

Wednesday, September 28, 2016 at Nova Southeastern University

*"...immigrants are almost twice as likely to be
entrepreneurs compared to native-born Americans"
Kauffman Foundation Study*



A Hispanic Unity Production in Partnership with Nova Southeastern University



GET INFORMED • GET CONNECTED • GET INSPIRED

This event showcases the diverse array of businesses that contribute to South Florida's economy.

GET INFORMED: Learn from business experts what it takes to make it as a business owner today.

GET CONNECTED: Meet successful business owners who provide guidance and inspiration.

GET INSPIRED: Network with many like-minded professionals.

It is a must-attend event!

Event Information

Audience: Established and emerging new business owners, Fortune 500 companies, successful entrepreneurs, subject matter experts, governmental agencies, chambers of commerce, small business experts and small business resources, educational institutions, marketing gurus, media, and more. Anticipate **300-400 attendees** based on the attendance from the past four years.

When: Wednesday, **September 28**, 2016

Location: **Nova Southeastern University**
Carl DeSantis Building | 3301 College Avenue | Fort Lauderdale, FL 33314
FREE Parking

Ticket Price: Complimentary Sponsored Admission

Registration: Online- Available on May 15, 2016

Agenda:

7:00am-8:00am	Registration
7:30am-8:00am	Coffee Break/Sales Institute
8:00am-9:30am	Breakfast/Keynote and American Dreamer Awards & Conversation
9:30am-9:45am	Coffee Break/Exhibit Hall
9:45am-10:45am	Workshop 1 Workshop 2 Workshop 3
10:45am-11:00am	Coffee Break/Exhibit Hall
11:00am-12:00pm	Workshop 4 Workshop 5 Workshop 6
12:00pm-1:00pm	Exhibitor Showcase/Snacks

Contact: For more information on sponsorships contact:
Josie Bacallao | 954-683-2028 | JBacallao@HispanicUnity.org

Sponsorship Opportunities

Presenting Sponsor	\$15,000
Breakfast/Keynote	\$10,000
American Dreamer Awards	\$10,000
Registration Sponsor	\$5,000
Event Bag Sponsor	\$5,000
Venue Parking Sponsor	\$5,000
Coffee Break Sponsor (AM) ¹	\$5,000
Coffee Break Sponsor /Mid-Morning ²	\$2,500
Coffee Break Sponsor (PM) ³	\$2,500
Coffee Break/Snack Sponsor	\$5,000
Workshop Sponsors (12 available/2 per workshop)	\$2,500
Workshop 1: Leadership: Developing an Entrepreneurial Mindset	
Workshop 2: Capital: How to Fund Your Success	
Workshop 3: Marketing: Small Business Social Media Toolkit	
Workshop 4: Sales: Closing the Sale	
Workshop 5: Import/Export (In Spanish): What to do in an Upside Down Market	
Workshop 6: Government/Corporate Contracting: A How To Workshop	
Table Sponsorships (8 available)	\$1,000
Exhibit Space	\$300

*The following marketing and social media benefits **will be part of all sponsorship packages.***

Marketing/Social Media Benefits:

- Recognition as a Sponsor will be noted on all event and fundraising marketing collateral *website, flyers, press releases, posters, social media, etc.*
- Placement of business logo on email blasts sent out for two months prior to event to 7,000
- Recognition as a Sponsor on Social Media marketing content (Facebook, Twitter, LinkedIn) *Customized to the sponsorship level*
- Placement of business logo on HUF's event website with link to Sponsor's website
- Company logo on event giveaways/opportunity to include business giveaway in event bag *Customized to the sponsorship level*
- Full Day E-Summit passes *Customized to the sponsorship level*

¹ 7:30AM to 8:00AM

² 9:30am- 9:45am

³ 10:45AM to 11:00AM

Please find below the benefits associated with the specific sponsorship levels.

Presenting Sponsor **\$15,000**

- This level recognizes sponsor as the **Presenting Sponsor** for the E-Summit and as a year-long **Annual Corporate Partner** of Hispanic Unity
- **Sponsor Logo incorporated** into the E-Summit logo on all marketing materials
- **Sponsor quote** on HUF press releases and identified for potential media coverage interview
- **Sponsor will be one of three logos** included on purchased media
- **Recognition of Sponsor** at the Breakfast Session
- **Sponsor will Welcome Attendees** to the 5th Summit during the Breakfast
- All onsite signage including multiple **18 x 24 posters** will have presenting sponsor's logo. For example: *E-Summit (Logo) presented by Sponsor Logo.*
- **Exhibitor 6' Table** available at venue
- Opportunity to provide **branded giveaways** to attendees**
- Ten seats for Breakfast/American Dreamer Awards & Conversation
- Ten Full Day E-Summit passes

Breakfast/Keynote Sponsor **\$10,000**

- This level recognizes sponsor as a year-long **Annual Corporate Partner** of Hispanic Unity.
- **Sponsor Logo incorporated** on all marketing materials
- **Recognized as the Breakfast/Keynote Sponsor** and introduced at the opening session
- **Sponsor will introduce** Keynote Speaker
- All onsite signage including multiple **18 x 24 posters** will have sponsor's logo.
- **Exhibitor 6' Table** available at venue
- Opportunity to provide **branded giveaways** to attendees**
- Ten seats for Breakfast/American Dreamer Awards & Conversation
- Ten Full Day E-Summit passes

American Dreamer Awards Sponsor **\$10,000**

- This level recognizes sponsor as a year-long **Annual Corporate Partner** of Hispanic Unity
- **Sponsor logo incorporated** on all marketing materials
- **Recognized as American Dreamer Awards Sponsor** and introduced at the opening session
- **Sponsor will introduce** American Dreamer Award recipients
- All onsite signage including multiple **18 x 24 posters** will have sponsor's logo.

- **Exhibitor 6' Table** available at venue
- Opportunity to provide **branded giveaways** to attendees **
- Ten seats for Breakfast/American Dreamer Awards & Conversation
- Ten Full Day E-Summit passes

Registration Sponsor

\$5,000

- Sponsor logo on the **Registration Page of HUF's E-Summit's event website** highlighting Sponsor as the Registration sponsor with link to Sponsor's website.
- **On site event branding:** 18" x 24" color poster displayed at Registration with sponsor logo
- **Exhibitor 6' Table** at the venue
- Opportunity to provide **branded giveaways** to attendees**
- Five seats for Breakfast/American Dreamer Awards & Conversation
- Five Full Day E-Summit passes

Event Bag Sponsor

\$5,000

- Sponsor logo on the **Event Bag** to be distributed to 300-400 attendees
(NOTE: Logos of all major event sponsors will be included on the bag as well)
- **On site event branding:** 18" x 24" color poster displayed at Registration with sponsor logo
- **Exhibitor 6' Table** at the event venue
- Opportunity to provide **branded giveaways** to attendees**
- Five seats for Breakfast/American Dreamer Awards & Conversation
- Five Full Day E-Summit passes

Venue Parking

\$5,000

- Sponsor logo on the **Registration Page of HUF's E-Summit's event website** highlighting Sponsor as the **Parking Sponsor** with link to Sponsor's website.
- **On site event branding:** 18" x 24" color poster displayed at Registration with sponsor logo
(along with the Registration sponsor logo)
- **Exhibitor 6' Table** at the venue
- Opportunity to provide **branded giveaways** to attendees**
- Five seats for Breakfast/American Dreamer Awards & Conversation
- Five Full Day E-Summit passes

Coffee Sponsor (AM) – 30 minutes

\$5,000

- **Substantial on-site event branding:** Multiple 18"x24" color posters with sponsor logo
- **Exhibitor 6' Table** during trade show. See last page for more details.
- Opportunity to provide **branded giveaways** to attendees**
- Five Full Day E-Summit passes

Coffee Sponsor (9.30am & 10.45am) - 15 minutes

\$2,500

- **Substantial on site event branding:** Multiple 18" x 24" color posters with sponsor logo
- **Exhibitor 6' Table** during trade show. See last page for more details.
- Opportunity to provide **branded giveaways** to attendees**
- Five Full Day E-Summit passes

Snack Sponsor (PM) – 30 minutes

\$5,000

- **Substantial on-site event branding:** Multiple 18"x24" color posters with sponsor logo
- **Exhibitor 6' Table** during trade show. See last page for more details.
- Opportunity to provide **branded giveaways** to attendees**
- Five Full Day E-Summit passes

Workshop Sponsor (12 available, 2 per workshop)

\$2,500

- Sponsor may either Welcome attendees to the Workshop or Introduce Speakers
- **On-site event branding:** 18"x24" color poster displayed at Workshop with sponsor logo
- **Exhibitor 6' Table** during trade show. See last page for more details.
- Two Full Day E-Summit passes

American Dreamer Breakfast Table Sponsor (8 available)

\$1,000

- **On-site event branding:** 18"x24" color poster outside breakfast area with sponsor logo
- **Exhibitor 6' Table** during trade show. See last page for more details.
- Two Full Day E-Summit passes

***Deadline for submitting promotional items to HUF Marketing Manager is September 15 and is subject to Hispanic Unity's approval.*

Total Cost of \$ _____ Sponsorship entitles _____ to all the
benefits mentioned above. Sponsorship Payment due: _____ 2016

AGREED TO:

Josie Bacallao

President/ CEO Hispanic Unity of Florida

Date: _____

Payment address:

Hispanic Unity of Florida

5840 Johnson Street, Hollywood, Florida 33021

FAX 954.964.8646

Signature of Authorized Representative

Name _____

Title _____

Address _____

City/State/Zip _____

Telephone _____

E-Mail _____

Date _____

Thank you for your support!

SPONSOR: Marketing Contact & Social Media Information (Please Complete)

Name: _____

Facebook: _____

Title: _____

Twitter: _____

Email: _____

LinkedIn: _____

Phone: _____

Other: _____

Our Marketing Manager will contact you to request necessary logos/other marketing support.

Contact Information

Project Lead: Josie Bacallao

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Logistics: Shani Wilson

swilson@hispanicunity.org

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Media/Marketing:

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Direct: 954.342.0404, Cell: 954.552.8926

HUF's Social Media: Let's Connect!



facebook.com/hispanicunity



twitter.com/HispanicUnity
(@HispanicUnity)



linkedin.com/company/hispanic-unity-of-florida

www.HispanicUnity.org