



SACRAMENTO
Hispanic
Chamber of Commerce

PARTNERSHIP PROGRAM

2021





Sacramento Deserves Intentional & Equitable Investment!

As the Sacramento Hispanic Chamber of Commerce (SAHCC) prepares to celebrate its 50th anniversary in 2022, it is appropriate to look back at our history and evaluate the work our organization continues to do to foster business and economic growth in the Sacramento region.

When I stepped into the role of CEO in 2014, I knew that my mission to continue the SACHCC's pressing work to promote and develop the growth of Hispanic-owned business in the region was not going to be easy, but I was determined to continue the forward momentum the chamber had maintained since its founding in 1972. I was also determined to prepare us to adapt to new changes and to set higher goals.

Our organizations' values of integrity, collaboration, diversity, leadership, excellence, passion, and innovation can be seen in each one of our 550+ members across all the industries our chamber represents. Advocating for economic success of our members, and everyone in Sacramento is a responsibility that we all take seriously.

We are 23.6% (and growing) Hispanics in Sacramento County. We are small business owners, professionals, essential workers, neighbors, friends, and members of this Sacramento community. ALL OF US contribute to the economic growth of our region.

Join us in the economic transformation of our region.

Sincerely,

Cathy Rodríguez Aguirre
President & CEO

Partnership Offerings



The mission of the SACHCC is to promote and develop business growth for members and to provide access to the Hispanic market.
(FEIN: 94-2446259)



The mission of the SACHCCF is to strengthen the region's business community by providing education, technical assistance, access to capital, procurement facilitation and workforce development training.
(FEIN: 68-0473583)



The mission of the SACHCC PAC is to provide effective advocacy and promote the interests of the small and ethnic business community toward the overall economic development of the region.
(I.D. #: 940569)

Membership
Event Sponsorship
50th Anniversary
À la carte

Acceso Sacramento
Diversidad Matters
Emprende Sacramento
Level Up Sacramento
El Futuro Scholarship Program
Sacramento Hispanic Economic Prosperity Report

Membership
General Contribution

Membership

The SACHCC continues to be one of the most valuable partnerships businesses can use to expand their reach in the greater Sacramento Region. We believe our members' success rests in three key areas: Networking, Advocacy and Education. The SACHCC offers the following membership levels:

| Benefits | MEMBERSHIP LEVELS | | | |
|--|-------------------|-----------------|----------------|----------------|
| | Primero* \$250 | Bronce \$500 | Plata \$750 | Oro \$1,500 |
| Listing in Member Directory | X | X | X | X |
| Certificate of Membership | Certificate | Plaque | Plaque | Plaque |
| Promote Events, Job Opportunities, and Discounts | X | X | X | X |
| Access Member Exclusive Events, Programs, and Offerings | X | X | X | X |
| Eligible for Grand Opening Ribbon Cutting | | X | X | X |
| Eligible for SACHCC Ambassador Program | | X | X | X |
| Eligible to include marketing items in Member Orientation Packets | | X | X | X |
| Digital Marketing Integration (Complimentary Placement on E-blast and Social Media) | | 3 | 6 | 8 |
| Exclusive Digital Marketing (Priority Placement: E-blast, Social Media, and Website) | | 1 | 2 | 3 |
| Buenos Dias Sponsorship | | | | 1 |
| Quarterly Strategic Consultations (Including ERG, Cultural, and Supplier Diversity) | | | | X |
| Eligible to Sponsor/Present Workshop/Webinar | | | | 1 |
| Featured Guest: Juntos with Cathy | | | | 1 |

**For businesses under 10 employees.*

49th Annual Salud! Business Awards

March 31, 2021 (Cesar Chavez Day)

Our highly anticipated annual Salud! Awards recognizes the accomplishments of our members and celebrates the business community.

| Benefits | SPONSORSHIP LEVELS | | | | | |
|---|--------------------|----------------------|-----------------|-------------------|-------------------|--------------------|
| | Title \$40,000 | Platinum \$10,000 | Gold \$7,500 | Silver \$5,000 | Bronze \$2,500 | General \$1,000 |
| Title Sponsorship – “Presented by” | Yes | No | No | No | No | No |
| Opportunity to Chair Event | Yes | No | No | No | No | No |
| Recognition in priority communication | Yes | Yes | No | No | No | No |
| Recognition in select marketing materials | Logo+Message | Logo | Logo | Logo | Logo | Logo |
| Opportunity to add digital promo items | Yes | Yes | Yes | Yes | Yes | No |
| Opportunity to include a :30 secs commercial | Yes | Yes | Yes | Yes | No | Yes |
| Opportunity to include representative to program | Yes | Yes | Yes | No | No | No |
| Opportunity to host production tapings | Yes | Yes | Yes | Yes | Yes | No |
| Segment Sponsorship | Yes (ALL) | Yes (3) | Yes (2) | Yes (1) | No | No |
| Access to VIP event (Depending health guidelines) | Yes | Yes | Yes | Yes | No | No |

2021 State of Hispanics

September 14, 2021

Participate in a high-level discussion on the economic, demographic, and business trends within the Hispanic community in the U.S., the state of California, and the Sacramento Region.

| Benefits | SPONSORSHIP LEVELS | | | | | |
|--|--------------------|----------------------|-----------------|-------------------|-------------------|--------------------|
| | Title \$40,000 | Platinum \$10,000 | Gold \$7,500 | Silver \$5,000 | Bronze \$2,500 | General \$1,000 |
| Title Sponsorship – “Presented by” | Yes | No | No | No | No | No |
| Report Sponsorship (including early release) | Yes | Yes | No | No | No | No |
| Opportunity to Chair Event | Yes | No | No | No | No | No |
| Recognition in priority communication | Yes | Yes | No | No | No | No |
| Recognition in select marketing materials | Logo+Message | Logo | Logo | Logo | Logo | Logo |
| Opportunity to add digital promo items | Yes | Yes | Yes | Yes | Yes | No |
| Opportunity to include a :30 secs commercial | Yes | Yes | Yes | Yes | No | Yes |
| Opportunity to include representative to program | Yes | Yes | Yes | No | No | No |
| Opportunity to host production tapings | Yes | Yes | Yes | Yes | Yes | No |
| Access to VIP event (According to health guidelines) | Yes | Yes | Yes | Yes | No | No |

7th Annual Estrella Awards

December 3, 2021

Support our Estrella Awards to recognize the outstanding achievements and accomplishments of the Latina Leaders in our region.

| Benefits | SPONSORSHIP LEVELS | | | | | |
|--|--------------------|----------------------|-----------------|-------------------|-------------------|--------------------|
| | Title \$40,000 | Platinum \$10,000 | Gold \$7,500 | Silver \$5,000 | Bronze \$2,500 | General \$1,000 |
| Title Sponsorship – “Presented by” | Yes | No | No | No | No | No |
| Opportunity to Chair Event | Yes | No | No | No | No | No |
| Recognition in priority communication | Yes | Yes | No | No | No | No |
| Recognition in select marketing materials | Logo+Message | Logo | Logo | Logo | Logo | Logo |
| Opportunity to add digital promo items | Yes | Yes | Yes | Yes | Yes | No |
| Opportunity to include a :30 secs commercial | Yes | Yes | Yes | Yes | No | Yes |
| Opportunity to include representative to program | Yes | Yes | Yes | No | No | No |
| Opportunity to host production tapings | Yes | Yes | Yes | Yes | Yes | No |
| Segment Sponsorship | Yes (ALL) | Yes (3) | Yes (2) | Yes (1) | No | No |
| Access to VIP event (According to health guidelines) | Yes | Yes | Yes | Yes | No | No |

50th Anniversary Celebration

TBD, 2022



The official Golden Anniversary Celebration of the Sacramento Hispanic Chamber of Commerce.

SPONSORSHIP LEVELS

| Benefits | Title \$50,000 | Platinum \$25,000 | Gold \$10,000 | Silver \$5,000 | Bronze \$2,500 | General \$1,000 |
|--|-------------------|----------------------|------------------|-------------------|-------------------|--------------------|
| Title Sponsorship – “Presented by” | Yes | No | No | No | No | No |
| Opportunity to Chair Event | Yes | No | No | No | No | No |
| Recognition in priority communication | Yes | Yes | No | No | No | No |
| Recognition in select marketing materials | Logo+Message | Logo | Logo | Logo | Logo | Logo |
| Opportunity to add promo items | Yes | Yes | Yes | Yes | Yes | No |
| Opportunity to include a :30 secs commercial | Yes | Yes | Yes | Yes | No | Yes |
| Opportunity to include representative to program | Yes | Yes | Yes | No | No | No |
| Opportunity to serve in organizing committee | Yes | Yes | Yes | No | No | No |
| Reserved Priority Table (8 Guests) | 3 | 2 | 2 | 1 | 1 | 1 |
| Access to VIP event | Yes | Yes | Yes | Yes | No | No |

À LA CARTE

Advertising Opportunities – Expand Your Business Message Delivery Strategy!

- ❖ Ask us about advertising opportunities and pricing for your company
- ❖ Options include web banners, eblasts, display tables, social media campaigns, and more.

Advertising Reach:

- ❖ Website Monthly Views: 3,500
- ❖ Eblast Recipients: 5,500
- ❖ Social Media Followers: 25,000+ (and growing)

Additional Engagement Opportunities for Every Size Businesses – Ask for Details!

- ❖ Scholarship Reception Sponsor
- ❖ Sponsor/Host Meet ups or Mixers
- ❖ All “El Future” Scholarship Donors receive an invitation to the reception
- ❖ Become an Ambassador
- ❖ Become a featured guest on “Juntos with Cathy”
- ❖ Become a featured speaker at our biweekly “Buenos Dias” digital mixer

Customized Partnerships Available

Partners investing \$10,000 and above, we can customize a partnership that helps achieve your strategic goals!

Let us discuss how we can assist.

Access to Capital



A C C E S O

SACRAMENTO

The Acceso Sacramento Lending Council (ASLC) seeks to address the accessibility and equity capital gaps for minority small businesses across the Sacramento region. ASLC seeks to serve as an interactive platform of certified and trusted micro and small business loan providers. The Council's membership is strategically composed to offer traditional and alternative lending solutions. Furthermore, it seeks to adequately identify and address the factors to close these gaps.

Annual Membership: \$5,000

Benefits:

- ❖ Priority placing in listing of providers
- ❖ Opportunity to provide a designee to the Council
- ❖ Weekly strategic communication (virtual, media and print)
- ❖ Opportunity to provide speakers/experts to Access to Capital seminars/workshops

Supplier Diversity



DIVERSIDAD MATTERS

The SACHCCF positions diversity and inclusion of Hispanic owned and minority owned businesses as critical drivers for business maturation, and economic and community growth. Our Diversidad Matters program drives economic competitiveness, business readiness, and promotes inclusive growth through the Greater Sacramento region by championing sustainability and supplier diversity. Diversidad Matters encourages and facilitates energy-efficiency and procurement practices in the Sacramento region through education, outreach, networking, marketing, and advocacy. The SACHCC and SACHCCF seeks to increasingly becoming a one-stop resource for information, participation, and platform to promote diversity in business.

Investment Value: Varies

Benefits:

- ❖ Priority placing in partnership listings
- ❖ Opportunity to provide speakers/experts to seminars/workshops
- ❖ Inclusion in marketing and strategic planning and delivery

Small Business Strategy Programs



EMPRENDE SACRAMENTO

Emprende Sacramento is a 10-week program comprised of sessions geared towards early-stage businesses or businesses with revenue under \$1 million on core business concepts and practices. Each session guides businesses through important business principles such as market research, budgeting, digital marketing, and financial planning.

(1 cohort of 15 business owners)

LEVEL UP SACRAMENTO

Level Up Sacramento provides all-day sessions to existing businesses that have over \$1 million and are seeking to expand or increase their capacity. Experienced professionals help these business owners improve their business plan, conduct feasibility analyses, refine their budgeting and financial plan, and obtain access to capital.

(1 cohort of 15 business owners)

Investment Value (Per program): \$20,000 (different amounts accepted)

Benefits (Varies depending on committed amount)

- ❖ Participants' scholarships (\$1,000 per participant)
- ❖ Priority placing of branding
- ❖ Participants listing
- ❖ Opportunity to help develop curriculum
- ❖ Opportunity to facilitate a session
- ❖ Recognition on marketing and promotion items

Workforce Development



EL FUTURO

SCHOLARSHIP
PROGRAM

The SACHCC and the SACHCCF prioritizes the development of workforce, leadership, and executives for qualified Latinx professionals across the Sacramento region.

El Futuro Scholarship Program since its inception has awarded over \$600,000 in scholarships to students and professionals pursuing their education and vocational goals. For the last three years, forty (\$1,000) scholarships have been awarded to Hispanic students across the Sacramento region to attend colleges and universities across the United States.

Each year, one applicant, who shows exceptional scholastic, leadership, and community involvement is chosen for receive the Mayor Joe Serna, Jr. Scholarship to complete a graduate degree or leadership program.

Criterion and application guidelines are announced at the end of March.

Investment Value: Varies

Benefits (Varies depending on committed amount)

- ❖ Recognition on marketing and promotion items
- ❖ Invitation to Scholarship Event

Workforce Development



SACRAMENTO HISPANIC ECONOMIC PROSPERITY REPORT

To be released by September 2021

Hispanics make up Sacramento's largest and fastest-growing racial and ethnic group, and their economic well-being will propel the long-term economic success of our city. To address the lack of economic data available on the Hispanic community and to establish a baseline to gauge change over time, the SACHCC is dedicated to complete independent, trusted, and actionable research to drive a comprehensive strategy for economic prosperity. Your contribution to our research efforts can help underwrite the first edition of our report: Sacramento Regional Hispanic Economic Report.

All Report Sponsors will receive the following core benefits (additional benefits are level specific):

- ❖ Recognition (with priority placement) in report and all marketing materials
- ❖ Early access to digital and printed copies of the report
- ❖ Recognition in SACHCCF's Annual Report as a Research Sponsor
- ❖ Access to VIP Release: Sept. 2021)

| Benefits | SPONSORSHIP LEVELS | | | | |
|---|------------------------|----------------------|-----------------|-------------------|-------------------|
| | Presenting \$20,000 | Platinum \$10,000 | Gold \$7,500 | Silver \$5,000 | Bronze \$3,000 |
| Title Sponsorship – “Presented by” | No | No | No | No | No |
| All-access passes to attend a report launch event | 20 | 10 | 8 | 6 | 4 |
| State of Hispanics Sponsorship | Gold | Silver | Bronze | General | No |
| Membership Benefits | Oro | Plata | Bronze | Primero | No |

Sacramento Hispanic Chamber of Commerce Political Action Committee



The Sacramento Hispanic Chamber of Commerce Political Action Committee (SHCC PAC) provides an opportunity for Chamber members and supporters to play an active role in shaping the future of our region. The SHCC PAC serves as an advocate for the interests of businesses, both large and small. The SHCC PAC strengthens our commitment to provide effective governmental advocacy on behalf of the Hispanic business community to promote the interests of the small and ethnic business community toward the overall economic development of the region.

Your contribution to the SHCC PAC helps elect candidates who support the Sacramento Hispanic Chamber of Commerce's legislative agenda and will work to make Sacramento a better place in which to do business. Members receive recognition at Chamber events and updates on the PAC's progress throughout the year.

\$300 contribution to participate, separate from chamber membership investment.

Contact SACHCCPAC@sachcc.org for more information and contribution forms.



CONTACT

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