



4 WAYS TO SUPPORT

Hispanic-owned businesses are projected to contribute \$1.9 trillion in economic activity to the U.S. economy by 2023 (Stanford Latino Entrepreneurship Initiative, 2020). This means that supporting Hispanic-owned businesses can have a significant impact on economic growth and job creation. Furthermore, research has shown that companies that are viewed as supportive of diverse communities are more likely to be seen as innovative and trustworthy by consumers (Harvard Business Review, 2019), which can enhance a company's brand reputation and customer loyalty.

Tell your Story

64% of consumers say that shared values are the main reason they have a trusted relationship with a brand (Edelman Trust Barometer, 2021)

Visible in Community

82% of consumers have a more positive image of a company that sponsors events or causes that they care about (Eventbrite, 2018)

Obtain Feedback

77% of consumers say they have chosen, recommended, or paid more for a brand that provides a personalized service or experience (Salesforce, 2021)

Develop Resources

64% of Hispanic entrepreneurs say that a lack of access to capital is a major challenge to starting or growing their business (Stanford Latino Entrepreneurship Initiative, 2020)

Each type of event has its own unique value added benefits.
Inquire: memberservices@gnthcc.org

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