

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)

Inquire: membershipservices@gnthcc.org

Corporate Memberships



Enhanced Directory Listing with logo on Website



Preferential seating or table placement at special events



Exclusive Social Media Newsletter Spotlight

Benefit	Gold Corporate Level \$2,500	Platinum Corporate Level \$5,000
Corporate Representative	1 Representative	2 Representatives
Opportunity to schedule a Ribbon Cutting Ceremony	X	X
Exclusive membership on-boarding visit for team engagement		X
Opportunity to Host One (1) Board of Directors meeting		X
Opportunity to be a featured guest/speaker at GNTGCC Virtual or Live Event	1 Event	2 Events
Opportunity to be a featured guest/speaker at (1) GNTGCC Podcast Chamber Charla		X