



2022 Expo Negocio Sponsorships

On November 10, 2022, the Latino Business Alliance, in partnership with Energy Trust of Oregon, will celebrate the Annual Expo Negocio! This free event aims to strengthen our community by providing educational opportunities for Latino and Non-Latino business owners and professionals seeking to develop diverse intercultural relationships.

We invite you to be part of our mission:

- Unite and strengthen the Latino business community
- Contribute to a stronger Oregon economy
- Create awareness of the positive economic impact of Latino businesses
- Connect the general business community with the Latino business community

By supporting activities that will:

- Empower Latino business owners through profitable opportunities and resources
- Provide networking opportunities, business workshops, and seminars
- Educate the general business community on culturally competent outreach efforts

Why Sponsor?

- Network and build relationships with key Latino leaders, business owners, and community members
- Reach out to the Latino community, the largest and fastest-growing ethnic minority in Oregon
- Show support for the Latino community and their contributions to Oregon
- In 2020, the Latino buying power in the U.S. reached \$1.9 trillion, which makes it richer than the GDP of the whole country of Italy. ⁽¹⁾
- Since 2010-2020, the Latino market has grown by 115%, making Oregon one of the states with the fastest-growing Latino market. ⁽²⁾
- Latino-owned firms are the fastest-growing sector of the U.S. economy

New this year:

- Finally Back after 2 YEARS!
- New Location at the Keizer Civic Center

Sponsorship Deadline:

Sponsorship opportunities will remain open through November 1st; however, some benefits may no longer be available. This may include exhibitor tables and placement of company names and logos in marketing messages and printed media. Submit completed application via email.

⁽¹⁾⁽²⁾ "Consumer buying power is more diverse than ever" Merit Melancon, J. UGA Today



Sponsorship Opportunities

PRESENTING: \$10K (Only one sponsorship available at this level: Energy Trust of Oregon)

- Displayed as PRESENTING Sponsor along with Expo Negocio's Logo on all event materials
- Highlighted as PRESENTING Sponsor with logo placement on the front cover of the event programs and on top of every program page.
- Advertised as PRESENTING Sponsor on all press releases
- Promoted as PRESENTING Sponsor on all social media posts
- Promoted as PRESENTING Sponsor on all radio commercials on the weeks leading up to the event date.
- Promoted as PRESENTING Sponsor on a minimum of 5 event E-Blasts with up to 1,600 recipients
- Promoted as PRESENTING Sponsor at all LBA networking events in the months leading up to the event (September & October).
- Opportunity to be the presenter at Café y Pan Dulce events before Expo Negocio (Salem or Woodburn location)
- Business logo displayed on repeating PowerPoint on the screens during the event.
- Verbal recognition as PRESENTING Sponsor at the event's Café y Pan Dulce and at the start and conclusion of Luncheon
- Banner hung on top of buffet line during luncheon
- Opportunity to have a 5-min business video played at event Luncheon
- Opportunity to give brief presentation at the Luncheon
- Opportunity to give a workshop class at the event
- Placement of sponsor's promotional items at each Luncheon & registration table
- Premier Placement of Exhibitor Booth at the Keizer civic center
- Business logo with link on event web page
- Two reserved tables for the Luncheon (16 seats)

PLATINUM: \$5K

- Highlighted as PLATINUM Sponsor with logo placement at the top of all promotional posters
- Highlighted as PLATINUM Sponsor with logo placement on inside front and back cover of the event programs
- Verbal recognition as PLATINUM Sponsor at the event's Café y Pan Dulce and at Luncheon
- Promoted as PLATINUM Sponsor on a minimum of 3 event E-Blasts with up to 1,600 recipients
- Promoted as PLATINUM Sponsor at all LBA networking events in the months leading up to the event (September & October).
- Recognized as PLATINUM Sponsor on 6 Facebook Posts
- Promoted as PLATINUM Sponsor on all social media posts
- Business logo displayed on repeating PowerPoint on the screens during the event.
- Business logo with link on event web page
- Premier Placement of Exhibitor Booth at the Keizer civic center
- 10 reserved seats for Event Luncheon



GOLD: \$3.5K

- Highlighted as GOLD Sponsor with logo placement at the bottom of all posters
- Recognition as GOLD Sponsor with logo on programs
- Verbal recognition as GOLD Sponsor at the event's Café y Pan Dulce and at Luncheon
- Promoted as GOLD Sponsor on a minimum of 2 event E-Blasts
- Recognized as GOLD Sponsor on 4 Facebook Posts
- Business logo displayed on repeating PowerPoint on the screens during the event.
- Premier Placement of Exhibitor Booth at the Keizer civic center
- Business logo with link on event web page
- One reserved table for the Luncheon (8 Seats)

SILVER: \$1.5K

- Recognition as SILVER Sponsor with logo on programs
- Verbal recognition as SILVER Sponsor at the event's Café y Pan Dulce only
- Promoted as SILVER Sponsor on a minimum of 1 event E-Blast
- Recognized as SILVER Sponsor on 2 Facebook Posts
- Business logo displayed on repeating PowerPoint on the screens during the event.
- One Exhibitor Booth
- Business logo with link on event web page
- 6 reserved seats for the Luncheon

BRONZE: \$750

- Recognition as BRONZE Sponsor with logo on programs
- Verbal recognition as BRONZE Sponsor at the event's Café y Pan Dulce Only
- One Exhibitor Booth
- Business logo with link on event web page
- 4 reserved seats for the Luncheon

EXHIBITOR BOOTH: \$500

Placement of the booth will be decided by the planning committee and no placement requests will be accepted. Community and Non-Profit Organizations will receive a 25% discount depending on booth availability.

For more information:

Fatima Falcon Ontiveros
fatima.falcon56@gmail.com
(971) 240-9138





2022 Expo Negocio Sponsorship Agreement

Submit completed application via email.

Business Name/ Organization: _____

Billing Address: _____

Contact: _____

Title: _____

Phone: _____

Email: _____

1. This sponsor agreement is entered into by the Latino Business Alliance and _____
_____ (sponsor) for 2022 Expo Negocio.

2. Sponsor authorizes and agrees to pay for selected sponsor level:

- ☐ Presenting \$10K (one available at this level)
- ☐ Platinum \$5K
- ☐ Gold \$3.5K
- ☐ Silver \$1.5K
- ☐ Bronze \$750
- ☐ Booth Only \$500

3. Sponsor may elect to increase (but not decrease) the sponsorship level commitment upon approval by the sponsorship committee.

4. Sponsor agrees to abide by any established policies set forth by the Latino Business Alliance which are designed to protect the Sponsor and the public in attendance.

- ❖ The Latino Business Alliance's mission is to:
 - Unite and strengthen the Latino business community
 - Contribute to a stronger Oregon economy
 - Create awareness of the positive economic impact of Latino businesses
 - Connect the general business community with the Latino business community
- ❖ By supporting activities that will:
 - Empower Latino business owners through profitable opportunities and resources
 - Provide networking opportunities, business workshops, and seminars
 - Educate the general business community on culturally competent outreach efforts



5. The Latino Business Alliance reserves the right to refuse any sponsorship not in the best interest of the LBA's mission, Expo Negocio, and its attendees and shall not be held liable for any damages or losses resulting from participation.

6. Sponsorships are payable within 14 days from the date of the sponsor agreement, with the understanding that all sponsorships shall be paid in full prior to the promotion of said sponsor.

7. In the event of payment failure, sponsor benefits shall be suspended.

8. Sponsorships will remain open, however, benefits may no longer be available as the event nears. This includes exhibitor tables as well as business recognition in marketing materials and print media.

Signature

Date

Submit completed application via email

MAIL PAYMENT TO :
Latino Business Alliance
1605 Fairgrounds Rd NE, Salem, OR 97301

For questions or more information contact: Fatima Falcon at (971) 240-9138 or
fatima.falcon56@gmail.com

