

19th Annual Hispanic Business® EOY Awards Gala



Take your brand to the next level...
Be a part of the EOY and shake the
hands of 750 of the most powerful,
enterprising, and entrepreneurial
members of the Hispanic community!

November 2009
Los Angeles, CA

“The story of Hispanic entrepreneurship is a dramatic one. Many of the individuals who will be in attendance at the EOY are chronologically related to the pioneers who created the Hispanic enterprise market. So, this story truly is one of a Legacy of Leadership!”

A handwritten signature in black ink, appearing to read "J. Chavarria".

Jesus Chavarria
CEO | Publisher
Hispanic Business Media



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Attended by luminaries from government, business and entertainment, Hispanic Business magazine's EOY awards gala is dedicated to honoring courageous and determined Hispanic entrepreneurs who take the lead in innovation and inspire change. We celebrate those who have made significant contributions to the U.S. Hispanic economy and, in turn, have contributed to the Hispanic community at large.

“Join us for the premier celebration of Hispanic entrepreneurship!”

Who Attends The EOY?

CEO/COO/CFO/CIO/Owner – 47.1%
Partner – 9.6%
Professional – 16.0%
Operating Management – 13.7%
Marketing / Sales Personnel – 9.5%
Accounting Management – 2.1%
Purchasing Management – 2.0%



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Dear Friend of Hispanic Business,

Since its inception 19 years ago, the Hispanic Business magazine EOY Awards Gala has been the premier celebration of the achievements of Hispanic entrepreneurs in America. This November, Hispanic Business will once again honor the accomplishments of these notable men and women of enterprise who have beaten the odds and emerged victorious. This event, featuring some of the most prominent Hispanics in business, government, academia and the arts, will take place this November in Los Angeles.

Sponsoring this event affords you the opportunity to promote your products and services directly to the leaders gathered at Hispanic Business' EOY Awards Gala – the foremost U.S. Hispanic small-to-mid-sized company leaders. It also offers a rare opportunity to get feedback from some of the best minds in business today.

More than 750 leaders, including honorees and alumni of the EOY, will attend the conference for networking, keynote address, open forums, receptions and our preeminent celebration at the gala dinner and awards ceremony.

The attendees comprise an unparalleled, high-caliber community of powerful, decision-making leaders, and we'd like you to be a part of that family, too.

Thank you for your consideration. We hope to see you in Los Angeles!

For more information, please contact us today:

Julie Caligiuri
Event Sales Manager
(305) 852-3255



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About Hispanic Business® magazine and the EOY Awards Gala

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Every year, Hispanic Business magazine celebrates the remarkable achievements of today's leading Hispanic entrepreneurs. In addition to their hard work, they have served as role models for the larger demographic of young Hispanics now in school and soon to enter the workforce.

These men and women personify the progress of Hispanic enterprise in America, and the awards gala will bring life to the astonishing achievements of these leaders and their hard work. It is a celebration of not only growth, but of a legacy of leadership in the Hispanic community.

The Hispanic Business EOY Awards Gala honors eight category finalists including Heavy Industry, Info Business, Latina Entrepreneur, Trade Industry, Social, Green and Rising Star, as well as the overall EOY winner. A lifetime achievement award is another key highlight of the event.

The EOY synposiums gather these men and women together to discuss everything from their largest challenges to their greatest hopes for continued success in the delicate balancing act of family, work and community. To wrap up this exclusive event, honorees and alumni of the Hispanic Business EOY, members of the press and other business luminaries gather for a gala dinner and awards ceremony. It is an event not to be missed!

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Sponsor Tiers

If a sponsor reaches a specific dollar level, they will be awarded the following benefits and recognition as sponsor tier noted below. Also, sponsors are not required to choose from individual premium items listed on the previous page. Sponsors may simply choose to sponsor a tier from below and receive all of these benefits associated within, in addition to being awarded category exclusivity in that particular tier.

TITLE SPONSOR

- 50% discount off full Roundtable and gala registration prices (\$250) for Title sponsor clients, customers, and/or prospects. Maximum = 100
- Ten VIP passes (full-event registrations including gala dinner and awards ceremony) for sponsor clients, customers and/or prospects
- Category exclusivity in sponsor tier
- Company name incorporated into event title on all event collateral
- Opportunity to present the overall EOY Award, including photo op in Hispanic Business Magazine
- Sponsor logo featured on banners on-site as Title Sponsor
- Opportunity to distribute up to three company promotional items in each gift bag distributed to all attendees
- Opportunity to distribute up to three company promotional items in hotel room drop
- One 6x3 table in EOY reception and common areas

SPONSOR INVESTMENT: \$65,000

PRESENTING SPONSOR

- 50% discount off full Roundtable and gala registration prices (\$250) for Presenting sponsor clients, customers, and/or prospects. Maximum = 50
- Six VIP passes (full-event registrations including gala dinner and awards ceremony)
- Opportunity to present EOY category awards (Heavy Industry, Info Business, Latina Entrepreneur, Trade Industry, Social, Green and Rising Star)
- Sponsor logo featured on banners on-site as Presenting Level Sponsor
- Opportunity to distribute up to three company promotional items in each gift bag
- Opportunity to distribute one company promotional item in hotel room drop
- One 6x3 table in EOY reception and common areas

SPONSOR INVESTMENT: \$50,000 OR GREATER

NOTE: Automotive sponsorship is Presenting Sponsor tier only and exclusive to the category with additional opportunity to display two vehicles at reception and gala.



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CORPORATE SPONSOR

- 25% discount off full Roundtable and gala registration prices (\$250) for Corporate sponsor clients, customers, and/or prospects. Maximum = 20
- Four VIP passes (full-event registrations including gala dinner and awards ceremony) for sponsor clients, customers, and/or prospects.
- Sponsor logo featured on banners on-site as Corporate Level Sponsor
- Opportunity to distribute up to three company promotional items in each gift bag
- Opportunity to distribute one company promotional item in hotel room drop
- One 6x3 table in EOY reception and common areas

SPONSOR INVESTMENT: \$25,000 OR GREATER

VIP COCKTAIL RECEPTION

- Exclusive VIP table for ten at the daytime symposium and the awards gala
- Full page ad in program guide
- Opportunity to distribute one promotional item in gift bag
- Promotional Signage at Reception
- One-on-One time with attendees and nominees
- Logo placement on main EOY signage

SPONSOR INVESTMENT: \$15,000

BREAKFAST SPONSOR

Have your company representative introduce the keynote and receive one table of ten at the daytime symposium and your company logo on all promotional pieces (invitations and ads). 5 minutes face-to-face with Breakfast attendees.

- Four VIP passes (full-event registrations including gala dinner and awards ceremony) for sponsor clients, customers, and/or prospects.
- Sponsor logo featured on banners on-site as Breakfast Sponsor
- Opportunity to distribute up to three company promotional items in each gift bag
- Opportunity to distribute one company promotional item in hotel room drop
- One 6x3 table in EOY reception and common areas

SPONSOR INVESTMENT: \$15,000 (1 AVAILABLE)

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LUNCHEON SPONSOR

Have your company representative introduce EOY panel and receive one table of ten at the daytime symposium and your company logo on all promotional pieces (invitations and ads). Face-to-face with Luncheon Attendees.

- Four VIP passes (full-event registrations including gala dinner and awards ceremony) for sponsor clients, customers, and/or prospects.
- Sponsor logo featured on banners on-site as Luncheon Sponsor
- Opportunity to distribute up to three company promotional items in each gift bag
- Opportunity to distribute one company promotional item in hotel room drop
- One 6x3 table in EOY reception and common areas
- 5 Minutes face-to-face time with luncheon attendees

SPONSOR INVESTMENT: \$20,000 (1 AVAILABLE)

EXHIBITING SPONSOR

LEVEL 3 EXHIBITOR PACKAGE: \$8,450.00

- 6' draped table, 4 chairs, and wastebasket
- 10 tickets to attend all day program, including breakfast and lunch
- Full page color ad in EOY 2009 Program Guide
- Full page color ad in California Regional Edition of Hispanic Business Magazine's December 2009 EOY issue
- Hosted table at Awards Dinner including Corporate Identification Sign
- 10 Dinner Tickets at Hosted Dinner Table of Ten (10)

NOTE: \$50 extra charge to hang a banner on wall behind table

LEVEL 2 EXHIBITOR PACKAGE: \$2,895.00

- 6' draped table, 4 chairs, and wastebasket
- 5 tickets to attend all day program, including breakfast and lunch
- Half page color ad in EOY 2009 Program Guide
- Hosted table at Awards Dinner including Corporate Identification Sign
- 5 Dinner Tickets at Hosted Dinner Table of Ten (10)

NOTE: \$50 extra charge to hang a banner on wall behind table

LEVEL 1 EXHIBITOR PACKAGE: \$1,495.00

- 6' draped table, 2 chairs, and wastebasket
- 2 tickets to attend all day program, including breakfast and lunch
- Quarter page color ad in EOY 2009 Program Guide
- 2 Dinner Tickets at Random Dinner Table of Ten (10)

NOTE: \$50 extra charge to hang a banner on wall behind table

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COMMUNITY SPONSOR

- Opportunity to distribute one (1) company promotional item in each gift bag.
- Ten (10) VIP passes (full-event registrations, including gala dinner and awards ceremony) for sponsor clients, customers and/or prospects.
- Corporate logo recognition on all event signage, Hispanic Business magazine and EOY promotions.
- Hispanic Business magazine events official website (sponsors page with linking logo to your company URL).
- Post-event editorial and logo included in full page four-color thank you ad.

SPONSOR INVESTMENT: \$5,000

GALA CORPORATE TABLE

Corporate tables will award sponsors with six full-event registration tickets. The other seats at the table will be reserved for honorees of the EOY and guests. Hispanic Business will work with sponsor to best accommodate the appropriate parties to join the sponsored table. Table tents and signage will be present at the table during the gala dinner and awards ceremony. Sponsors will be thanked in the event program.

SPONSOR INVESTMENT: \$2,500 PER SPONSOR TABLE (5 AVAILABLE)

EACH SPONSOR AT THE HISPANIC BUSINESS EOY DAYTIME EVENT AND AWARDS GALA WILL RECEIVE THE FOLLOWING BENEFITS:

- Corporate logo recognition
- Sponsor recognition in the following far-reaching mediums:
 - Hispanic Business Magazine and EOY promotions
 - Hispanic Business Magazine events official website (sponsor page with linking)
 - One four-color Ad in EOY Program guide
 - Post-Event editorial and logo included in full-page four-color ads post event

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