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Magnify Your Impact Through GPHCC Events

January 2024



GREATER PHILADELPHIA
HISPANIC CHAMBER
OF COMMERCE

Let's Knock It Out of The Park in 2024!

I want to invite you to take advantage of a great opportunity.

There are approximately 12,000 Latino-owned businesses in Philadelphia, and as many as 23,000 in the region[1]. By sponsoring cornerstone events and programs at the Greater Philadelphia Chamber of Commerce, you can gain exclusive access to these businesses, enhancing your company's visibility, exposure, and impact within the Philadelphia Latino business community while connecting with a diverse array of local Latino enterprises.

Let us tailor our sponsorships to match your initiatives, ensuring alignment with your distinctive marketing and business objectives. Let us help you engage in a powerful branding and networking opportunity; help you make direct interactions with fellow members and solidify your position as a community leader.

GPHCC is experiencing significant growth, expanding its events and programs while connecting with a growing community of Hispanic entrepreneurs. Let us assist you in leveraging this growth at a pivotal point for our expanding community of Latino small businesses.

Please review the events contained in this brochure, select one that best suits your business and marketing goals, and simply reach out to a member of my team who can help you every step of the way.

We look forward to our partnership in 2024.

Let's make 2024 a great year for business!



Jennifer Rodriguez, MCP
President & CEO

[1] A program geared toward Latino business owners proves entrepreneurship is not a 'do-it-yourself project' (inquirer.com)





GPHCC Annual Meeting 2023

Why Sponsor a GPHCC Event?

Latinos are a powerful economic catalyst, propelling growth and innovation in the economy. Our entrepreneurial drive and increasing purchasing power contribute to job creation, business expansion, and investment opportunities.

Tap into a thriving market:

- There are around 12,000 Latino-owned businesses in Philadelphia, and 23,000 in the region
- Of the 12 states with at least 1 million Hispanics, the Latino population grew the fastest in Pennsylvania in the last decade.[1]

Gain profile within the growing market of Latino entrepreneurs

- Show up for the Latino community – show your solid commitment to their success
- Link and network with Latino business owners, creating or increasing your profile in the community.

What's the Difference Between Signature and Mission Events?

Signature events are great for companies that want to brand to a larger audience. These large events garner the full force of GHPCC marketing to a wide audience for extensive exposure.

Mission events best suit companies that want to target a particular audience or activity: restaurants, for example, or networking events between companies – where the marketing is less broad but more laser-focused and specific.

How to Take Advantage of Our Sponsorship Opportunities.

Contact Paul Wheatley – pwheatley@philahispanicchamber.org or 215.845.5456 to set up a call to go over your requirements.

[1] Statistics on Pennsylvania's Latino communities reveal both good and bad news | Social Views - pennlive.com – Joyce M Davis, Published: Sep. 27, 2023, 1:23 p.m



GPHCC Annual Meeting 2023

Signature events are great for companies that want to brand to a larger audience.

Signature & Mission Events

B2B Latino Mixer	Feb	Sep	Dine Latino Restaurant Week (Hispanic Heritage Month)
GPHCC Annual Meeting	Mar		Dine Latino Chef's Tastings No. 3
Dine Latino Restaurant Week (Spring)	Apr	Oct	Legislative Luncheon
Dine Latino Chef's Tasting No. 1			MED Week Mixer
Spring Mixer	May		State of Hispanic Business Forum
Closing the Gap Conference	Jun		
Dine Latino Chef's Tastings No. 2	Jul	Nov	Dine Latino Chef's Tastings No. 4
B2B Latino Mixer	Aug	Dec	Excelencia in Business Awards Fundraiser

Signature Events

GPHCC Annual Meeting

The event brings together executives, officials, business owners, and civic leaders in the Latino community to connect and socialize. It provides an overview of the Chamber's previous year's performance and its upcoming plans.

Closing the Gap Conference

The conference offers Chamber members and program alumni a platform to connect with industry executives, professionals, and subject matter experts. It provides opportunities for Latinos in growing sectors and industries, and helps local businesses overcome challenges and gaps.

State of Hispanic Business Forum

The forum educates members, partners, policymakers, and the business community about the trends and challenges facing Hispanic-owned businesses. Experts provide insights and research on best practices, investments, and solutions for the Latino business community.

	Lead	Gold	Silver	Bronze	Session
	\$15,000	\$7,500	\$5,000	\$2,500	\$2,500
Small Business Member Discount			\$2,500	\$1,250	\$1,250
"Presented by..." (Industry Exclusive)					
Dedicated Sponsor Eblast					
Ad in Exito Business Journal	Half Page				
Display Promotional video					
Speaking Opportunity					at Session
Logo on Promotional Materials					
Pre/Post Social Media Mentions					
Post Event Outreach to attendees					
Ad in Event Program Book	Full Page	Full Page	Half	Half	
Stage Signage (Digital/Banner)					at Session
Admission Tickets	6	4	4	2	2
Logo on Event Landing Page					
Exhibit Table (Giveaways)					



Excelencia in Hispanic Business Awards

The Excelencia in Hispanic Business Awards Reception is a holiday fundraiser which benefits the various core programs that provide critical support to Latino-owned businesses throughout the region. The reception attracts attendees from across all industry sectors to ring in the season and to celebrate the accomplishments of the Excelencia in Hispanic Business Awardees.

	Platinum	Gold	Silver	Bronze	Swag Bag
	\$30,000	\$15,000	\$7,500	\$5,000	\$2,500
Industry Exclusive					
Sponsor Profile, GPHCC Newsletter					
Display Promotional Video					
Table Top Signage					
Logo on Step & Repeat					
Content in Exito Business Journal					
Remarks					
Stage Mention					
Logo on Entrance Display					
Logo on Stage Display					
Pre/Post Social Mentions					
Ad in Exito Business Journal	Full Page	Full Page	Half Page	Half Page	
Giveaways					
Logo on Landing Page					
Post Event Thank You E-Blast					
Tickets	8	6	6	4	1
Tickets, Gifted to Entrepreneurs	20	15	10	5	1



Accelerate Business Mixer 2023

**Mission events best suit companies
that want to target a particular
audience or activity.**



Casa Mexico Chef's Tasting 2023

Dine Latino Experiences

Restaurant Week (Spring & Fall)

Restaurant Week presents an opportunity for brands to align with the celebration of Latin American cuisine. Sponsors will be featured in promotional materials, social media campaigns, providing exposure to a diverse audience. Two editions will take place: Spring and Fall (Hispanic Heritage Month).

Chef's Tastings

Held several times per year, our Chef's Tastings are experiences that connect your brand with the region's Hispanic culinary excellence while supporting the growth of food entrepreneurs. These events are designed to engage with discerning audiences, and to create lasting impressions.

	Restaurant Week (Each)			Chef Tasting (Each)	
	Lead	Gold	Silver	Lead	Gold
	\$7,500	\$4,000	\$2,500	\$3,500	\$2,000
Small Business Member Discount		\$2,000	\$1,250		\$1,000
"Presented by" (Industry Exclusive)					
Dedicated Sponsor Eblast					
Chef's Tasting Admission Tickets	6	4	2	4	2
Logo on Promotional Materials					
Pre/Post Social Media Mentions					
Post Event Outreach to attendees					
Logo on Event Landing Page					
Giveaways					
Speaking Opportunity					



Legislative Luncheon 2023

Mission Events, Continued

Mixers & Networking Events

Our networking events and member orientations offer entrepreneurs a platform to connect, establish relationships, and explore potential collaborations. They facilitate knowledge sharing, business development, and provide opportunities for mentorship and support, contributing to our members' growth and success.

Legislative Luncheon

This event brings together lawmakers, business leaders, and entrepreneurs to discuss important legislative issues and their impact on Latino-owned businesses. The luncheon aims to foster collaboration and drive positive change by bridging the gap between the public and private sectors.

	Legislative Luncheon			Mixers (Each)	
	Lead	Gold	Silver	Lead	Gold
	\$7,500	\$4,000	\$2,500	\$3,500	\$2,000
Small Business Member Discount			\$1,250	\$1,750	\$750
"Presented by" (Industry Exclusive)					
Dedicated Sponsor Eblast					
Display promotional video					
Speaking Opportunity					
Logo on Promotional Materials					
Pre/Post Social Media Mentions					
Post Event Outreach to attendees					
Logo on Stage Display					
Admission Tickets	6	4	4	6	4
Logo on Event Landing Page					



Rhadi Fernandez, CEO of Fayia and
Accelerate Business Alumn

Our Mission is to Develop, Promote and Advocate for Hispanic Businesses while Encouraging the Advancement and Economic Growth of the Hispanic Community.

More Ways to Engage

Membership

By becoming a GPHCC member, your company supports local Latino businesses while gaining networking and promotional advantages. Your membership is a commitment to community prosperity, fostering connections within our business network, and allows you to connect directly with local Latino businesses and leaders at our events.

Join us in creating economic growth and inclusivity. Your partnership will:

- Empower aspiring entrepreneurs
- Cultivate success stories
- Help create a vibrant, equitable community

Grant Giving

Your grants directly impact Latino small businesses by funding tailored business courses like 'Camino Al Exito' and 'Build Latino' (in Spanish) provide essential knowledge and tools for success. Our Accelerate Business program offers intensive strategies for larger businesses seeking growth. CHISPA, our series of monthly webinars on pertinent business topics, created by our partners for an audience of GPHCC members.

Your funds will help drive these activities for Latino small businesses in Greater Philadelphia, lifting the local Hispanic community and inspiring further business growth and wealth creation .

Contact Paul Wheatley, Director of Development
pwheatley@philahispanicchamber.org
215.845.5456

About Us

GPHCC is a 501 C3 not-for-profit organization devoted to promoting the advancement, and economic growth of Hispanic businesses in the greater Philadelphia region, with a mission to develop, promote and advocate for Hispanic Businesses while encouraging the advancement and economic growth of the community at large.

Overseen by a Board of 14 industry professionals and a dynamic CEO, the GPHCC team comprises individuals with diverse backgrounds in development, marketing, and public policy. With expertise in event planning, marketing, and relationship management, they conceptualize and execute successful business events and programs.

Get in touch with us now.



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