



2018

ANNUAL PACKAGE SPONSORSHIP

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ABOUT OUR **FAMILIA**

MISSION STATEMENT

The SHCCNJ is committed to promoting the growth and development for all New Jersey Businesses. Our belief is that business sustainability is accomplished via three principle tenets:

1. Availing our community of substantive business opportunities;
2. Providing education and training to entrepreneurs/business owners; and,
3. Encouraging an open discourse between the public and private sector.



OUR PROPOSAL

The SHCCNJ is committed to working alongside like-minded corporate sponsors seeking to further our mission. Inclusion and sustainable business practices provide the requisite tools for our New Jersey business community to grow. Together, with our various platforms, we can ensure that our communities grow in a real, substantive way.

OBJECTIVES

The Chamber's success is driven by our desire to grow our community as a whole. We accomplish this directive via multiple platforms, all designed to achieving our end goal: a sustainable growth model for all New Jersey businesses.



STATEWIDE HISPANIC CHAMBER
OF COMMERCE OF NEW JERSEY

ENGAGEMENT & REACH

We have worked hard to cultivate relationships with local, state, and national media outlets. We're actively working to increase exposure to better serve our members. In addition, we are expanding our own marketing efforts using a variety of outlets. From FACEBOOK to YOUTUBE, we are committed to communicating with our #familia of members & community wherever they want to have the conversation.

| WEBSITE Traffic | FACEBOOK Average | TWITTER Average | CONTACT Average |
|--------------------------------|---------------------------|------------------------------------|------------------------------------|
| 200,000 visits per month | 11,000 weekly reach | 80,000 impressions per month | 12,000 + individual contacts |

COMCAST
SPOTLIGHT

NJBIZ

ROI
roi-nj.com

NJTV
NEW JERSEY PUBLIC TELEVISION

SHCCNJ and Comcast Spotlight's Media Partnership provides added value to event sponsorship and member engagement. SHCCNJ has partnered with NJ BIZ, ROI-NJ, and NJTV Media to provide diverse content and member/ sponsor engagement.

CORPORATE SUSTAINING PARTNER

CORPORATE SUSTAINING PARTNER

\$5,000 Annually

- Company Name, Zip Code, and Industry will be noted in Member Directory with option to display [Address, Website, E-mail, Social Media Handles].
- Access to SHCCNJ Mobile membership app.
- Ability to post job opportunities.
- Hyperlinked Logo on SHCCNJ website showcasing as Corporate Sustaining Partner.
- Up to 6 e-mail blasts per year to our mailing list of 13,000 (Must fit into SHCCNJ E-mail schedule and must provide to SHCCNJ at least 30-days prior).
- Ability to share coupons with SHCCNJ members via Membership app & Bi-weekly Newsletter.
- Up to 50 individual memberships for your team.
- Member pricing on events, event postings & job postings.
- Opportunity to meet with NJ elected officials and stakeholders.
- Ability to ask the Chamber to support policy or legislation via letters written to state and federal elected officials who have a relationship with the Chamber. These requests will be reviewed on a case-by-case basis.
- Media Exposure: We are interviewed by print and television media outlets throughout the year to discuss the NJ Business climate and we take every opportunity during these interviews to mention a handful of our sponsors.
- A seat on the Senior Executive Corporate Advisory Committee. This committee's objective is to educate and obtain opinions pertaining to Chamber's overall goals.

CORPORATE PARTNER

CORPORATE PARTNER

\$3,000 Annually

- Company Name, Zip Code and Industry will be noted in Member Directory with option to display [Company Name, Address, Website, E-mail, Social Media Handles].
- Access to SHCCNJ Mobile membership app.
- Ability to post job opportunities.
- Hyperlinked Logo on SHCCNJ website showcasing as Corporate Partner.
- Up to 3 e-mail blasts per year to our mailing list of 13,000 (Must fit into SHCCNJ E-mail schedule and must provide to SHCCNJ at least 30-days prior).
- Ability to share coupons with SHCCNJ members via Membership app & Bi-weekly Newsletter.
- Up to 30 individual memberships for your team.
- Member pricing on events, event postings & job postings.
- Opportunity to meet with NJ elected officials and stakeholders.
- Ability to ask the Chamber to support policy or legislation via letters written to state and federal elected officials who have a relationship with the Chamber. These requests will be reviewed on a case-by-case basis.
- Media Exposure: We are interviewed by print and television media outlets throughout the year to discuss the NJ Business climate and we take every opportunity during these interviews to mention a handful of our sponsors.
- A seat on the Senior Executive Corporate Advisory Committee. This committee's objective is to educate and obtain opinions pertaining to Chamber's overall goals.

HETP

SPONSORSHIPS

SEMINAR: 2018 HETP (HISPANIC ENTREPRENEURSHIP TRAINING PROGRAM)



The Hispanic Entrepreneurship Training Program (HETP) has a simple mission; to provide culturally and linguistically appropriate business education and mentorship services for free to Hispanic small business owners and aspiring entrepreneurs. HETP is a major divergence from the typical "small business model" course experience.

Our classes are instructed by bilingual subject-matter experts with real world experience and successful track records in their respective fields. Supplementing the classroom experience, existing business owners will be afforded the opportunity to be assigned a mentor/coach to more effectively implement strategy and cultivate ideas. Corporate sponsors shall also provide workshops designed to further enhance participant awareness of funding opportunities and critical skill sets.



HETP

SPONSORSHIPS

SEMINAR: 2018 HETP (HISPANIC ENTREPRENEURSHIP TRAINING PROGRAM)

VISIONARY SPONSOR \$25,000

- ~ Company logo on bi-weekly SHCCNJ newsletter.
- ~ Exhibit booth at SHCCNJ, expo-style events
- ~ (10) Tickets to Annual Awards Gala & full-page advertisement in event program
- ~ Logo on HETP website with link to company website.
- ~ Logo on all HETP marketing collateral.
- ~ Option to present at a monthly HETP Seminar.
- ~ Option to mentor a HETP company .

PIONEER SPONSOR \$15,000

- ~ Company logo on bi-weekly SHCCNJ newsletter.
- ~ (4) Tickets to Annual Awards Gala + half page advertisement in event program.
- ~ Logo on HETP website with link to company website.
- ~ Logo on all HETP marketing collateral.
- ~ Option to present at a Monthly HETP Seminar.
- ~ Option to mentor a HETP company.



HETP

SPONSORSHIPS

SEMINAR: 2018 HETP (HISPANIC ENTREPRENEURSHIP TRAINING PROGRAM)

INVESTOR SPONSOR \$10,000

- ~ Company logo on bi-weekly SHCCNJ newsletter.
- ~ Exhibit booth at SHCCNJ expo-style events.
- ~ (2) Tickets to Annual Awards Gala & quarter page, advertisement in event program.
- ~ Logo on HETP website with link to company website.
- ~ Logo on all HETP marketing collateral.
- ~ Option to present at a monthly HETP Seminar.
- ~ Option to mentor a HETP company.

MENTOR SPONSOR \$5,000

- ~ Mentor an HETP company.
- ~ Option to present at a monthly HETP Seminar.
- ~ Logo on HETP website with link to company website.
- ~ Logo on all HETP marketing collateral.

SEMINAR SPONSOR \$2,500

- ~ Present at a monthly HETP Seminar.
- ~ Logo on HETP website with link to company website.
- ~ Logo on all HETP marketing collateral.

5TH ANNUAL HEALTH & WELLNESS FAIR & BREAKFAST



Presented by:



Horizon Blue Cross Blue Shield of New Jersey

 **April 27th, 2018**

 **Venue:** The Palisadium, Cliffside Park, NJ

Health and wellness are at the forefront of a sustainable, productive lifestyle. With over one hundred exhibitors from all industries, the Fair provides attendees with invaluable information pertaining to health issues that concern us all. Large corporations, small businesses, restaurants and individual healthcare companies & organizations showcase products and services that can help you achieve optimal health.

Breakfast

Ticket Prices:

Member: \$39

Non-Member: \$49



5TH ANNUAL HEALTH & WELLNESS FAIR & BREAKFAST

| EXHIBIT SPACE | MEMBER | NON-MEMBER (S/W/MBE/Gov't Nonprofit) | NON-MEMBER |
|----------------|--------|---|------------|
| Single Exhibit | \$300 | \$350 | \$400 |
| Prime Location | \$450 | \$500 | \$600 |

Exhibit pricing includes skirted 6-foot long table (one table for single, 2 tables for double), (2) chairs.



GOLD SPONSOR \$5,000

- ✓ Breakfast table of 10.
- ✓ Speaking role at Welcome Ceremony.
- ✓ Prime location, double-sized exhibit booth.
- ✓ Company logo in all advertising for Health & Wellness Fair.
- ✓ Company Logo on SHCCNJ website and social media.
- ✓ Full-page ad in digital event program.
- ✓ Company Logo on "Big Screen" at event.



SILVER SPONSOR \$3,000

- ✓ Breakfast 6 seats.
- ✓ Prime location, double-sized exhibit booth.
- ✓ Company logo on SHCCNJ website and social media.
- ✓ Half-page ad in digital event program.
- ✓ Company logo on "Big Screen" at event.



BRONZE SPONSOR \$2,000

- ✓ Breakfast 4 seats.
- ✓ Prime location, double-sized exhibit booth.
- ✓ Company logo on SHCCNJ website and social media.
- ✓ Quarter-page ad in digital event program.
- ✓ Company logo on "Big Screen" at event.

DIVERSITY EXPO AND BREAKFAST



 **August 17th, 2018**

 **Venue:** Kean University | STEM Building
1000 Morris Ave, Union, NJ 07083

The spice of life is in its variety. Diversity in the workplace opens businesses to new markets with exponential growth potential. The Expo showcases a broad range of businesses with a commitment to diversity. Attendees can expect invaluable information pertaining to how to start a business, grow their existing business or simply how to get more work. The Chamber puts attendees in direct contact with Procurement officers from all levels of business and opens the discourse on how we can all grow as a familia.

Breakfast

Ticket Prices:

Member: \$49

Non-Member: \$64



DIVERSITY EXPO AND BREAKFAST

EXHIBIT OPPORTUNITIES

| EXHIBIT SPACE | MEMBER | NON-MEMBER (S/W/MBE/Gov't Nonprofit) | NON-MEMBER |
|----------------|--------|---|------------|
| Single Exhibit | \$300 | \$150 | \$350 |

Exhibit pricing includes skirted 6-foot long table (one table for single, 2 tables for double), (2) chairs.



GOLD SPONSOR \$5,000

- ✓ Breakfast 10 seats.
- ✓ Prime location, double-sized exhibit booth.
- ✓ Company logo in all advertising for Diversity Expo.
- ✓ Company logo on SHCCNJ website and social media.
- ✓ Full-page ad in event program.
- ✓ Company logo on "Big Screen" at event.



SILVER SPONSOR \$3,000

- ✓ Breakfast 6 seats.
- ✓ Prime location, double-sized exhibit booth.
- ✓ Company logo on event website and social media.
- ✓ Half-page ad in event program.
- ✓ Company logo on "Big Screen" at event.



BRONZE SPONSOR \$2,000

- ✓ Breakfast 4 seats.
- ✓ Prime location, double-sized exhibit booth.
- ✓ Company logo on event website and social media.
- ✓ Quarter-page ad in event program.
- ✓ Company logo on "Big Screen" at event.

ANNUAL CONVENTION



ANNUAL CONVENTION BUSINESS EXPO — 2018 —



October 12th, 2018



Venue: Palisadium

700 Palisadium Dr.

Cliffside Park, NJ 07024

For over 29 years, the Chamber has been committed to diversity and growth for all businesses. The Annual Convention is a showcase of all those who work tirelessly with the Chamber to continue this mission. Over seventy exhibitors, government officials, corporate leaders and diplomats all come together to celebrate business as one familia. Whether you're looking to make new business contacts, explore new opportunities or cultivate new relationships, the Annual Convention has become synonymous with excellence and commitment to the business community.



ANNUAL CONVENTION

EXHIBIT OPPORTUNITIES

| EXHIBIT SPACE | MEMBER | NON-MEMBER (S/W/MBE/Gov't Nonprofit) | NON-MEMBER |
|----------------|--------|---|------------|
| Single Exhibit | \$150 | \$200 | \$300 |
| Prime Location | \$450 | \$500 | \$600 |

Exhibit pricing includes skirted 6-foot long table (one table for single, 2 tables for double), (2) chairs.



GOLD SPONSOR \$5,000

- ✓ Speaking role at Ribbon Cutting Ceremony.
- ✓ Prime location, double-sized exhibit booth.
- ✓ Company logo in all advertising for Convention.
- ✓ Company logo on SHCCNJ Website and social media.
- ✓ Full-page ad in event program.
- ✓ Company logo on "Big Screen" at event.



SILVER SPONSOR \$3,000

- ✓ Prime location, double-sized exhibit booth.
- ✓ Company Logo on event website and social media.
- ✓ Half-page ad in event program.
- ✓ Company logo on "Big Screen" at event.



BRONZE SPONSOR \$2,000

- ✓ Prime location, double-sized exhibit booth.
- ✓ Company logo on event website and social media.
- ✓ Quarter-page ad in event program.
- ✓ Company logo on "Big Screen" at event.

HOSPITALITY FIESTA



 November 13th, 2018

 Venue: Noyes Arts Garage, Atlantic City, NJ

The Hospitality Fiesta & Cocktail runs concurrently with the NJ League Of Municipalities Convention in Atlantic City. It is a showcase for our members in the hospitality and food industries. Attendees include a proverbial A-List of New Jersey's public and private sectors, and affords all attendees a wonderful platform to network in the vibrant galleries of the Noyes Art Garage.

The Annual New Jersey State League Of Municipalities Conference, typically held the third week of November from Tuesday through Thursday, is noted as the largest municipal gathering in the country. Commercial, government and twenty-one associations utilize the forum for networking and displaying the latest products and services for municipal government.



HOSPITALITY FIESTA

OPEN TO THE PUBLIC - FREE

VIP LOUNGE SPONSOR \$5,000

- ~ VIP lounge area with lounge seating to meet and network with clients.
- ~ Exclusive food and beverage station.
- ~ 2 waitstaff.
- ~ Company logo in all advertising for Hospitality Fiesta.
- ~ Formal recognition by Chamber Board Member at the reception.

CO- SPONSOR \$2,500

- ~ Formal recognition by Chamber Board Member at the reception.
- ~ Company logo present in all advertising for Hospitality Fiesta.



AWARDS GALA



 **December 8th, 2018**

 **Venue:** The Legacy Castle, Pompton Plains, NJ

The gala is a who's who of New Jersey's finest in both the public and the private sector. The SHCCNJ presents prestigious awards each year to extraordinary and visionary individuals, as well as corporate and government advocates. The awards are based on those who have contributed to and who have demonstrated exemplary excellence and leadership in their professions.

EARLY BIRD TICKETS PRICE

Ticket Prices:

Member: \$150

Non-Member: \$200



AWARDS GALA



GOLD SPONSOR **\$10,000**

- ✓ Table of (10) in prime location.
- ✓ Present one of the awards.
- ✓ Company logo in all advertising for Gala.
- ✓ Company logo on SHCCNJ website and social media.
- ✓ Premium full-cover page ad in Gala program.
- ✓ Company logo on "Big Screen" at event.



SILVER SPONSOR **\$7,500**

- ✓ Table of (10) in prime location.
- ✓ Company logo on SHCCNJ website and social media.
- ✓ Full-page ad in event program.
- ✓ Company logo on "Big Screen" at event.



BRONZE SPONSOR **\$5,000**

- ✓ (5) Tickets at a prime location table.
- ✓ Company logo on SHCCNJ website and social media.
- ✓ Half-page ad in event program.
- ✓ Company logo on "Big Screen" at event.

GALA PROGRAM SPONSOR **\$3,500**

- ✓ (2) Gala tickets.
- ✓ Company logo in all advertising for Gala.
- ✓ Company logo on SHCCNJ website and social media.
- ✓ Quarter-page ad in Gala program.
- ✓ Company logo on "Big Screen" at event.

AWARDS SPONSOR **\$2,000**

- ✓ (2) Gala tickets.
- ✓ Company logo in all advertising for Gala.
- ✓ Company logo on SHCCNJ website and social media.
- ✓ Company logo on each award page of Gala program.
- ✓ Company logo on "Big Screen" at event.

MONTHLY NETWORKING EVENT

MEETING & NETWORKING THIRD THURSDAY OF EVERY MONTH

SHCCNJ members come together for an evening to meet and network. Collaboration is key to growth, and these events draw between one to two-hundred attendees. SHCCNJ will provide light appetizers, sampling of liquor/beverages, music, microphone, projector and photography for the event.

OPEN TO THE PUBLIC - FREE

GOLD SPONSOR \$5,000 - \$7,000

(Depending on Venue/Food/ Beverage)

- ✓ Company logo in all advertising for Event.
- ✓ 10-minute speaking opportunity at reception.
- ✓ Formal recognition by Chamber Board Member at the reception.
- ✓ Quarter-page ad in Gala program.
- ✓ Additional event customization can be negotiated with Gold Sponsor.

CONTRIBUTOR \$1,000

- ✓ Formal recognition by Chamber Board Member at the reception.
- ✓ Company logo present in all advertising for the event.



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