



FORT WORTH  
HISPANIC CHAMBER  
OF COMMERCE

2019-2020  
Sponsorship and Involvement  
Opportunities Guide

1327 N. Main Street • Fort Worth • Texas • 76164  
817.625.5411 • [fwhcc.org](http://fwhcc.org)



Fostering a vibrant economic environment  
for our members, individuals and the  
greater Fort Worth area

Dear Friends and Fellow Community Members,

We are pleased to present you with the Fort Worth Hispanic Chamber of Commerce (FWHCC) 2019-2020 Sponsorship and Involvement Opportunities Guide. This guide should serve as a point of reference created to assist you with determining and optimizing your investment with our organization for the upcoming year.

In addition to increasing your own visibility, your contribution supports our vision and mission by enhancing our programming. We believe, that together we can build a thriving economic environment by helping Hispanic businesses **start, expand** and **connect** with other businesses, supporting an educated workforce and engaging and serving in our community.

We sincerely appreciate your investment in the Fort Worth Hispanic Chamber of Commerce and look forward to another great year of serving you and our community.

Regards,



John Hernandez  
President/CEO

# **TABLE OF CONTENTS**

## **Start, Expand and Connect**

Building Capacity	3
Signature Events	6
Chamber Programs	10

## **Additional**

Digital Media	11
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**THINK FORWARD.**

# BUILDING CAPACITY

## SEMINARIO PARA NEGOCIOS HISPANOS (SNH)

SNH is a Spanish language business seminar series developed by the FWHCC and La Gran Plaza of Fort Worth to address the need for Spanish speaking entrepreneurs to better understand and navigate the American business environment. Held six times a year for a length of two hours each, topics include but are not limited to: marketing, laws & regulations, finance, banking and technology.

### Premier Presenting Sponsor\* \$6,000

Premier sponsor recognition for 2018 SNH via all channels including: social media, monthly newsletter, webpage and print<sup>2</sup>  
Sponsor mention and recognition at all 2018 seminars  
Opportunity to speak in front of attendees (up to 5 minutes)  
Opportunity to share company materials at all 2018 seminars  
Opportunity to present at 1 seminar of choice  
Access to all attendee registration lists

### Presenting Sponsor\* \$1,200

Opportunity to present and distribute information at one seminar<sup>1</sup>  
Logo included in sponsored seminar marketing efforts including: social media, and print<sup>2</sup>  
Access to attendee registration list after sponsored seminar

\* Premier Sponsorship covers all six seminars & Presenting Sponsorships cover one seminar. Please specify when securing sponsorship.

<sup>1</sup>Dates are available on a first come first served basis for SNH. Presentation must provide value for small businesses and must be approved by FWHCC.

<sup>2</sup>We cannot guarantee sponsor recognition in materials produced by La Gran Plaza but can guarantee sponsor recognition in all materials produced and distributed by the FWHCC.

**BUILD FW**  
**March 7, 2019**  
**October 22, 2019**

Build Fort Worth is a B2B networking event that gives Fort Worth and Tarrant County based businesses (including minority, woman and veteran owned businesses) the opportunity to meet with public and private entities to discover their unique procurement processes, supplier diversity, and the requirements for doing business with each entity in attendance.

**Premier Sponsor\***                      **\$2,500**                      **Reception Sponsor**                      **\$1,000**

Welcome & Closing Remarks  
Premier Sponsor Recognition on FWHCC Social Media & Website (Includes e-newsletter)  
Logo Recognition as premier sponsor in all event  
Promotional material  
One (1) Round Table to facilitate featuring premier Sponsor Company (All Day)  
\*Exhibit Table

\*(16) General Admission Tickets  
\* (2) Chairs per table

Reception sponsor recognition of FWHCC Social Media.

\*Exhibit Table  
  
\*(4) General Admission Tickets  
\*(2) Chairs per table

**Supporting Sponsor**                      **\$1,500**

Supporting sponsor recognition of FWHCC Social  
Host pre-scheduled time of round table  
Media (except e-newsletter)  
\*Exhibit Table

\*(8) General Admission Tickets  
\*(2) Chairs per table

**Exhibitor\***    **\$50**

Able to participate at round table  
Exhibit Table

\*(2) General Admission Tickets  
\*(2) Chairs per table



**BUILD FW**

\*Only one Premier Sponsorship Available for Build FW.

## **WOMEN IN LEADERSHIP (WIL)**

Celebrates and supports women in leadership roles who are trailblazers in their industries.

### **February 14, 2019 - HEALTHCARE**

The first panel will consist of several women who are in healthcare professions.

### **October 10, 2019 – WOMEN CEO'S**

The second panel will highlight women who are top Executives in DFW.

#### **Premier Sponsor\* \$2,500**

Welcome remarks (up to 5 minutes)  
Two VIP tables for 16 guests with signage  
Program recognition as premier sponsor  
Premier sponsor media recognition (includes e-newsletter and social media)  
Photo with speaker  
Premier sponsor recognition on slideshow  
Premier sponsor logo recognition in event social  
Logo recognition as premier sponsor in event social

#### **Supporting Sponsor\* \$1,500**

One table for 8 guests with signage  
Program recognition as supporting sponsor  
Supporting sponsor media recognition (includes e-newsletter and social media)  
Photo with speaker  
Supporting sponsor recognition on slideshow

#### **Table Sponsor\* \$750**

One table for 8 guests with signage  
Table sponsor recognition on slideshow

## **BE Connected**

Building Businesses, supporting Education & connecting our Community.

### **June 6, 2019**

#### **THE BUSINESS OF NON - PROFITS**

Highlighting local non-profits that provide much needed Fort Worth services and resources.

### **September 5, 2019**

#### **THE WORKFORCE OF TOMORROW**

To provide education and tools needed for the Fort Worth's future workforce.

#### **Premier Sponsor\* \$2,500**

Welcome remarks (up to 5 minutes)  
Two VIP tables for 16 guests with signage  
Premier sponsor recognition on slideshow  
Logo recognition as premier sponsor in event promotional material  
Premier sponsor media recognition (includes e-newsletter and social media)  
Photo with speaker

#### **Supporting Sponsor\* \$1,500**

One table for 8 guests with signage  
Supporting sponsor recognition on slideshow  
Supporting sponsor media recognition (includes e-newsletter and social media)  
Photo with speaker

#### **Table Sponsor\* \$750**

One table for 8 guests with signage  
Table sponsor recognition on slideshow

**\*3 Sponsorships available, 1 per event. Please specify when securing sponsorship.**

# SIGNATURE EVENTS

## FIESTA NIGHT AT THE RODEO

*January 25, 2019*

Projecting the image of Fort Worth, from the Vaqueros to the Texas Cowboy with the Southwestern Exposition and Livestock Show, this program attracts more than 600 visitors for dinner, auction, raffle, rodeo and dance.

### **El Jefe Sponsor\* SOLD \$7,500**

Forty Dinner, Rodeo, & Dance tickets  
Reserved premier seating  
Premier sponsor recognition  
Premier sponsor recognition on-stage  
Full-page ad in event program  
Premier sponsor welcome banner (provided by sponsor)  
On-stage mention & remarks (up to 5 minutes)  
Company logo included on photo booth prints  
Six seats in FWHCC Wagon at Stock Show & Rodeo parade

### **Ranchero Sponsor \$1,250**

Six Dinner, Rodeo, & Dance tickets  
Reserved seating  
Sponsor recognition in event program  
Sponsor recognition on-stage slideshow

### **Sombrero Sponsor\* SOLD \$1,500**

Six Dinner, Rodeo, & Dance tickets  
Reserved seating  
Full back page ad in event program  
Sponsor recognition in event program

### **Vaquero Sponsor \$2,500**

Twenty Dinner, Rodeo, & Dance tickets  
Reserved seating  
Sponsor recognition in event program  
Sponsor recognition on-stage slideshow

### **Regalo Sponsor \$1,000**

Four Dinner, Rodeo, & Dance tickets  
Reserved seating  
Sponsor recognition in event program  
Sponsor recognition on-stage slideshow

### **Amigo Sponsor \$2,000**

Ten Dinner, Rodeo, & Dance tickets  
Reserved seating  
Sponsor recognition in event program  
Sponsor recognition on-stage slideshow

### **Small Business Sponsor \$400**

Two Dinner, Rodeo, & Dance tickets  
Sponsor recognition in event program  
Sponsor recognition on-stage slideshow

The Fort Worth Hispanic Chamber of Commerce (**FWHCC**) began in 1973 as the Mexican-American Chamber of Commerce. Its creation was driven by a small group of Fort Worth minority businesses and community leaders who recognized the need for effective representation within the local business community.

The organization was chartered on August 3, 1973 and became the fourth Mexican-American Chamber of Commerce to be established in the State of Texas. By 1982 former Chairman Manuel Lopez III and Abel Sanchez founded Fiesta Night at the Rodeo. It started as a small fundraising event with only 100 attendees and has grown to over 700 in its 36 years.

\*1 El Jefe & 1 Sombrero Sponsorship available for Fiesta Night. Please specify which when securing sponsorship.

# 46<sup>th</sup> Annual American Salute Gala

*May 4, 2019 (over 600 attendees)*

Showcases successes of the previous year, recognizes our members and celebrate those who volunteer their time for the success of our organization and community. At the 45<sup>th</sup> Annual American Salute Gala, we will pay tribute to the past and current military servicemen and women of our community. The awards presented include: Businessman of the Year, Businesswoman of the Year, Community Advocate of the Year, Chairman's Award, and the John V. McMillan Hall of Fame Award.

**General Sponsor\*** **\$15,000**  
Two VIP tables for 20 guests with signage  
Ten valet tickets  
Premier sponsor recognition on FWHCC social media & website  
Premier sponsor recognition on-stage slideshow  
Signage in foyer  
Company logo included on photo booth prints  
On-stage mention  
On-stage remarks (up to 5 minutes)  
Opportunity to present corporate video (3-minute max)  
Color full page ad, company name and logo in event program

**Colonel Sponsor** **\$6,500**  
Two VIP tables for 20 guests with signage  
Ten valet tickets  
Sponsor recognition on FWHCC social media & website  
Sponsor recognition on-stage slideshow  
On-stage mention  
Color 1/2-page ad, company name and logo in event program

**Major Sponsor** **\$5,000**  
One VIP table for 10 guests with signage  
Five valet tickets  
Sponsor recognition on FWHCC website  
Sponsor recognition on-stage slideshow  
On-stage mention  
Color 1/4-page ad, company name, and logo in event program

**Captain Sponsor** **\$2,500**  
One VIP table for 10 guests with signage  
Sponsor recognition on-stage slideshow  
Sponsor recognition on FWHCC website  
On stage mention  
Color 1/4-page ad, company name, and logo in event program

**Table Sponsor** **\$1,500**  
One table for 10 guests with signage  
Sponsor recognition on FWHCC website



**\*1 General Sponsorship is available for the Gala.**

# ANNUAL CLAY SHOOT

*September 27, 2019*

The FWHCC Annual Clay Shoot attracts over 100 shooters by providing them a fun time out of the office to network and make connections while benefiting the non-profit initiatives of the Chamber.

<b>Premier Sponsor</b>	<b>*\$5,000</b>	<b>Silver Sponsor</b>	<b>\$2,000</b>
Event title		One team of four shooters	
Two teams of four shooters		Annie Oakley shootout participation for two shooters	
Annie Oakley shootout participation for both teams		One golf cart	
Two golf carts		One station sponsorship with signage	
Two station sponsorships with signage		Company logo on FWHCC social media	
Company logo on FWHCC social media, website & promotional material		Sponsor recognition on event registration page	
Premier sponsor remarks at reception			
Premier sponsor welcome banner			
<b>Gold Sponsor</b>	<b>\$3,000</b>	<b>Gun Raffle Sponsor</b>	<b>\$2,000</b>
One team of four shooters		One team of four shooters	
Annie Oakley shootout participation for team		Annie Oakley shootout participation for two shooters	
One golf cart		One golf cart	
Two station sponsorship with signage		Direct interaction with shooters (by selling raffle tickets)	
Company logo on FWHCC social media & website		Sponsor recognition on event registration page	
Sponsor recognition on event registration page			
<b>Prize Sponsor</b>	<b>\$2,500</b>	<b>Golf Cart Sponsor</b>	<b>\$1,500</b>
One team of four shooters		One team of four shooters	
Annie Oakley shootout participation for team		Annie Oakley shootout participation for two shooters	
One golf cart		One golf cart	
One station sponsorship with signage		Company name on golf carts	
Sponsor recognition on event registration page		Sponsor recognition on event registration page	
Direct interaction with shooters (by presenting trophies)			
<b>Lunch Sponsor</b>	<b>\$2,500</b>	<b>Bronze Sponsor</b>	<b>\$1,000</b>
One team of four shooters		One team of four shooters	
Annie Oakley shootout participation for team		Annie Oakley shootout participation for two shooters	
One golf cart		One golf cart	
Company name displayed at lunch		One station sponsorship with signage	
Sponsor recognition on event registration page		Sponsor recognition on event registration page	
<b>Reception Sponsor</b>	<b>\$2,500</b>	<b>Station Sponsor</b>	<b>\$350</b>
One team of four shooters		One station sponsorship with signage	
Annie Oakley shootout participation for team		Sponsor recognition on event registration page	
One golf cart			
One station sponsorship with signage			
Welcome remarks			
Sponsor recognition on event registration page			

\*1 Premier Sponsorship is available for the Clay Shoot.

# STATE OF THE CHAMBER

*December 12, 2019*

Members and representatives from our community attend this event to receive an update on the efforts of the past year and get insight from the Chamber leaders on the strategic plan for the upcoming 2020 year.

## Premier Sponsor

**\*\$2,500**

Welcome remarks (up to 5 minutes)  
Two VIP tables for 16 guests with signage  
Premier sponsor recognition on slideshow  
Logo recognition as premier sponsor in event promotional material  
Premier sponsor media recognition (includes e-newsletter and social media)  
Photo with speaker

## Supporting Sponsor

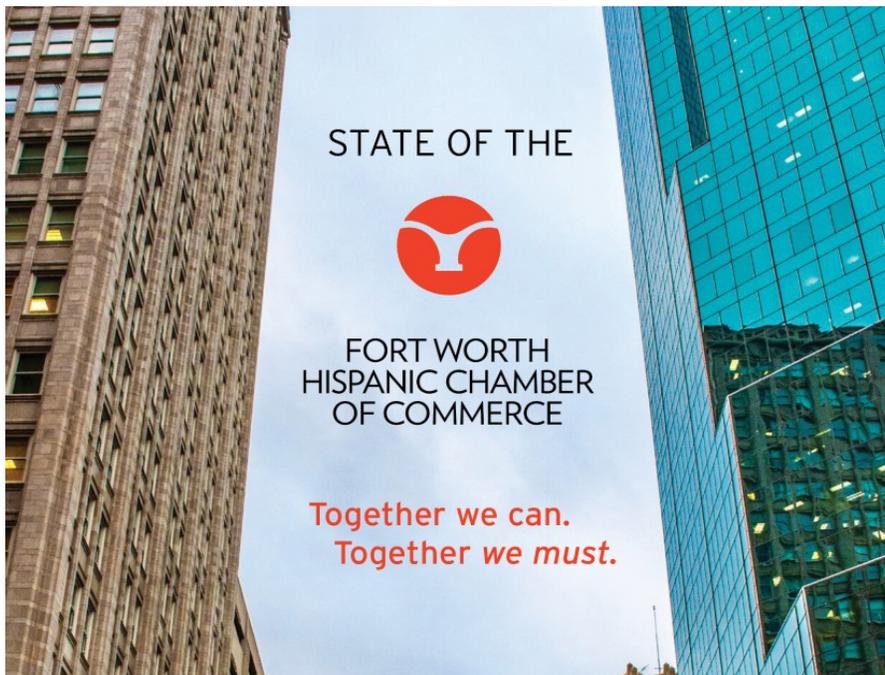
**\$1,500**

One table for 8 guests with signage  
Program recognition as supporting sponsor  
Supporting sponsor media recognition (includes e-newsletter and social media)  
Photo with speaker  
Supporting sponsor recognition on slideshow

## Table Sponsor

**\$750**

One table for 8 guests with signage  
Table sponsor recognition on slideshow



**\*1 Premier Sponsorship is available for State of the Chamber.**

# CHAMBER PROGRAMS

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## **BUSINESS AFTER HOURS (BAH)**

**February 28/April 25/June 20/September 19/November 21**

Our Business After Hours Mixers are informal networking events for members and prospective members alike. We invite our business members to host a mixer as an opportunity to showcase their products, services, and facility. Hosts provide food, beverages, and door prizes, the Chamber will provide social media advertising. These events take place on Thursdays from 5:30 P.M. to 7:30 P.M.

### **Business After Hours Mixer Host (5 available)**

**\$250**

Welcome & closing remarks  
Logo recognition in event promotional material  
Event promotion on FWHCC social media  
Recognition in chamber e-newsletter (*Empresario*)

## **COFFEE WITH THE CHAMBER**

**February 22/March 22/April 19/May 17/June 19/August 23/October 18/November 15/December 6**

Coffee with the Chamber is a morning networking event that provides insight to our local businesses, both large and small, for our members and prospective members alike. By attending, Chamber members have the opportunity to be selected to speak at the next Coffee with the Chamber.

### **Premier (9 available)**

**\$500**

Five minutes to present at each event  
Logo recognition in event promotional material  
Event promotion on FWHCC social media  
Recognition in chamber e-newsletter (*Empresario*)  
\*We give five businesses the opportunity to highlight their business

### **Reception Sponsor (9 available)**

**\$250**

Event promotion on FWHCC social media