



# 2024 Event & Program Prospectus

Our mission at GNTHCC is to connect businesses and create a supportive community while fostering cultural awareness and providing opportunities for growth.



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Thank you to our top sponsors 2023!



*City Bank*



# A Note from our Chair and Director

Members and volunteers of the Greater North Texas Hispanic Chamber of Commerce are thrilled to orchestrate an exceptional year.

Our members are deeply committed to organizing events that go beyond merely affecting our community; they are dedicated to cultivating an environment that nurtures enduring business relationships. By unifying our community and promoting growth, we aim to make a significant impact.

We are uniting individuals who genuinely uphold values such as Integrity, Collaboration, Education, and Servant-Leadership, believing in their power to shape the Hispanic leaders of tomorrow.



**Gilberto Atayde**  
**GNTHCC Director**

GNTHCC Former Board 20-22

As we embark on another exciting year at the Greater North Texas Hispanic Chamber of Commerce, we're reflecting on our rich culture and the incredible journey of the past four years.

Throughout this time, we've had the privilege of selecting exceptional Hispanic individuals who have played pivotal roles in our organization's growth. Their dedication and contributions have been instrumental in our continuous improvement year over year.

Here's to another year of collaboration, growth, and celebrating the achievements of our remarkable members and volunteers!



**Acela Gomez Garrett**  
**GNTHCC Board Chair**

# Signature Event



## GNTHCC 4<sup>th</sup> ANNUAL 5 DE MAYO FIESTA (EXPO)

Recognizing our responsibility to foster resilience and ensure small business owners have access to vital resources, we have developed an Annual Expo, a platform that addresses the current needs of entrepreneurs. Through the collaboration of Sponsors, Members, Ambassadors, Volunteers, and Board Members, this event stands as a beacon of support for local businesses.

Our Annual Expo is not just an event; it's a dynamic marketing force that thrives when passionate individuals come together. Members of GNTHCC enjoy exclusive pricing on vendor spaces and access to special activities, providing them unique opportunities for exposure.

### Why Sponsor Our Annual 5 de Mayo:

For our esteemed Sponsors, we offer direct and extensive exposure. Sponsors can speak at the event, secure a complimentary table, feature their logo in all marketing materials, and receive dedicated social media & Email posts on GNTHCC platforms. Volunteers and Board Members also gain recognition with their logos prominently featured in marketing materials.

Vendors participating in the event benefit from free marketing across our extensive network and get assistance getting permits. Entertainers receive complimentary promotion on various platforms, ensuring a broader audience for their talents.

Our inaugural event in 2021 was a tremendous success, and we are committed to making the Annual Expo an integral part of the 5 de Mayo weekend, an occasion to celebrate community spirit. Our 4<sup>th</sup> Annual event will take place in Flower Mound, Texas, at 1500 Cross Timbers in Parker Square, on **May 4<sup>th</sup> 2024 from 3 pm to 8 pm.**

### Revitalize Local Businesses

By sponsoring our Annual Expo, you become a vital partner in revitalizing local businesses and communities. Your support creates a win-win scenario, driving exposure and opportunities for all involved.

**May 4<sup>th</sup> 3pm-8pm 2024**

**Presenting: \$10,000**

**Platinum: \$5,000**

**Gold: \$2,500**

**Silver: \$1,000**

**Booth: \$150**

**\*In-kind donations accepted**



[More Info](#)

## LA REINA Y REY (SCHOLARSHIP)

**Empower Young Leaders:** Elevate your corporate impact by sponsoring 'La Reina & Rey GNTHCC,' an innovative program empowering young professionals to unleash their creativity for a noble cause. This unique fundraising initiative, hosted by the Greater North Texas Hispanic Chamber of Commerce (GNTHCC), challenges participants to vie for the coveted titles of La Reina or Rey while raising funds for our Annual 5 de Mayo event.

### Why Sponsor Our Scholarship Fundraiser:

- 1. Support Education:** Align your company with a program committed to fostering education. Fifty percent of the proceeds directly contribute to a scholarship for the school of participants' choice, reinforcing your commitment to educational opportunities.
- 2. Youth Leadership Development:** Showcase your dedication to developing young leaders. As a sponsor, you play a pivotal role in helping participants hone their leadership skills as they organize and implement creative fundraising initiatives.
- 3. Corporate Recognition:** Gain prominent visibility by sponsoring a high-profile event that draws attention from young professionals and the broader community. Your company logo will be prominently featured in promotional material, aligning your brand with community engagement and education.
- 4. Fulfillment of Corporate Social Responsibility:** Demonstrate your commitment to corporate social responsibility by supporting a program that actively contributes to local education and community development.

### Empower Next Generation

Join us in empowering the next generation of leaders while reinforcing your company's commitment to community engagement. Sponsor 'La Reina & Rey GNTHCC' and help shape a brighter future for local students.

**May 4<sup>th</sup> 3pm-8pm 2024**

[More Info](#)

## Company Match Sponsorship

\*Any Donations accepted



## POSADAS (HEALTH & WELLNESS FAIR)

At the core of our mission lies a dedication to promoting health and wellness while actively addressing pressing health disparities within the Hispanic community. By strategically focusing on prevalent health concerns such as obesity, type 2 diabetes, cardiovascular disease, liver disease and hepatitis, HIV/AIDS, cancer, mental health, and respiratory diseases, we have successfully implemented a comprehensive approach.

### Why Sponsor Our Health & Wellness Initiatives:

- 1. Impactful Reduction in Health Disparities:** Through strategic awareness campaigns, preventive measures, and enhanced healthcare access, our initiatives have resulted in a significant reduction in health disparities. Sponsorship aligns your brand with tangible positive outcomes in health, making a lasting impact on the lives of individuals within the Hispanic community.
- 2. Empowerment and Informed Decision-Making:** Our initiatives have empowered Hispanics to take charge of their health by promoting health literacy and offering resources for better healthcare access. Sponsoring our programs positions your company as a champion of empowerment, supporting individuals in making informed decisions about their wellbeing.
- 3. Contribution to Equitable Healthcare:** By addressing unique challenges faced by the Hispanic population and ensuring culturally sensitive healthcare, we've played a crucial role in fostering a more equitable healthcare system. Sponsorship demonstrates your commitment to driving positive change, contributing to overall community wellbeing.

### Partnering for a Healthier Future

By aligning your brand with our health and wellness initiatives, you are not just sponsoring programs; you are becoming an essential part of a movement that actively improves health outcomes and promotes overall wellness within the Hispanic community and beyond.

*November 2<sup>nd</sup> 10am 2024*

[More Info](#)

Presenting:



Event: \$2,500

Workshop: \$1,000

Table: \$250

Non-Profit Table: \$150

\*Sponsor Coat/Toy/Food Drive



# Business Leadership Education



## RETIRO GNTHCC (BOARD RETREAT)

Our chamber is at the forefront of fostering leaders who not only excel in their respective fields but are committed to making a positive impact on the community. This program is designed to empower board members with the skills and mindset needed to drive philanthropy, connect with the community, enhance personal branding, and contribute significantly to non-profit endeavors.

### Why Sponsor Our Board Retreat?

1. **Community Impact:** Your sponsorship directly fuels the development of socially conscious leaders who will spearhead community-driven initiatives.
2. **Brand Visibility:** Gain prominent visibility as a supporter of leadership development and community engagement, aligning your brand with social responsibility.
3. **Exclusive Access:** Connect with emerging leaders, establishing relationships that can lead to valuable partnerships and collaborations.
4. **Strategic Philanthropy:** Demonstrate your commitment to community building by supporting a program that imparts essential skills for effective philanthropy.
5. **Tailored Engagement:** Customize your sponsorship to align with your organizational values and goals, from branded materials to direct engagement opportunities.

### Program Highlights:

- **Audience:** Board members and emerging leaders
- **Focus Areas:** Giving back to the community, leveraging connections, PR assistance, non-profit strategy, fundraising, event creation, and personal branding.
- **Delivery:** Engaging workshops, mentorship sessions, and team building events.

### Developing Community Leaders

We believe that investing in community leaders creates a ripple effect of positive change. Your sponsorship not only strengthens our program but also positions your brand as a champion of leadership development and community impact.

*June 2024*

[More Info](#)

**Presenting: \$5,000**

**Workshop: \$2,500**

**Team Building Activity:  
\$1,000**

**Lunch Sponsor: \$500**







## ADELANTE! (SHARK TANK)

We are thrilled to present an exclusive sponsorship opportunity for the upcoming "iAdelante!" Pitch Competition, a dynamic event that puts the spotlight on innovation, resilience, and entrepreneurial brilliance within our GNTHCC community.

### Why Sponsor "iAdelante!"?

1. **Elevate Your Brand:** Align your brand with innovation and entrepreneurship by sponsoring an event that celebrates groundbreaking business concepts and ventures.
2. **Strategic Networking:** Gain exposure to a diverse community of entrepreneurs, venture capitalists, and industry leaders. Forge meaningful connections that can open doors to collaborative ventures and business expansion.
3. **Support Entrepreneurship:** Showcase your commitment to fostering entrepreneurship by supporting a platform that provides valuable insights, mentorship, and resources to aspiring business leaders.
4. **Position Your Organization as a Catalyst:** Be recognized as a catalyst for innovative business growth. Your sponsorship contributes to creating an environment where entrepreneurs thrive and transform their ideas into successful ventures.

### Impact of Sponsorship:

- **Entrepreneurial Growth:** Your sponsorship directly contributes to the growth of local businesses. Entrepreneurs receive valuable feedback, insights, and potential funding, propelling them towards success.
- **Long-Term Relationships:** Build lasting relationships with entrepreneurs, mentors, and collaborators. Your sponsorship extends beyond the event, fostering ongoing support and collaboration.
- **Community Impact:** Be part of a movement that nurtures entrepreneurship and contributes to the economic vitality of our community.

### Help Fund Businesses and Develop Skills

We invite you to join us in making "iAdelante!" an unforgettable celebration of entrepreneurial excellence while participants learn communication and soft skills.

August 27<sup>th</sup> 2024

[More Info](#)

Grant Sponsor: \$10,000

Platinum: \$5,000

Gold: \$2,500

Silver: \$1,000

Booth: \$500



## HISPANIC HERITAGE MONTH (ART SHOW)

We are delighted to present a unique sponsorship opportunity that intertwines art, culture, and community enrichment – our Hispanic Heritage Month Art Exhibition. This event not only serves as a platform for local Hispanic artists to showcase their extraordinary talent but also creates a vibrant space for networking among local entrepreneurs and cultural enthusiasts.

### Why Sponsor the Hispanic Heritage Month Art Exhibition?

- 1. Showcase Your Support for Local Artists:** Demonstrate your commitment to the local arts community by sponsoring an event that provides exposure and essential resources to our talented Hispanic artists.
- 2. Cultural Enrichment:** Align your brand with cultural diversity and community engagement. The event includes cultural performances, art auctions, and a captivating Catrina contest, offering a rich and immersive experience.
- 3. Networking Opportunities:** Connect with local entrepreneurs and business professionals attending the event. Sponsorship provides a unique opportunity to foster relationships within the community and expand your network.
- 4. Community Impact:** Support a cause that enriches the local cultural landscape and promotes the success of Hispanic artists. Your sponsorship contributes to the vitality of our community.

### Networking and Collaboration

Build meaningful connections with local entrepreneurs, artists, and cultural enthusiasts. Your sponsorship extends beyond the event, fostering ongoing collaboration.

*September 24<sup>th</sup> 2024*

[More Info](#)

**Presenting: \$5,000**

**Venue: \$2,500**

**Performance: \$1,000**

**Table: \$250**

**Non-Profit Table: \$150**

*\*In-Kind Sponsorship Available*



# Member Engagement



## CONOCIENDONOS (NETWORKING EVENTS)

Welcome to an exclusive sponsorship opportunity that seamlessly blends cultural richness with practical resources. Our networking events, each with a distinct Hispanic theme, offer a unique platform for local entrepreneurs to connect, celebrate culture, and access vital resources. By sponsoring these events, your brand becomes a catalyst for community growth, cultural enrichment, and business success.

### Why Sponsor Our Networking Events?

1. **Cultural Connection:**
  - **Purpose:** Celebrate and showcase the diverse Hispanic heritage.
  - **Benefits:** Align your brand with cultural diversity, gaining exposure to a vibrant and engaged community.
2. **Resource Access:**
  - **Purpose:** Provide tangible resources that entrepreneurs need.
  - **Benefits:** Position your brand as a supporter of business development, offering practical tools for success.
3. **Community Impact:** Be part of a movement that nurtures entrepreneurship and contributes to the economic vitality of our community.

### Networking and Resource Awareness

By sponsoring our networking events, your brand becomes an integral part of empowering local entrepreneurs, celebrating Hispanic culture, and providing valuable resources for business growth.



Networking occurs 4<sup>th</sup> Thursday of the Month 6pm-9pm

**Annual: \$10,000**  
**Event: \$2,500**  
**Venue: \$1,000**  
**Table: \$250**  
**Non-Profit Table: \$150**  
*\*In-Kind Sponsorship Available*

January	<ul style="list-style-type: none"> <li>• Financial Preparation Resources</li> </ul>
February	<ul style="list-style-type: none"> <li>• Lending Options</li> </ul>
March	<ul style="list-style-type: none"> <li>• Minority Certifications and Gov Bidding Resources</li> </ul>
May	<ul style="list-style-type: none"> <li>• Hiring Employees Resources</li> </ul>
July	<ul style="list-style-type: none"> <li>• Legal Resources</li> </ul>
October	<ul style="list-style-type: none"> <li>• Volunteer Appreciation/Board Swear In</li> </ul>
December	<ul style="list-style-type: none"> <li>• Exit Strategy/Estate Planning</li> </ul>

# Member Engagement



## BIENVENIDOS (QUARTERLY ONBOARDING)

Embark on a journey of strategic empowerment by sponsoring our exclusive Onboarding Events. These events serve as a cornerstone for entrepreneurs seeking not just a business association but a holistic growth experience. By supporting these events, your brand aligns with fostering business development, offering valuable insights, and facilitating strategic connections.

### Why Sponsor Our Onboarding Events?

#### 1. Strategic Growth Focus:

- **Purpose:** Equip entrepreneurs with strategic tools for growth.
- **Benefits:** Position your brand as a partner in strategic empowerment, gain visibility among entrepreneurs seeking growth.

#### 2. Resource Access:

- **Purpose:** Provide practical resources vital for business success.
- **Benefits:** Be recognized as a contributor to entrepreneurs' strategic toolkit, reinforce your commitment to their growth.

### Welcome our Business Community

Sponsoring our Onboarding Events is an investment in the strategic growth and success of local entrepreneurs. Join us in providing practical tools, strategic insights, and fostering connections that empower businesses to thrive.



*Onboarding occurs first Friday of the month at 12pm*

**Annual Presenting:**  
**\$5,000**

**Q1 Sponsor:**

**Q2 Sponsor:**

**Q3 Sponsor:**

**Q4 Sponsor:**

March

• Banking Resource



June

- Supplier Resources
- Workforce Resources
- Business Valuation



September

- Supplier Resources
- Workforce Resources
- Business Valuation



December

- Supplier Resources
- Workforce Resources
- Business Valuation



# Member Engagement



## UNIDOS (QUARTERLY ROUNDTABLES)

Elevate your brand's presence by sponsoring our dynamic and interactive Unidos Round Table Series. These events are not just workshops; they are immersive experiences where entrepreneurs engage in group activities, learn from expert speakers, and build meaningful connections.

### Why Sponsor Our Unidos Round Table Series?

- 1. Interactive Learning Focus:**
  - **Purpose:** Facilitate hands-on learning through group activities and expert-led workshops.
  - **Benefits:** Showcase your brand as a champion of interactive learning, engage with entrepreneurs seeking practical insights.
- 2. Knowledge Exchange Hub:**
  - **Purpose:** Create a platform for entrepreneurs to share experiences and insights.
  - **Benefits:** Be recognized as a supporter of collaborative knowledge exchange, gain visibility among entrepreneurs eager to learn.

### Engage with our Membership

By supporting these events, your brand aligns with fostering collaborative learning, networking, and empowering entrepreneurs.

**Annual Presenting: \$5,000**

**Quarterly Sponsor: \$1,000**

February

- How to Avoid the common pitfalls of a Family Business

May

- Using Technology to Scale your Business

August

- How Gov. Impacts Business

November

- Leveraging Taxes for Business Growth



*Round Tables occur 3<sup>rd</sup> Tuesday of the Month 12pm*



# Branding Opportunities

## CHAMBER CHARLA (PODCAST/VIDEO)

Maximize your brand exposure by sponsoring our highly popular Chamber Charla Video/Podcast Series. As a sponsor, you align your brand with a dynamic platform that reaches over 30,000 monthly viewers organically.

### Why Sponsor Chamber Charla?

1. **Wide Audience Reach:**
  - **Organic Online Presence:** Over 30,000 monthly views across YouTube, Spotify, iTunes, iHeart, and more.
  - **Multilingual Impact:** Video clips can be dubbed in Spanish, expanding your reach to a broader demographic.
2. **Versatile Repurposing:**
  - **Year-Round Visibility:** Repurpose clips from episodes for sustained brand exposure.
  - **Live Video Presence:** Episodes are featured live, creating real-time engagement opportunities.
3. **Engaging Podcast Format:**
  - **Diverse Speakers:** Podcasts feature several speakers, offering a dynamic and informative experience.
  - **Customized Topics:** Work with our board to curate engaging topics that resonate throughout the year.
4. **Yearly Sponsor Recognition:**
  - **Logo Placement:** Yearly sponsors enjoy prominent logo placement on all episodes.
  - **Episode Coverage:** Five episodes are covered with yearly sponsorship, ensuring consistent brand representation.

### Tell Your Story

This series is the ultimate way to connect with diverse audiences, and with the potential to repurpose clips year-round, your brand gains sustained visibility.

*Flex*

More Info

**Annual Presenting:  
\$5,000**

**Episode Sponsor: \$500**



# Branding Opportunities



WWW.GNTHCC.ORG

Elevate your brand's online presence by becoming a sponsor for the Greater North Texas Hispanic Chamber of Commerce website. As a sponsor, your brand gains prominent visibility on a platform that serves as the digital hub for our diverse community.

## Why Sponsor Our Website?

- Digital Hub Exposure:**
  - Centralized Platform:** Benefit from visibility on the primary digital platform for the GNTHCC community.
  - High Traffic:** Our website attracts a high volume of engaged visitors seeking valuable information and resources.
- Dynamic Visibility:**
  - Banner Placement:** Prominently feature your brand with strategically placed banners on our website.
  - Rotating Display:** Enjoy the advantage of a rotating display for increased visibility and brand recall.
- Targeted Audience Reach:**
  - Focused Demographic:** Connect with a targeted audience of local businesses, entrepreneurs, and community members.
  - Community Engagement:** Demonstrate your commitment to the community by supporting a vital online resource.
- Yearly Sponsor Recognition:**
  - Persistent Branding:** Yearly sponsors receive continuous recognition, fostering a lasting connection.
  - Enhanced Presence:** Ensure your logo is prominently displayed on the website throughout the sponsorship period.

## Align Your Resource with our Platform

This sponsorship offers a unique opportunity to connect with a wide audience and showcase your commitment to supporting local businesses.

**Presenting: \$10,000**  
**Resource Sponsor: \$5,000**



[More Info](#)

