



# San Francisco Hispanic Chamber of Commerce

Promoting Economic Development

The award winning San Francisco Hispanic Chamber of Commerce (SFHCC) is honored to submit a proposal to secure the infrastructure necessary to impact the Hispanic business community within the San Francisco Bay Area and the core leadership of the five largest Hispanic Chambers of Commerce in California.

The SFHCC is a 501c6 non-profit organization established in 1984 to represent the interests of small and medium sized Hispanic businesses and the Hispanic community as a whole in San Francisco. The mission of the San Francisco Chamber of Commerce is "To promote the economic development of our members and the Hispanic business community in San Francisco and the Greater Bay Area." As such, your active involvement in the Chamber is essential to achieving that mission and will serve as the backbone of our efforts to increase the visibility and influence of the Hispanic business community.

The 2007 programs augment last year's programming with a focus on improving access to procurement opportunities, capital, business development, and web resources for the San Francisco Bay Area Hispanic Community.

## Introduction

Since the spring of 2003, membership has grown from 56 to 500+ members. We currently have member firms that include small, medium and large corporations, and over 2,700+ subscribers to our Friday Report, a weekly electronic newsletter, and a database of over 5500 Bay Area contacts. We are the largest Hispanic Chamber of Commerce in the San Francisco Bay Area with the highest percentage of Hispanic-owned businesses of any Hispanic Chamber in the state of California according to the California Hispanic Chamber of Commerce.

The SFHCC has taken the lead to unify the 16 Bay Area Hispanic Chambers of Commerce to strengthen regional leadership by creating strong strategic alliances and forging joint projects. By identifying and focusing on seven common areas of improvement, the SFHCC and its 16 Bay Area sister chambers are stronger partners for other organizations and corporate America. The SFHCC continues to serve as a leader and catalyst to promote economic development through collaborations with organizations in the Greater San Francisco Bay Area.

The emphasis on collaborations has become necessary since there are over 1.4 million Hispanic residents in the San Francisco Bay Area or 21 percent of the population with 53,153 Hispanic owned businesses. The Hispanic population is the fastest growing demographic in the United States with 31 percent or 11 million Hispanics calling California home. Corporations want Hispanics as consumers, employees to support the Hispanic consumers, and Hispanic vendors to demonstrate their commitment to diversity. The SFCC is committed to responding to this need.

The SFHCC received the "Large Chamber of the Year" and "Website of the Year" awards in 2005 by the California Hispanic Chambers of Commerce to be added to the "Small Chamber of the Year" and "Chamber Executive of the Year" awards in 2004.

The SFHCC continues to serve as a catalyst by working with the four largest Hispanic Chambers of Commerce in the state of California to identify and implement best practices. The four chambers include Sacramento, Fresno, Orange County, and San Diego.

### 2006 Executive Board

**President**  
**Fernando Rivera**  
Latino Agency

**Vice-President**  
**Miguel Galarza**  
Yerba Buena Engineering &  
Construction

**2nd Vice-President**  
**Rodolfo Ayala-Grosso**  
Intremant

**Secretary**  
**Chief Lorrie Kalos**  
San Francisco Fire Department

**Parliamentarian**  
**Rick Gomez**  
fona Systems Integration

**Treasurer**  
**Reynaldo E. Arellano, CPA**

### 2006 General Board

Richard Chacon  
*Union Bank of California*

Flor Emert  
*Emert Campos Enterprise*

Rorbert Hernandez  
*Amigo Realty*

Janet Ruiz  
*Fireman's Fund*

### Advisory Board

Carlos Ausejo, EA

Eddie Dominguez

Janine Firpo  
*Hewlett Packard*

Magdalen Mui  
*Wells Fargo Bank*

Steve Machado  
*PG&E*

Joe Partida  
*Partida & Associates*

Richard Soyombo  
*CITD*

Dee Dee Towery  
*Proactive Business Solutions*

**Legal Counsel**  
Alina Laguna Esq

**Executive Director**  
Richard Ventura

*"Promoting Economic  
Development"*

## Member Benefits

The Chamber is here to enthusiastically promote your business and membership gives you access to all these SFHCC benefits and more! Our goals are to encourage business opportunities for your firm and to be your voice in San Francisco political and economic settings.

All Chamber programs, events and activities are designed to support your business endeavors and as a valuable addition to achieving success and prosperity. Being a member of the San Francisco Hispanic Chamber of Commerce is the best way to meet other dynamic business professionals and to build relationships important to growing and sustaining your firm. Membership fees and sponsorship packages are detailed in the Membership Application to help you decide how to best be involved with the Chamber. Thank you for your thoughtful consideration and please direct any questions about the SFHCC to Richard Ventura, Executive Director, at (415) 278-9611, or via email at [richard@sfhcc.com](mailto:richard@sfhcc.com).

### Small Business Membership

For our small business member firms, the Chamber provides exclusive forums to promote your company to other businesses and to our corporate members. Small business member benefits include:

- Listing in the SFHCC online and printed Membership Directory
- Access to advertising opportunities in the SFHCC Directory, Website, and Friday Report
- Access to discounted Small Business Sponsorships of programs to increase your companies visibility
- Access to local media introductions and advertising opportunities
- Access to printing news articles and press releases in the Friday Report with 2700+ readership
- Access to programs promoting economic development in the areas of procurement, access to capital, and housing/ commercial real estate
- Access to Small Business Administration Programs at no cost
- Complimentary entrance to Business Mixers with pre-registration
- Direct assistance in the areas of Marketing, Taxation and Small Business Loans provided with the tactical support of the San Francisco Small Business Development Center (SBDC).
- Discount program with Office Depot, Southwest Airlines, Cartwright Hotel, Pan Pacific Hotel, BookIt!, Hostito Web Hosting, and others.
- Free 4 week subscription of San Francisco Business Times
- Free issues of Hispanic Business Magazine
- Free issues of California Advantage by the California Hispanic Chambers of Commerce
- Influence on public policy through chamber and community support through the SFHCC Government Affairs Committee and San Francisco Small Business Commission
- Membership to the California Hispanic Chambers of Commerce and the United States Hispanic Chamber of Commerce

### Corporate Membership

For our corporate members, the Chamber offers unparalleled access to the Hispanic business community of the Greater San Francisco area. Additional benefits for corporate members include:

- Ability to print additional articles in Friday Report at any time
- Quarterly Featured Corporation placement in Friday Report with logo and hyperlink to any destination of your choice
- Ability to print article quarterly in Friday Report on the front page with reach of over 2700 subscribers
- Complimentary entrance to Business Mixers with pre-registration for all employees
- Listing of multiple branch locations in the SFHCC online and printed Membership Directory
- Assistance with supplier diversity programs, hiring, and marketing & outreach

## 2007 Programs & Sponsorship Opportunities

The SFHCC introduces the 2007 programs and the sponsorship opportunities for each program. Highlights for each program are provided for each along with target dates. Sponsorships can be chosen for specific programs or can be totaled and placed under the Platinum Angel and Gold sponsorship levels.

### 360 Degrees of Financial Literacy

Date/Time/Location: Thu. May 8, 5:30 to 7:30 p.m., Small Business Administration  
Thu. Aug 14, 5:30 to 7:30 p.m., Small Business Administration  
Thu. Nov 13, 5:30 to 7:30 p.m., Small Business Administration

Organizers: SFHCC, California Society of Certified Accountants, Latino Business Professionals

#### Summary:

When you get down to it, achieving your financial goals is all about creating a plan and sticking to it. Without goals and a specific plan to meet them, we drift along and leave our future to chance. As the saying goes, "Most people don't plan to fail; they just fail to plan." For this reason, the San Francisco Hispanic Chamber of Commerce (SFHCC), the California Society of Certified Public Accountants, and the Latino Business Professionals will conduct a special seminar to help improve Californians' financial literacy. This workshop is not a sales seminar but an educational seminar to provide individuals with new life skills. This workshop will provide tips on how to better manage your money, improve savings and investment strategies and save on taxes. This program will serve as the overview program and will also include a presentation and dynamic Q&A that participants walk away from with valuable information that meets their specific financial needs and helps them to build financial security. Each Overview Program will be followed by 3 monthly workshops at the Beginner, Intermediate, and Advanced levels.

#### Overview Agenda:

5:30 PM Registration  
5:50 PM Welcome  
6:00 PM Presentation by Reynaldo E. Arellano, CPA

- Set Goals, Use a Budget
- Control Credit Cards
- Tips for Saving and Investing
- Understanding Retirement Accounts
- Preparing for College Funding
- Protecting Your Family with Life Insurance
- Understanding Health Insurance
- Property Insurance
- Disaster Preparedness
- Tax Planning

7:00 PM Q&A Session  
7:30 PM End of Program

Participant Registration: Free of charge.

#### Sponsorship Package:

\$ 2,500 per program, \$30,000 for the 12 month series

- Top billing in all publicity as provider of refreshments.
- 1 table for display area
- Opportunity to speak 5 minutes during introductions and introduce speaker
- Prominent display of logo on invitations, in print advertisements, on weekly email reminders beginning one month before the event, on seminar signage in registration area and at workshop
- Website acknowledgement on SFHCC and LBP web pages with Logo and URL link– 4 weeks prior to event until event date

## Business Mixers

Date/Time/Location: Thu. Feb. 8, 6:00p to 8:30p, Catch, with American Jewish Com.  
Thu. Apr. 12, 6:00p to 8:30p, with Ibero-American Consulates  
Thu. Jun. 14, 5:30p to 7:30p, Hyatt Regency Embarcadero, with SF Chamber of Commerce  
Thu. Aug. 9, 6:00p to 8:30p, JW Marriott, with Latino Professional Groups  
Thu. Oct. 12, 6:00p to 8:30p, Spectrum Federal Credit Union – Downtown Branch  
Thu. Dec. 7, 6:00p to 8:30p, Medjool

### Summary:

SFHCC members generally meet on the 2nd Thursday of every other month from 6:00 PM to 8:30 PM. Networking mixers enable corporate representatives to interact directly with members in an informal setting. Attendance ranges from 80 to 150. Food, beverages, drawings, silent auctions, networking and great exposure for the Host Business. Enjoy lively conversation, mix and mingle, build new contacts and get re-acquainted with old ones at some of San Francisco's most popular evening hot spots. People are more likely to do business with and refer to someone they know!

### Sponsorship Package:

\$ 2,500 per mixer, \$15,000 for all business mixers

- Top billing in all publicity
- 1 table for display area
- Opportunity to speak 5 minutes during announcements
- Prominent display of logo on invitations, in print advertisements, on weekly email reminders beginning one month before the event, on event signage in registration area and at workshop
- Company banner placed at event
- Website acknowledgement on SFHCC website with Logo and URL link– 4 weeks prior to event until event date

## Creating Wealth Through Homeownership

Date/Time/ Location: Sat. Sep. 16, 2007, 10:00 a.m. to 5:00 p.m., Location TBA  
Organizers: SFHCC, Chicana/Latina Foundation, National Association of Real Estate Professionals, San Mateo County Hispanic Chamber of Commerce, National Latino Housing and Community Development Corporation  
Media Partners: Telemundo T48/NBC11, Comcast, El Mensajero  
Expected Attendance: 1,000  
Target Audience: Spanish and English Speaking Hispanic First-time Homebuyers  
Event: Creating Wealth Through Homeownership Fair  
Organizers: Chicana/Latina Foundation, National Association of Real Estate Professionals: NAHREP of San Francisco, And NAHREP of Silicon Valley, San Francisco Hispanic Chamber of Commerce, and San Mateo County Hispanic Chamber of Commerce  
Media Partners: Telemundo T48/NBC11, Comcast, El Mensajero  
Attendance: 200  
Target Audience: Spanish and English Speaking Hispanic First-time Homebuyers and Existing Homeowners

### Background:

Why is this necessary? According to the latest census figures, Hispanics have the lowest home ownership rate in the United States. In 2004 only 47% owned their own home compared to 68% of the population at large. According to the most recent U.S. Census, Latino homeownership in the Bay Area is growing at nearly twice the rate of non-Latinos. There are 1.4 million Latino residents in the Bay Area representing 21 percent of the total population. This home-buying segment is expected to generate more than 30,000 property transactions over the next year.

A recent survey found that the number one barrier to owning a home among the nation's Hispanic population is lack of their comfort and knowledge about the process itself. Latinos want to be homeowners, but don't feel that owning a home is possible mainly because they don't understand the dynamics of the mortgage lending process. The second leading cause (also at 13 percent) was lack of a down payment followed by lack of affordable housing (11 percent) and language (10 percent). Other factors include difficulties in saving for the down payment, and the inability to find a trustworthy advisor.

This Program will address the needs of the local community by promoting their knowledge of the steps to successful Homeownership and wealth creation through homeownership in English and Spanish Language Classes

#### Summary:

The Chicana/Latina Foundation, the San Francisco Hispanic Chamber of Commerce (SFHCC), the San Mateo County Hispanic Chamber of Commerce (SMCHCC), and the National Association of Hispanic Real Estate Professionals: NAHREP of San Francisco and NAHREP of Silicon Valle will host the Creating Wealth Through Homeownership Fair specifically targeted toward First-Time and Existing- Homeowners. The Expo will include educational presentations from sponsors and an expo featuring various trustworthy service providers. Presentations will be offered in English and Spanish and cover various topics related to successful home ownership.

This program is different from other similar programs in that a unique collaboration of community partners with like interests have forged a program to benefit the community at large.

The mission of the Creating Wealth Through Homeownership Fairs is to educate the community in how to create wealth through Homeownership, by facilitating the technical information and industry contacts needed to understand the economics of homeownership.

This event continues to demonstrate the value of community partners. This expo will bring together trustworthy advisors and Hispanic real estate buyers to continue the education process.

#### Agenda:

The information is provided through a series of 10 educational 20 minutes seminars dictated in English and Spanish. These seminars run concurrently every 30 minutes permitting the participants to elect the seminars of their choice.

The seminars are:

1. The Advantages of Homeownership
2. Establishing a Viable Financial Identity
3. Choosing the Right Mortgage/Real Estate Professional
4. The Successful Homeownership Experience
5. Leveraging Your Home Into Wealth

Participant Registration: Free of charge.

#### Sponsorship Packages:

Gold \$10,000

- Top billing in all publicity. Special mention in radio and TV announcements.
- 2 tables for exhibit area
- Opportunity to speak 5 minutes during one agenda item and introduce speaker
- Company representative to be presented with special recognition in day of event's program
- Prominent display of logo on invitations, in print advertisements, on weekly email reminders beginning one month before the event, on conference signage in registration area and exhibit area
- Website acknowledgement on SFHCC and CLF web pages with Logo and URL link– prior to event and six months after
- Corporate Membership to the SFHCC (\$2500 value – benefits include ability to print article quarterly in Friday Report on the front page with reach of over 2000 subscribers, ability to print additional articles in Friday Report at any time, quarterly Featured Corporation placement in Friday Report with logo and hyperlink to any destination of your choice, and complimentary entrance to Business Mixers with pre-registration for all employees
- Industry Exclusivity Available: \$25,000

Silver \$5,000

- 1 table for exhibit area
- Prominent display of logo on invitations, in print advertisements, on weekly email reminders beginning one month before the event, on conference signage in registration area and exhibit area
- Website acknowledgement on SFHCC and CLF web pages with Logo and URL link– prior to event and six months after
- Special mention in the day of event’s program

Bronze \$2,500

- 1 table for exhibit area
- Prominent display of logo on invitations, in print advertisements, on weekly email reminders beginning one month before the event, on conference signage in registration area and exhibit area
- Website acknowledgement on SFHCC and CLF web pages with Logo and URL link– prior to event and six months after
- Special mention in the day of event’s program

Exhibitor Packages:

- Rear 9x10 booth - member \$150/ non-member \$300
- Forward 9x10 booth - member \$300/ non-member \$390
- Rear 18x10 booth - member \$275/ non-member \$550
- Forward 18x10 booth - member \$550/ non-member \$690
- Nonprofit rate same as member rate
- Deadline for exhibitors - August 31

## Procurement Matchmaking

Event: Procurement Matchmaking  
Date/Time: Thu. Sep. 27, 2007 10a-4p, Location TBA  
Organizers: SFHCC, Northern California Supplier Development Council  
Expected Attendance: 100  
Summary:

Sponsorship Packages:

Presenting Sponsor \$20,000

- Conference web page placement with Logo and URL link – 3 months before and 6 months after
- Most prominent logo on weekly email reminder – beginning one month before the event, at event, at registration, in event program, on all event signage, on printed and electronic invitations
- Participation in media interviews
- Participation in opening remarks
- Special award presentation to sponsor at event

Platinum \$15,000

- Conference web page placement with Logo and URL link – 3 months before and 6 months after
- Most prominent logo on weekly email reminder – beginning one month before the event, at event, at registration, in event program, on all event signage, on printed and electronic invitations
- Special recognition at event
- Table of 10

Gold \$10,000

- Conference web page placement with Logo and URL link – 3 months before and 6 months after
- Most prominent logo on weekly email reminder – beginning one month before the event, at event, at registration, in event program, on all event signage, on printed and electronic invitations
- Special recognition at event
- Table of 10

Bronze \$5,000

- Conference web page placement with Logo and URL link – 3 months before and 6 months after
- Company name at registration, in event program, in supplement, on weekly email reminder – beginning one month before the event, at registration, in event program, in print advertisements, on invitations
- Special mention during radio and TV public service announcements
- Special recognition at event
- Table of 10

## Latino Business Leadership Awards

Event: Latino Business Leadership Awards  
Date/Time: Fri. Sep. 28, 2007 6:00p- 9:30p, Location TBA  
Organizers: SFHCC, San Francisco Business Times (SFBT)  
Presenting Sponsor: Wells Fargo Bank  
Expected Attendance: 500  
Media Sponsors: Telemundo T48, Comcast, El Mensajero

### Summary:

The Latino Business Leadership Awards highlight increasingly powerful achievements in corporate America, entrepreneurship, philanthropy, healthcare, media, government, and emerging leadership under 40. SFHCC has demonstrated its leadership in connecting the Latino community throughout the Bay Area while focusing on business development, education, and home ownership. SFHCC has become a trusted leader among the Hispanic business community creating strong strategic alliances and forging joint projects.

The Latino community is gaining traction as more collaborations are formed. This emphasis on collaborations has become necessary since there are over 1.4 million Hispanic residents in the San Francisco Bay Area, or 21 percent of the population. The Hispanic population is the fastest growing demographic in the United States with 31 percent or 11 million Hispanics calling California home. Today, more than 1 in 8 people are of Hispanic origin. By 2007, Hispanics will represent 1 in 5 people of the total U.S. population. Also, the U.S. Latino purchasing power is growing at triple the rate of the overall U.S. population. More impressive is that Hispanics contributed 23 percent (\$65 billion) of the nation's total purchasing power of \$284 billion in 2003, while only accounting for 13.8 percent of the total U.S. population.

The economic competition for Hispanic dollars alone will mean a significant shift in the U.S. culture and values as marketing and advertising close in on Hispanic values. The importance of the demographic changes cannot be overemphasized. The implications for language, culture and integration are staggering. America is beginning to accept the fact the U.S. is becoming more Latino. The fact is that the United States can no longer afford to ignore Hispanic citizens.

If there ever was a time to emphasize the contributions of the Hispanics to life in America, it is now. For this reason, SFHCC, Wells Fargo, and SFBT will present an event to acknowledge the most influential Hispanics in the Bay Area. The list and awardees profiles will be part of a supplemental publication by the San Francisco Business Times and will be introduced at the Gala. The list will become the most sought after publication within the Bay Area. The Latino Business Leadership Awards demonstrates the strength of the Hispanic community in the San Francisco Bay Area through the stories of the exemplary leaders in the community. The list of awardees and their profiles will be part of a supplemental publication by SFBT and will be introduced at the Gala. The list will also become part of the SFBT Book of Lists released in December. You will see the 2006 list in the 2006 Book of Lists being released January 2007. "This recognition program long overdue and quickly being established as a significant annual awards program in our business community. This vibrant segment of our community is quickly growing in economic, political, and cultural

impact. As we build leadership in the Latino community, we strengthen the leadership and quality of life for the Bay Area as a whole," said Mary Huss, Publisher of the San Francisco Business Times.

Agenda:

- 6:00 Registration
- 6:30 Dignitary Speeches
- 6:45 Seating for Dinner
- 7:00 President's Welcome/ MC Introduction
- 7:10 Emcee Keynote
- 7:20 Mayor's Welcome
- 7:30 Presenters Remarks
- 7:40 Most Influential Hispanics Honored
- 9:05 Closing

Tickets:

- Individual \$ 200
- Early Bird Individual Special\* \$ 100
- SFHCC Member Price \$ 100
- Nonprofit Individual\*\* \$ 125
- Partnering Organization\*\*\* \$ 125
- Table Sponsor\*\*\* \$2000
- Nonprofit table of 10\*\* \$1250

\* deadline for early bird tickets August 28, 2007

\*\* discount available with 501c3 or 501c6 designation letter

\*\*\* includes prominent display of company name at registration and gala

Sponsorship Packages:

Presenting Sponsor \$20,000

- Conference web page placement with Logo and URL link – 3 months before and 6 months after
- Full-page ad in SF Business Times supplemental (\$6k value)
- Most prominent logo on weekly email reminder – beginning one month before the event, at gala, at registration, in event program, in print advertisements, in supplement, on event bag, on all event signage, on printed and electronic invitations
- Participation in media interviews
- SFHCC Corporate Membership for new members (\$2500 value)
- Participation in opening remarks
- Special mention during radio and TV public service announcements
- Special award presentation to sponsor at event
- 2 tables of 10

Platinum \$15,000

- Conference web page placement with Logo and URL link – 3 months before and 6 months after
- Full-page ad in SF Business Times supplemental (\$6k value)
- Logo placement on weekly email reminder – beginning one month before the event, at gala, at registration, in event program, in print advertisements, in supplement, on event bag, on all event signage, on printed and electronic invitations
- SFHCC Corporate Membership for new members (\$2500 value)
- Special recognition at event
- Table of 10

Gold \$10,000

- Conference web page placement with Logo and URL link – 3 months before and 6 months after
- Company name placement on conference bag
- Half page ad in SF Business Times supplemental (\$4k value)
- Logo placement on weekly email reminder – beginning one month before the event, at gala, at registration, in event program, in print advertisements, in supplement, on event bag, on all event signage, on printed and electronic invitations
- SFHCC Corporate Membership for new members (\$2500 value)
- Special recognition at event
- Table of 10

Bronze \$5,000

- Conference web page placement with Logo and URL link – 3 months before and 6 months after
- Company name at registration, in event program, in supplement, on weekly email reminder – beginning one month before the event, at registration, in event program, in print advertisements, on invitations
- Special mention during radio and TV public service announcements
- Special recognition at event
- Table of 10

Table Sponsor \$2,000

- Table of 10
- Company name at registration and in event program

Notes:

- Save the Date cards going out Mar. 22, 2007
- Sponsorship Deadline Mar. 8, 2007

## Discounted Sponsorship Opportunities

What can the SFHCC do for you? SFHCC can serve as a springboard for your company to penetrate a lucrative yet fragmented market. Access our vast network of members and affiliates:

- Monthly newsletters
- Regular email updates
- Monthly mixers
- Member discount / promotions packages
- Promotional placement in SFHCC published business directory
- Promotional placement in SFHCC website
- 

Event sponsorship exposure:

- Business Mixers with strategic partners
- Small Business Seminars
- High profile and award events such as Telemundo Hispanic Business Salute, Latino Business Leadership Awards, and others

## Strategic Partners

- Arriba Juntos
- Bay Area Hispanic Chambers of Commerce
- California Hispanic Chamber of Commerce
- Chicana Latina Foundation
- Hispanic-Net
- La Raza Lawyers
- Latino Film Festival
- Latino Business Professionals
- Latino Community Foundation
- The Mexican Museum
- Mexican American Political Association
- Mission Language and Vocational School
- National Association of Women Business Owners
- Northern California Supplier Development Council
- National Association of Hispanic Real Estate Professionals
- National Latino Peace Officers Association
- National Society of Hispanic MBA's
- San Francisco Chamber of Commerce
- Small Business Administration
- San Francisco Small Business Commission
- Small Business Development Center
- Society of Hispanic Professional Engineers
- Women's Initiative for Self Employment

The SFHCC also offers two other sponsorship opportunities: Platinum and Gold levels. Both levels are an annual sponsorship. Key advantages to Platinum and Gold Angels:

- Discounted rates for year-round sponsorship as opposed to piece-meal event sponsorship
- Greater access to our membership base and affiliate groups
- Preferred status for key events
- Website, email and directory exposure unavailable through other sponsorship levels

Platinum Angel Sponsorship     \$50,000

SFHCC Membership

- Includes Corporate Membership (\$2500 value)

SFHCC Programs

- Reserved table for 10 at Telemundo Hispanic Business Salute (\$750 value)

Membership Based Marketing

- Prominent logo placement on Friday Report and SFHCC homepage with hyperlinks
- Website advertising, links and dedicated web page
- Inside or Back cover full color ad in printed Membership Directories (Updated electronic Membership Directory, and Latino Business Leadership Awards program)

Business Mixers

- Product placement and distribution at Ambassador's Table at all events

Professional Training and Education

- Dedicated task force to create sponsor-based training and education programs for SFHCC members, affiliate associations and the Hispanic / Latino population at large

Gold Angel Sponsorship            \$25,000

SFHCC Membership

- Includes Corporate Membership (\$2500 value)

SFHCC Programs

- Reserved table for 5 at Telemundo Hispanic Business Salute (\$375 value)

Membership Based Marketing

- Website advertising, links and dedicated web page
- Inside or Back cover full color ad in printed Membership Directory

Business Mixers

- Event advertising and prominent exposure at mixers
- Product placement and distribution at Ambassador's Table at all events

Professional Training and Education

- Possibility for 1 sponsor-based training and education programs for SFHCC members, affiliate associations and the Hispanic / Latino population at large

## San Francisco Hispanic Chamber of Commerce 2007 Sponsorship Order Form

Selection	Program	Date	Sponsorship Level	Amount
	360 Degrees of Financial Literacy	5/8	\$2500	
		8/14	\$2500	
		11/13	\$2500	
		1 cycle (3 programs)	\$7,500	

	Business Mixer	Feb	\$2500	
		Apr	\$2500	
		Jun	\$2500	
		Aug	\$2500	
		Oct	\$2500	
		Dec	\$2500	

	Creating Wealth Through Homeownership	9/16	Exclusive \$20,000	
			Gold \$10,000	
			Bronze \$ 5000	
			Silver \$2500	

	Procurement Matchmaking	9/27	Presenting \$20,000	
			Platinum \$15,000	
			Gold \$10,000	
			Bronze \$5,000	

	Latino Business Leadership Awards	9/28	Presenting \$20,000	
			Platinum \$15,000	
			Gold \$10,000	
			Bronze \$5,000	
			Table \$2,000	

	Platinum Angel Program		\$18,000	
	Gold Angel Program		\$10,000	

**TOTAL**

## San Francisco Hispanic Chamber Of Commerce 2007 Calendar of Events

Dates are subject to change based on partnering organizations requirements. Check [www.sfhcc.com](http://www.sfhcc.com) for most current dates.

Feb 8 – Business Mixer with American Jewish Committee

Feb 8 – UCLA Anderson School of Management for SFHCC Scholarship Awardees

Feb 17 – California Hispanic Chamber of Commerce Regional Meeting, Napa

Mar 16 – Telemundo Hispanic Business Salute

Apr 12 – Business Mixer with IberoAmerican Consuls

May 8 – Financial Literacy Workshop

May 19 - California Hispanic Chamber of Commerce Regional Meeting, San Francisco

Jun 14 – Business Mixer with San Francisco Chamber of Commerce

Jun 15 – Hispanic Youth Symposium

Jul 15 – Staff Match Making Program

Aug 9 – Business Mixer with Latino Associations

Aug 14 – Financial Literacy Workshop

Aug 18 - California Hispanic Chamber of Commerce Regional Meeting, Alameda

Sep 15 – Viva Las Americas at Pier 39

Sep 27 – Procurement Match Match Making

Sep 28 – Latino Business Leadership Awards

Oct 11 – Business Mixer with Golden Gate Business Association

Nov 13 – Financial Literacy Workshop

Nov 17 - California Hispanic Chamber of Commerce Regional Meeting, San Francisco

Dec 6 – Holiday Party