORPORATE ACTIVATION SPACE SPONSOR

\$50,000 (2 AVAILABLE)

BENEFITS

- Reserved 15'X15' activation space (subject to availability)
- Two (2) day access to promote your brand

EXPO BOOTH ACTIVATION SPACE SPONSOR

\$35,000

BENEFITS

- Reserved 10'X10' activation space (subject to availability)
- Three (3) day access to promote your brand

ON-SITE REGISTRATION SPONSOR (EXCLUSIVE)

\$35,000

BENEFITS

- Logo placement on signage at registration station
- Logo placement on 2022 USHCC National Conference website registration page

HOTEL KEY CARD SPONSOR (EXCLUSIVE)

\$35,000

BENEFITS

- Logo exclusivity on hotel key card art must be approved by 09/12/2022

PROGRAM BOOK SPONSOR (EXCLUSIVE)

\$35,000

BENEFITS

- The Program book is distributed to all attendees via email who register for the 2022 USHCC National Conference
- Sponsor Logo prominently displayed on the inside front and back covers of the 2022 USHCC National Conference program book
- Priority placement of a two (2) full-page advertisement in the 2022 USHCC National Conference program book
- Placement of sponsorship welcome letter for attendees, co-signed by USHCC, in the 2022 USHCC National Conference program book

WIFI SPONSOR (EXCLUSIVE)

\$35,000

BENEFITS

- Official Wi-Fi sponsor of the 2022 USHCC National Conference
- Prominent logo placement on Wi-Fi signage
- Choice of network name and password (pending hotel capabilities)

WORKSHOP SPONSOR

\$35,000

BENEFITS

- Logo placement on the workshop landing page and signage
- Opportunity to sponsor a workshop topic at the 2022 USHCC National Conference, the workshop length is one (1) hour

**SOLD
OUT**

USHCC CHAMBER PRESIDENTS ROUNDTABLE SPONSOR (EXCLUSIVE)

\$35,000

BENEFITS

- Opportunity for sponsor to address our network of more than 250 Hispanic Chamber Presidents for three (3) minutes
- Includes one follow-up piece of communication, in collaboration with the USHCC, once the conference concludes to Hispanic Chamber Presidents

2-DAY CONFERENCE PLENARY TABLE SPONSOR

\$10,000

BENEFITS

Excludes "Common Benefits"

- One (1) reserved VIP table of ten (10) at each meal event
- Logo Placement on the table at each meal event

INDIVIDUAL TABLE SPONSOR

\$2,500

BENEFITS

Excludes "Common Benefits"

- One (1) reserved VIP table of ten (10) at a meal event of your choosing
- Logo placement on the table at your preferred meal event



FOLLOW US ON SOCIAL MEDIA:



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WWW.USHCC.COM