

# El Poder Latino

The State of Hispanic Business in North Texas Forum  
December 2018 - Irving Convention Center

## OVERVIEW

The Forum Partners believe in the transformative power of entrepreneurship powered by fact-based information, innovation and making important business connections through networking. To that end, the purpose of the State of Hispanic Business Forum in North Texas is to work collaboratively to bring the best thought and industry leaders before entrepreneurs and other stakeholders to inform them on cutting-edge trends that may transform the way we do business and the way we live our everyday lives.

The Forum Partners are excited to once again collaborate to provide innovative thought leaders and workshops with relevant topics for small businesses who have set goals for their business growth and development.

The theme of this year's forum is *El Poder Latino: The Impact of Latinos on the Economy*.

### Forum Partners:



### *El Poder Latino:*

- 312,738 is the estimated number of Hispanic-owned employer firms nationally in 2015, up 4.7% from 2014.\*
- Average net income for Hispanic businesses grew substantially, jumping from an average of \$50,205 in 2015 to \$132,693 in 2016. In comparison, non-Hispanic business owners' average annual net incomes were approximately 8 percent lower in 2016.\*\*
- Hispanic-owned businesses in the U.S. have been growing at a pace 15 times the national rate.\*\*
- In the last eight-year period (2007-15), Hispanic-owned businesses' revenues skyrocketed approximately 88 percent to approximately \$661 billion.\*\*

*\*The most recent data provided by the United States Census Bureau. \*\* 2016 Hispanic Owned Small Business Statistics from Biz2Credit*

### Financial Seminar Series with Wells Fargo:

The partner organizations, together with Wells Fargo, will host financial seminars for its members and general public. The seminar series will be held from September through November. More information will follow on the Financial Seminar Series.

### The State of Hispanic Business in North Texas Forum 2018:

Attendance Goal: 300  
Date & Time: Thursday, December 13<sup>th</sup>, 10:00 am to 1:30 pm  
Venue: Irving Convention Center 500 Las Colinas Blvd W, Irving, TX 75039  
Theme: ***El Poder Latino: The Impact of Latinos on the Economy***  
Social Media: #ElPoderLatino #EmpowerLatinoBiz

<b>Forum Agenda:</b>	10:00 am to 10:15 am	Registration & Networking
	10:20 am to 11:10 am	Concurrent Sessions
	11:10 am to 11:20 am	Luncheon Doors Open
	11:25 am to 11:30 am	Welcome
	11:30 am to 12:25 pm	<b><i>El Poder Latino: The Impact of Latinos on the Economy:</i></b> Panel Presentation Robert S. Kaplan, President Federal Reserve Bank of Dallas Francisco de la Torre Galindo, Cónsul General De México en Dallas Eugenio Alemán, Senior Economist at Wells Fargo Securities
	12:30 pm to 1:00 pm	<b><i>The Hispanic GDP:</i></b> Keynote Address <u>Dr. David E. Hayes-Bautista</u>
	1:00 pm to 1:15 pm	Q & A Session
	1:15 pm to 1:30 pm	Closing Remarks

Contacts: John H. Martinez-D., RHCA 214-566-2410 | [john@regionalhca.org](mailto:john@regionalhca.org) Diana Flores, GDHCC 214-727-1095 | [diana@gdhcc.com](mailto:diana@gdhcc.com)

# THE STATE OF HISPANIC BUSINESS IN NORTH TEXAS

Presented by: WELLS FARGO

*El Poder Latino*



## **Presenting Sponsor – \$25,000 (1 available) ~~SOLD~~**

- Listed as Title/Naming Sponsor (e.g. The State of Hispanic Business in North Texas Forum presented by “Your Name”)
- Planning committee participation
- Three (3) VIP tables for 24 guests at luncheon with 24 full access passes to forum
- Custom table signature with your logo
- On-stage remarks (up to 5 minutes)
- On-stage mention and recognition at luncheon programs
- Opportunity to have one (1) exhibit table in the exhibit area
- Opportunity to provide promotional gift at luncheon (350 attendees)
- Company name and logo featured prominently in day-of-event materials and event program
- Company logo featured in event video at luncheon
- Company/CEO message featured in event program (October 15<sup>th</sup> deadline)
- Full page prominently placed full color ad in event program outside back cover (8.5 X 11) (October 15<sup>th</sup> deadline)
- Company logo and name included in pre-event marketing materials including flyer, e-invitation, and event webpage
- Company name featured in pre-event articles, social media posts, and press releases
- First right of refusal to renew sponsorship for the following year

## **Gold Sponsor - \$10,000**

- One (1) priority table for 8 guests at luncheon with 8 full access passes to forum
- Custom table signature with your logo
- Podium recognition
- Company logo featured in event video at luncheon
- Full page prominently placed full color ad in event program (8.5X5.5) (October 15<sup>th</sup> deadline)
- Recognition in event promotional media as Gold Sponsor
- Company logo featured in the event program
- Opportunity to have one (1) exhibit table in the exhibit area

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## **Silver Sponsor - \$5,000**

- One (1) priority (level 2) table for 8 guests at luncheon with 8 full access passes to forum
- Custom table signature with your logo
- Podium recognition
- Company logo featured in event video at luncheon
- Half page prominently placed full color ad in event program (8.5X5.5) (October 15th deadline)
- Recognition in event promotional media as Silver Sponsor
- Company logo featured in the event program
- Opportunity to have one (1) exhibit table in the exhibit area

## **Bronze Sponsor - \$2,500**

- One (1) table for 8 guests at luncheon with 8 full access passes to forum
- Table sponsor signage at luncheon
- Company logo featured in event video at luncheon
- Recognition in event materials as a Bronze Sponsor
- Company name featured in the event program
- Opportunity to have one (1) exhibit table in the exhibit area

## **Corporate Table - \$1,500 – specially priced table for our supporting corporate participants**

- One (1) table for 8 guests at luncheon with full access to forum
- Table sponsor signage at luncheon
- Company name featured in the event program

## **Small Business - \$1,000 (annual gross sales under \$3 million)**

- One (1) table for 8 guests at luncheon with full access to forum
- Company name featured in the event program

## **Community (Non-Profit) - \$750**

- One (1) table for 8 guests at luncheon with full access to forum
- Company name featured in the event program

# THE STATE OF HISPANIC BUSINESS

## IN NORTH TEXAS

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### Sponsorship Commitment Form

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Company Representative

\_\_\_\_\_  
Address/City/State/Zip

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
Email Address

#### Desired Participation Level:

- Presenting Sponsor – \$25,000 **SOLD**
- Silver Sponsor – \$5,000
- Corporate Table - \$1,500
- Community (Non-Profit) - \$750
- Gold Sponsor – \$10,000
- Bronze Sponsor – \$2,500
- Small Business - \$1,000 (annual gross sales under \$3 million)

#### Payment by Check

Make check payable to: State of Hispanic Business in North Texas

Memo: State of Hispanic Business Sponsorship

Mail check to: Irving Hispanic Chamber of Commerce 135 S. Jefferson Street, Irving, TX 75060

**Payment by Credit Card:**  Visa  MC  American Express

\_\_\_\_\_  
Credit card number

\_\_\_\_\_  
Card Holder Name

Expiration date: \_\_\_\_/\_\_\_\_/\_\_\_\_ CCV: \_\_\_\_\_ Billing zip code: \_\_\_\_\_

Sponsor agrees to provide materials needed for specific sponsorship levels no later than November 15, 2018. Company logos should be emailed in high resolution jpg format to the representative listed below. Payment is due no later than November 15, 2018.

Maryanne Kellam, Irving Hispanic Chamber of Commerce 972-721-2273 | [maryann.kellam@irvinghcc.com](mailto:maryann.kellam@irvinghcc.com)