

On November 18-19, 2011 the Latino Business Alliance, MERIT, and the Chemeketa Center for Business & Industry will celebrate the Second Annual Expo Negocio and Global Entrepreneurship Week! We will recognize the contributions Latinos have made to our economy and explore best practices to help Latino entrepreneurs prosper through keynote speakers, small business workshops, food demonstrations from local restaurants, exhibitors, and networking.



Where: Chemeketa Center for Business & Industry  
626 Hight Street NE, Salem, OR 97301

## We invite you to be a part of Expo Negocio's mission to:

- Unite and strengthen the Latino business community
- Contribute to a stronger Oregon economy
- Create awareness of the positive economic impact of the Latino business community
- Connect the general business community with the Latino business community

## By supporting our activities to:

- 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 Hispanic leaders, business owners, and community members
- Reach out to the Hispanic community, the largest and fastest growing ethnic minority in Oregon
- Show support of the Hispanic community and their contributions to Oregon
- Latinos represent over \$4.5 billion in purchasing power in Oregon and \$881 million in the Salem MSA
- Latino-owned firms are the fastest growing sector of the U.S. economy



## Sponsorship Opportunities

### Platinum \$4,000:

- Advertised as an event sponsor on all press releases
- Logo placement on all promotional materials
- Company logo with link on event landing page
- Logo placement on event online registration page
- Advertised as an event sponsor on a minimum of 2 event e-blasts
- Opportunity to give brief presentation at luncheon (5 minutes)
- Company video played at event
- Verbal recognition as PLATINUM sponsor at start and conclusion of luncheon
- Placement of sponsor promotional items at each table
- Logo placement as PLATINUM sponsor on front page of event program
- Logo placement on video screen with event logo (optional)
- One table for luncheon (8 chairs) (table tent with company name)
- One exhibit table at event

### Gold \$2,000:

- Listed as GOLD Sponsor on promotional materials
- Company logo with link listed as GOLD sponsor on event landing page
- Listed as GOLD sponsor on a minimum of 2 event e-blasts
- Logo placement as GOLD sponsor on event on-line registration page
- Logo placement as GOLD sponsor on event program
- Verbal recognition as GOLD sponsor at start of luncheon (screen ad shot)
- 1/2 table for luncheon (4 chairs) (table tent with company name)
- One exhibit table at event

## Sponsorship Opportunities

### Silver \$1,000:

- Logo listed as SILVER sponsor on promotional materials
- Company logo on event landing page
- Logo placement as SILVER sponsor in event program
- Verbal recognition as SILVER sponsor at start of luncheon
- 2 chairs for luncheon
- One exhibit table at event

### Bronze \$500:

- Company name listed as BRONZE sponsor on promotional materials
- Company name on event landing page
- Logo placement as BRONZE sponsor in event program
- One exhibit table at event

### Community \$150:

- Listed in event program as a Community sponsor
  - One exhibit table at event **(25% discount is available to Latino Business Alliance Members, MERIT clients and nonprofits.** For information on how to become an LBA member, contact Lucy Escobar 971-218-0807)

## For more information contact:

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