

PARTNERSHIP PROGRAM



2022



## 50 Years of Advocacy, Impact, and Community!

As the Sacramento Hispanic Chamber of Commerce (SAHCC) celebrates our 50th anniversary, it is appropriate to recount our history and celebrate the work our organization continues lead to foster economic growth for Hispanics across the Sacramento region.

2022 will be a productive year at the SACHCC. I confidently assure you that our membership, chamber and foundation boards, and team continue to be committed to deliver on our mission, to create tangible impact, and to lead the economic transformation of our region. These are unprecedented times, and together, as a community we must to stay focus, find consensus, be innovative, and to listen and attend their needs.

Our organization's values of integrity, collaboration, diversity, leadership, excellence, passion, and innovation are at the core of the programs, services, and work in our communities. There is a lot of reasons for celebration; however, our work is far from over. Advocating for economic prosperity of our members, and everyone in Sacramento is a responsibility that I, and everyone at the SACHCC, take seriously.

I invite you to join us in the economic transformation of our region.

Onward,



Cathy Rodriguez Aguirre  
President & CEO

# 2021 Impact Report

- Membership** 520 Members
- Events**
  - 3 Signature Events (Hybrid)
  - 36 Juntos with Cathy (Facebook Live)
  - 18 Buenos Dias (Virtual Networking Event)
  - 20+ Partnered Events
- Media Reach**
  - 150+ Media placements
  - 60,000,000+ Audience reached
- Acceso Sacramento** \$46,000+ in direct support grants to small businesses
- Emprende Sacramento**
  - 38 Small business graduates
  - 57 Hours of capacity training
- LevelUp Sacramento** 13 Small business graduates
- 1:1 Consulting**
  - 283 Consulting hours
  - 52 Small Businesses
  - 800+ Hours of outreach
- Promotor de Negocios**
  - 406 Businesses reached
  - 30 Temperature scanners delivered
- El Futuro Scholarship Program**
  - 7 Scholarships
  - \$11,500 Awarded
- Economic Report** [Inaugural Hispanic Economic Report](#)



# 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 develop and sustain programs and services that foster business and inclusive economic development across the Greater Sacramento Region.  
(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.*

# 2022 State of Hispanics

March 25, 2022 (Hybrid)

Participate in a high-level discussion on the economic, demographic, and business trends within the Hispanic community across the Sacramento Region. This event will be fitted to health guidelines.

## SPONSORSHIP LEVELS

Benefits	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	Name Only	Name Only
Opportunity to add digital promo items	Yes	Yes	Yes	Yes	Yes	No
Opportunity to include a :30 secs commercial	Yes	Yes	Yes	Yes	No	No
Opportunity to include representative to program	Yes	Yes	Yes	No	No	No
Opportunity to host a regional gathering	Yes	Yes	Yes	Yes	No	No
Access to regional gathering	Yes	Yes	Yes	Yes	Yes	Yes

# 50th Anniversary Celebration



**September 8, 2022 (In-Person)**

The official Golden Anniversary Celebration of the Sacramento Hispanic Chamber of Commerce at the Golden1 Center.

*\*Additional benefits may become available and offered*

## SPONSORSHIP LEVELS

Benefits	Title	Platinum	Gold	Silver	Bronze	General
	\$50,000	\$25,000	\$10,000	\$5,000	\$3,500	\$1,500
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	Name Only	Name Only
Opportunity to add promo items	Yes	Yes	Yes	Yes	Yes	No
Opportunity to include a :30 secs commercial	Yes	Yes	Yes	Yes	No	No
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 Tickets	32	24	16	12	10	8
Access to VIP event	Yes	Yes	Yes	Yes	No	No

# 8th Annual Estrella Awards

**December 9, 2022 (In-Person)**

Support our Estrella Awards to recognize the outstanding achievements and accomplishments of the Latina leaders across 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	Name Only	Name Only
Opportunity to add digital promo items	Yes	Yes	Yes	Yes	Yes	No
Opportunity to include a :30 secs commercial (if televised)	Yes	Yes	Yes	Yes	No	No
Opportunity to include representative to program	Yes	Yes	Yes	No	No	No
Opportunity to host production tapings (if televised)	Yes	Yes	Yes	Yes	No	No
Segment Sponsorship	Yes	Yes	Yes	No	No	No
Tickets for Event	16	16	12	8	6	4

## 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 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)

## LEVELUP 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. (In Carlsen Center of Innovation and Entrepreneurship at Sacramento State)

(1 cohort of 15 business owners)

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

### Benefits (Varies depending on committed amount)

- ❖ Participants' scholarships
- ❖ 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, at least 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

# Economic Development



SACRAMENTO

## HISPANIC ECONOMIC PROSPERITY REPORT

*Next edition to be released in September 2023*

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 second edition of our report: Sacramento 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. 2023)

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	Primer	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.

The SHCC PAC is an independent entity and does not coordinate with the SACHCC nor the SACHCCF.

Contact [marcus@californiaclothing.net](mailto:marcus@californiaclothing.net) for more information and contribution forms.



## CONTACT

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President & CEO

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