



Event Sponsorship Packages

Rochester Hispanic Business Association

**% Roberts Wesleyan College
Attn: Lisa Martinez DeVinney
2301 Westside Drive
Rochester, NY 14624
hola@rochesterhba.org**

www.rochesterhba.org

About RHBA

OUR MISSION is to increase the visibility of Hispanic professionals and business owners in the Rochester area by providing a forum to network and interact with other members of the business community and political leaders. Similarly, to provide the opportunity to learn and stay in touch with our Hispanic heritage and to enjoy other members with a Hispanic cultural background or interest.

FOUNDED IN 1989 to promote the development of Hispanic-owned businesses in the Greater Rochester area.

OUR GOAL is to enhance the economic and educational development of the Hispanic community in Rochester and throughout the United States.

WE PROVIDE regular networking and social opportunities for members, as well as networking for qualified students and job applicants with member businesses and employers.

WE EDUCATE our members, as well as nonmembers, at monthly luncheons, held at Hispanic-run, local restaurants, through guest speakers on a variety of business-friendly topics.

WE CIRCULATE regular announcements and serve as an information resource.

WE ANNUALLY RECOGNIZE a local Hispanic professional, entrepreneur, or executive for his or her achievements and contributions. The Hispanic Business Person of the Year is honored at a luncheon attended by approximately 200 community business and civic leaders.

Your sponsorship furthers our mission and enables us to offer opportunities to meet the needs of Hispanic professionals and business owners.

Rochester Hispanic Business Association is governed by a member-elected board of directors.

EVENTS

Rochester Hispanic Business Association Events provide members with distinctive occasions during which a sense of community is established, and connections made with other members and nonmembers.

Our events play a major role in organizational awareness, and also support approximately 40% of our operating budget each year, which allows us to provide an ever-increasing list of benefits to our members.

Hispanic Business Person of the Year, our Annual Luncheon

Our biggest event of the year, the Hispanic Business Person of the Year Annual Luncheon is an occasion when the local business community gathers to celebrate the achievements of the notable individual recipient of the Hispanic Business Person of the Year Award. Networking opportunities are also enjoyed amongst the honoree, members, nonmembers, and sponsors.

Our 31st Annual luncheon takes place on September 20, 2022, at the Joseph A. Floreano Riverside Convention Center in downtown Rochester.

The Hispanic Business Person of the Year Award recognizes an individual who:

- Has enhanced the Hispanic community with a significant, positive contribution, or
- Has otherwise contributed positively to the economic development and business interests of the Hispanic community in the Greater Rochester area
- Serves as a positive role model and inspires others in the community
- Has contributed to the arts, athletics, business, education, government, humanities, music, philanthropy, science, or social services

Consider participating in our 31st Hispanic Business Person of the Year Annual Luncheon by becoming a sponsor of the event. Sponsorship opportunities are available at all levels. All are welcome to attend!

Fall and spring Networking Events

During these 2-hour events, members and nonmembers from the business community meet, mingle, and develop connections while enjoying refreshments. Host location opportunities and sponsorships are available within the Rochester area, with the option of a brief information-sharing segment by the event host and/or sponsor.

Consider sponsorship of our fall and/or spring Networking Events. All are welcome to attend!

Sponsorship Details

Hispanic Business Person of the Year Annual Luncheon

GOLD SPONSOR	\$2000	(two available)
---------------------	---------------	------------------------

- Table of Ten (10) at the Luncheon on September 20, 2022
- Company representation at the head table
- Verbal Recognition as a Gold Sponsor during the luncheon
- Exhibit Table during the pre-luncheon Reception
- Full-page ad in the program book
- Listed as a Gold Sponsor in all event publicity
- Your business logo with a link to your website on the RHBA website
- Beginning two (2) months prior to the event, four (4) social media posts (Facebook) highlighting your business as a sponsor
- Business name prominently displayed on signage at the event
- A one-year Corporate RHBA membership (valued at \$150)
- 25% discount on additional HBPOY Annual Luncheon tickets purchased

SILVER SPONSOR \$1,500 (six available)

- Five (5) seats at the Luncheon on September 20, 2022
- Verbal Recognition as a Silver Sponsor during the luncheon
- Exhibit Table during the pre-luncheon Reception
- Half-page ad in the program book
- Listed as a Silver Sponsor in all event publicity
- Your business logo with a link to your website on the RHBA website
- Beginning two (2) months prior to the event, two (2) social media posts (Facebook) highlighting your business as a sponsor
- Business name displayed on signage at the event
- A one-year basic RHBA membership for you or one of your associates (valued at \$40)
- 25% discount on additional HBPOY Annual Luncheon tickets purchased

BRONZE SPONSOR \$1000 (ten available)

- Two (2) seats at the Luncheon on September 20, 2022
- Verbal recognition as a Bronze Sponsor during the luncheon
- Exhibit Table during the pre-luncheon Reception
- One-third page ad in the program book
- Listed as a Bronze Sponsor in all event publicity
- Business name displayed on signage at the event

PURCHASE AN AD ONLY IN LUNCHEON PROGRAM

\$250 – full-page, \$150 – half-page, \$100 – one third page

-
- 11:15 – 11:45 am Reception
 - 12:00 – 1:30 pm Luncheon

Fall and spring Networking Events

SPONSOR \$500 (two available for each)

- Complimentary attendance for two (2) at sponsored event
- Verbal recognition as a sponsor during the event
- Listed as a Sponsor in all event publicity
- Beginning one (1) months prior to the event, two (2) social media posts (Facebook) highlighting your business as a sponsor
- Business name displayed on signage at the event