



## 2023 Expo Negocio Sponsorship Opportunities

On November 9, 2023, 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 overall 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
- Show support for the Latino business community and their contributions to Oregon
- Since 2010-2020, the Latino market has grown by 115%, making Oregon one of the states with the fastest-growing Latino market <sup>(1)</sup>
- LBA saw roughly a 125% increase in attendance to the Salem Cafe y Pan Dulce (monthly networking event) in the last six months, with the Woodburn Cafe y Pan Dulce experiencing a similar growth

### **Sponsorship Deadline:**

Sponsorship opportunities will remain open until **October 25th, 2023**. However, some benefits may no longer be available as the event date nears. This may include, but is not limited to, exhibitor tables and business recognition on marketing materials. Submit completed application via email to the event chair: [fatima@latinobusinessalliance.org](mailto:fatima@latinobusinessalliance.org)

<sup>(1)</sup>“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 700+ 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 in October (Salem/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 (Banner and banner stand provided by sponsor)
- Opportunity to have a 1-min business video played at event Luncheon
- Opportunity to give brief presentation (up to 10 min) 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: \$300**

Placement of the booth will be decided by the planning committee depending on booth availability. No placement requests will be accepted. Booth purchase comes with two complimentary Luncheon seats. Community and Non-Profit Organizations will receive a 25% discount.

**For more information:**

Fatima Falcon Ontiveros

[fatima@latinobusinessalliance.org](mailto:fatima@latinobusinessalliance.org)

503-931-2191





## 2023 Expo Negocio Sponsorship Agreement

Submit completed application via email to: [fatima@latinobusinessalliance.org](mailto:fatima@latinobusinessalliance.org)

Business Name/ Organization: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Contact: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

1. This sponsor agreement is entered into by the Latino Business Alliance and \_\_\_\_\_  
\_\_\_\_\_ (sponsor) for 2023 Expo Negocio.

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

- ☐ Presenting \$10K (only one available at this level)
- ☐ Platinum \$5K
- ☐ Gold \$3.5K
- ☐ Silver \$1.5K
- ☐ Bronze \$750
- ☐ Booth Only \$300
- ☐ Other (Previous Approval by LBA Board Required): \_\_\_\_\_

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. Sponsorship opportunities will remain open until October 25th, 2023. However, some benefits may no longer be available as the event date nears. This may include, but is not limited to, exhibitor tables and business recognition on marketing materials.**

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Signature

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Date

For questions or to submit the completed application, contact Fatima Falcon:

[fatima@latinobusinessalliance.org](mailto:fatima@latinobusinessalliance.org)

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

