



GREATER PHILADELPHIA  
HISPANIC CHAMBER  
OF COMMERCE

# *Excelencia*

in Hispanic Business Awards Reception

Kick-Off Luncheon: TBD November 2023

Awards Reception: December 6th, 2023

## SPONSORSHIP OPPORTUNITIES

Prepared by :  
GPHCC Events

Updated  
September 2023



GREATER PHILADELPHIA  
**HISPANIC CHAMBER  
OF COMMERCE**



Jennifer Rodriguez, MCP, President & CEO

## MISSION

To Develop, Promote and Advocate for Hispanic Businesses while Encouraging the Advancement and Economic Growth of the Hispanic Community.

GPHCC is a 501 C3 not-for-profit organization devoted to promoting the advancement and economic growth of Hispanic businesses and professionals in the greater Philadelphia region. We accomplish this through educational programs, services and special events.

We serve a diverse membership, consisting of Latino entrepreneurs, professionals, corporations and government—with the overriding goal of helping these critical constituencies capitalize on the many opportunities their diversity, enhanced by our Latino multicultural mix, offers.



# ABOUT OUR EVENTS

## Signature & Mission Events

GPHCC implements a number of programs, initiatives and events that support our mission of building community through business. As a not-for-profit organization, GPHCC does much of its work through the generosity of its members and business partners. We rely on your support to execute our program of work.

GPHCC events and programs provide a variety of powerful platforms for branding, networking and direct engagement with members that helps position your company as a leader in the Philadelphia Latino business community. GPHCC events and programs are available for sponsorship customization and unique tailoring to compliment your company's initiatives and to address your marketing and business needs.



Councilwoman María Quinones-Sánchez at Excelencia Awards

# WHY CHOOSE US?

## The Benefits

By supporting GPHCC, our partners tap into a thriving market, gaining access to a diverse customer base, while demonstrating their commitment to diversity, equity, and inclusion. Sponsoring Hispanic businesses events also strengthens local communities, creates jobs, and contributes to economic growth, generating long-term social and economic impact.

Latinos are a powerful economic catalyst, propelling growth and innovation in the economy. Our entrepreneurial drive and increasing purchasing power contribute to job creation, business expansion, and investment opportunities. Latinos enhance market dynamics, fuel economic competitiveness, and promote inclusive prosperity, making them vital drivers of economic growth at the local, regional, and national level.



Mayor Jim Kenney at Annual Fundraiser



**Excelencia in Hispanic Business Awards Reception Fundraiser**

Our holiday fundraiser benefits the various core programs that provide critical support to Latino-owned businesses throughout the region. The awards reception attracts attendees from across all industry sectors to ring in the season and to celebrate the accomplishments of the Excelencia in Hispanic Business Awardees. In 2023, the event will be preceded by an exclusive kick-off luncheon for awardees, sponsors and stakeholders.

Attendance:  
 Kick-off: 40 guests  
 Awards Reception: 175 guests

*Excelencia*  
 IN HISPANIC BUSINESS



Excelencia in Business Award Recipients

**2022 AWARDEES**

**INNOVATION AWARD**



Victor Tejada  
 Delivery Guys

**BREAKTHROUGH AWARD**



Cristina Martinez  
 Casa Mexico & Philly Barbacoa

**ABOVE & BEYOND AWARD**



Lou Rodriguez  
 Rodriguez Consulting

**STAYING POWER AWARD**



Luis Hincapie  
 Fortaleza



# Fundraiser

## Levels of Support

Excelencia in Hispanic Business Awards Reception  
& Kick-off Luncheon

\$30,000

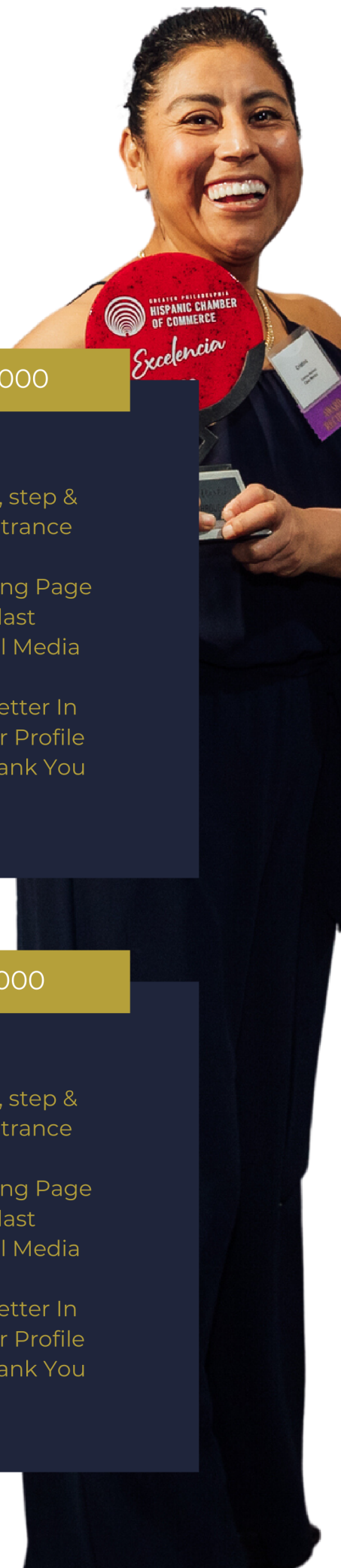
### Platinum (Reception + Kick-off Luncheon)

- Industry Exclusive
- Stage remarks
- Full-Page ad (journal)
- Sponsored content (program book)
- Table Top signage
- Promo Bag giveaways
- 4 Tickets (kick-off)
- 8 Tickets (reception)
- 20 Tickets gifted to entrepreneurs
- Logo on stage, step & repeat, and entrance banner
- Logo on Landing Page
- Pre-Event E-Blast
- Pre/Post Social Media Mentions
- GPHCC Newsletter In Depth Sponsor Profile
- Post-Event Thank You Email Blast

\$15,000

### Gold (Reception + Kick-off Luncheon)

- Up to 4 Sponsors
- Stage remarks as award presenter
- Full-Page ad (journal)
- Sponsored content (journal)
- Promo Bag giveaways
- 2 Tickets (kick-off)
- 6 Tickets (reception)
- 15 Tickets gifted to entrepreneurs
- Logo on stage, step & repeat, and entrance banner
- Logo on Landing Page
- Pre-Event E-Blast
- Pre/Post Social Media Mentions
- GPHCC Newsletter In Depth Sponsor Profile
- Post-Event Thank You Email Blast



# Fundraiser

## Levels of Support

Excelencia in Hispanic Business Awards Reception  
& Kick-off Luncheon

\$7,500

### Silver (Awards Reception Only)

- Stage remarks as award presenter
- Full-Page ad (journal)
- Promo Bag giveaways
- 6 Tickets (reception)
- 2 Tickets (kick-off luncheon)
- 10 Tickets gifted to entrepreneurs
- Logo on stage and entrance banner
- Logo on Landing Page
- Pre-Event E-Blast
- Social Media Mentions
- GPHCC Newsletter (post-event featured content)
- Post-Event Thank You Email Blast

\$5,000

### Bronze (Awards Reception Only)

- Stage mention
- Half-Page ad (journal)
- Promo Bag giveaways
- 4 Tickets (reception)
- 2 Tickets (kick-off luncheon)
- 5 Tickets gifted to entrepreneurs
- Logo on entrance banner
- Logo on Landing Page
- Pre-Event E-Blast
- Post-Event Thank You Email Blast

### Other Opportunities

\$2,000+

- Co-Branded Giveaways (Various Opportunities)
- Journal - Print & Digital (Various Opportunities)

# Journal

## Levels of Support

PHILADELPHIA METRO HISPANIC ENTREPRENEURS

# EXITO

GPHCC ANNUAL REVIEW 2023



## PANADERIA EXITO

RECEIVES TOP  
HONOR FOR  
INNOVATION

## MEET THE TOP BUSINESSES OF 2023

HONORED AT THE  
EXCELENCIA AWARDS

## SUCCESS TIPS

FROM GPHCC'S NETWORK  
OF EXPERTS

ISSUE NO. 1



DECEMBER 2023



GPHCC's end-of-year journal encapsulates the chamber's annual accomplishments, celebrates the successes of Hispanic businesses, and provides valuable insights and resources for entrepreneurs. It also functions as a historical record, while also serving as a fundraising tool through advertising, supporting the Chamber's ongoing mission and initiatives.

## DISTRIBUTION

- Print version distributed (1,000 units) to event attendees and distributed throughout various locations
- Digital version emailed to 5,000 readers
- Downloadable through GPHCC's website (30,000 unique visitors, annually)

### Guest Editor

\$5,000

- Exclusive
- One page dedicated to editorial content relevant to small businesses
- One full-page ad
- 4 Tickets (awards reception)

### Article

\$2,500

- One page dedicated to sponsored content relevant to GPHCC's audience
- 2 Tickets (awards reception)

### JOURNAL BOOK ADVERTISING (IN COLOR)

\$2,000	Full-Page, Premium (Inside front/back cover; back cover)
\$1,000	Full-Page
\$700	Half-Page

**LETTER FROM THE GUEST EDITOR**

Words Sven Bannuscher  
Photography Svenler  
Styling Madi Ross

**YOUR CONTENT HERE**



Now for those of you interested to learn more, please read on. Just take note that the borders between those different types of photography are fluent and may not be as distinct as I describe them here. Nonetheless, I am sure that this article will help you to easily distinguish between them. First of all let me tell you that Fashion Photography and Commercial are usually summarised in the category of Advertising Photography.

While Editorial Photography tends to be a category of its own. The reason being is that both Commercial and Fashion foremost try to sell a certain product, while Editorial Photography is more concerned with a story. Just take note that the borders between those different types of photography are fluent and may not be as distinct as I describe them here.

**EXITO | 102**


**ARTICLE**

28 April, 2022  
123 Anywhere St., Any City

**GROW YOUR BUSINESS**

**YOUR CONTENT HERE**

**YOUR LOSS HERE**



**My Comment**

The story has a very meaningful moral message, especially for the young readers (and initially the author made these short stories for his sons as bed-storytelling). It gives some examples of good and bad things. Although, as far as I am concerned, those examples are a little bit difficult to be understood by children, even too miserable ones, they have happened and still, happen.

**My Favorite Quotation**

"Can happiness wear what sadness and pain have made?" said the king (p. 7)

It seems that the young king had already realized his mistakes, and he knew better that in this world there were not only fine things. And also, it tells us that we cannot sacrifice other people only for our wealth or benefit.

**What is the moral of the story?**

This fairy tale explores several themes, such as individuality, leadership, and compassion through the journey of a young boy who finds out he is heir to the throne. The story fulfills the aim to present stories of "coming of age" and "getting of wisdom."

**GREATER PHOENIX HISPANIC CHAMBER OF COMMERCE**

**Deadline for ads and content for the print version is October 10th.** Ads and content received after October 10th are not guaranteed to be included in the print version of the journal, but will be available in the digital version.

# ORGANIZATION & MANAGEMENT

The management team at the GHPCC is a highly qualified group of professionals with extensive experience. Led by a dynamic CEO, the team comprises individuals with diverse backgrounds in development, marketing, and public policy. With expertise in event planning, marketing, and relationship management, they conceptualize and execute successful business events and programs. Leveraging their extensive network and knowledge of the Philadelphia business community, the team creates engaging experiences that foster connections, promote growth, and provide valuable opportunities for sponsors to thrive.



Paul Wheatley  
Development  
Director



Jennifer Rodriguez  
President & CEO



Javier Suarez  
VP, Strategic  
Partnerships

GET IN  
TOUCH  
WITH US!



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