

SPONSORSHIP LEVELS



SATURDAY, APRIL 27TH
DCU CENTER, WORCESTER

Latin American Business



LAUNCH • GROW • THRIVE

Latin American Business



LAUNCH • GROW • THRIVE



508-373-2042

info@LABOUS.org

33 Highland St, Worcester MA

www.Labous.org



Dear Valued Business Owner and Partner,

We are delighted to extend an invitation to you for the upcoming 7th Latin American Business Expo, proudly presented by the Latin American Business Organization (LABO). This event, a hallmark of our community's entrepreneurial spirit, is scheduled for **Saturday, April 27, 2024, from 12:00 PM to 4:00 PM** at the DCU Center in Worcester, MA. On the Saturday before the Expo, on April 20th, we are excited to host the Concierto de las Américas / VIP Reception at Tuckerman Hall on 10 Tuckerman St in Worcester, MA.

Reflecting on the overwhelming response from last year's Expo, which reached its capacity with 87 participating businesses, we are excited to announce an expansion to accommodate up to 100 vendors this year. This decision was made in response to the high demand and our commitment to providing more businesses the opportunity to participate.

The impact of this Expo on our Latin community is profound and is made possible through the generous support of individuals and corporations like yours. To ensure the event's success and to maximize its benefits, we strive to keep it affordable for businesses while offering FREE admission to the public. This is an excellent opportunity for those interested in doing business with Latin and minority, women-owned businesses in Central Massachusetts.

This year, our business seminar, titled **"Unlocking Growth & Empowering Success,"** aligns seamlessly with our theme **"Launch, Grow, and Thrive."** We are thrilled to host two esteemed business experts who are champions for the Latino and minority entrepreneur and business communities. **Attorney Karyn Sanchez and Supplier Diversity Consultant, Maria Gonzalez.** They will share strategies for business advancement, specifically designed to offer insights into growth and opportunities for these vibrant communities. The agenda promises to be both engaging and informative, and includes:

- **Legal Status for Business: Paving the Way to Funding and Growth**
Learn how legal status for business can unlock funding opportunities and drive growth. Gain insights into the benefits and processes of legal recognition for enhancing business credibility and success.
- **Elevating Business with Supplier Diversity and CommBuys Knowledge**
An insightful exploration of the benefits of supplier diversity certification, along with essential insights into procurement through CommBuys.

We encourage you to review the sponsorship packages attached, also available on our website at www.LABOUS.org, where you can also register as a sponsor or exhibitor.

Should you need further information or are interested in sponsorship, donations, or exhibiting at the event, please feel free to contact me at 508-769-3532. Your participation and support are highly anticipated and greatly appreciated.

A handwritten signature in black ink, appearing to read "Elizabeth Cruz".

Elizabeth Cruz, President

Estimado Empresario y Socio Valioso,

Nos complace enormemente extenderle una invitación para el próximo 7º Expo de Negocios Latinoamericanos, orgullosamente presentado por la Organización de Negocios Latinoamericanos (LABO). Este evento, un distintivo del espíritu emprendedor de nuestra comunidad, está programado para el **sábado 27 de abril de 2024, de 12:00 PM a 4:00 PM** en el DCU Center en Worcester, MA. El sábado antes de la Expo, el 20 de abril, estamos emocionados de organizar el Concierto de las Américas / Recepción VIP en Tuckerman Hall en 10 Tuckerman St en Worcester, MA.

Reflexionando sobre la abrumadora respuesta de la Expo del año pasado, que alcanzó su capacidad con 87 negocios participantes, estamos emocionados de anunciar una expansión para acomodar hasta 100 expositores este año. Esta decisión fue tomada en respuesta a la alta demanda y nuestro compromiso de brindar a más negocios la oportunidad de participar.

El impacto de esta Expo en nuestra comunidad latina es profundo y es posible gracias al generoso apoyo de individuos y corporaciones como la suya. Para asegurar el éxito del evento y maximizar sus beneficios, nos esforzamos por mantenerlo accesible económicamente para los negocios mientras ofrecemos admisión GRATUITA al público. Esta es una excelente oportunidad para aquellos interesados en hacer negocios con empresas latinas y de minorías, propiedad de mujeres, en Massachusetts Central.

Este año, nuestro seminario de negocios, titulado "**Desbloqueando el Crecimiento & Empoderando el Éxito**", se alinea perfectamente con nuestro tema "**Lanzar, Crecer y Prosperar**". Estamos emocionados de ser anfitriones de dos destacados expertos en negocios, campeones de los emprendedores y comunidades de negocios latinos y de minorías: la **abogada Karyn Sánchez y la consultora en Diversidad de Proveedores, María González**. Ellos compartirán estrategias para el avance empresarial, diseñadas específicamente para ofrecer perspectivas sobre el crecimiento y las oportunidades para estas vibrantes comunidades. La agenda promete ser tanto atractiva como informativa, e incluye:

- Estado Legal para Negocios: Abriendo el Camino hacia la Financiación y el Crecimiento
Aprenda cómo el estado legal para negocios puede desbloquear oportunidades de financiamiento e impulsar el crecimiento. Obtenga perspectivas sobre los beneficios y procesos del reconocimiento legal para mejorar la credibilidad y el éxito empresarial.
- Elevando Negocios con Conocimiento de Diversidad de Proveedores y CommBuys
Una exploración perspicaz de los beneficios de la certificación de diversidad de proveedores, junto con conocimientos esenciales sobre adquisiciones a través de CommBuys.

Le animamos a revisar los paquetes de patrocinio disponibles en nuestro sitio web en www.LABOUS.org, donde también puede registrarse como patrocinador o expositor.

Si necesita más información o está interesado en patrocinio, donaciones o exhibir en el evento, no dude en contactarme al 508-769-3532. Su participación y apoyo son muy esperados y enormemente apreciados.



Elizabeth Cruz, President

SPONSORSHIP LEVELS

Latin American Business



LAUNCH • GROW • THRIVE

PRESENTING

- Recognition as PRESENTING Level Sponsor (limited to 1)
- Presented as VIP Reception Lead Sponsor
- Presenting Remarks at VIP Reception
- Prime Logo Presence and Branding on All Event Materials (banner, flyers, posters, program book)
- Logo featured on Front Cover of Program Book
- Full Page Ad (8" X 5") in the Program Book
- Branded Bag for Expo Attendees (company to supply)
- Preferred Choice of Best Exhibitor Booth Space (6 ft. Table with 2 Chairs)
- Special mention in press release, website, newsletter, all social media outlets and on stage
- 4 VIP Reception Tickets

\$5,000

PLATINUM

- Recognition as PLATINUM Level Sponsor
- Presented as VIP Reception Food Sponsor
- VIP Reception Remarks for first 2 Platinum Sponsors
- Prominent Logo Placement and Branding on All Event Materials (flyers, posters, program book)
- Half Page Ad (5" X 3.875") in the Program Book
- Speaking Opportunity at Expo
- Preferred Exhibitor Booth Space (6 ft. Table with 2 Chairs)
- Name and logo listed on website, newsletter and all social media outlets
- Stage mentions
- 2 VIP Reception Tickets

\$2,500

GOLD

- Recognition as GOLD Level Sponsor
- Presented as VIP Reception Sponsor
- Logo Placement and Branding on All Event Materials (flyers, posters, program book)
- Quarter Page Ad (3.875" X 2.375") in Program Book
- Mentions on Stage
- Preferred Exhibitor Booth Space (6 ft. Table with 2 Chairs)
- Name and logo listed on website, newsletter and all social media outlets
- Stage mentions
- 2 VIP Reception Tickets

\$2,000

EXPO MORNING RECEPTION

- Recognition as EXPO RECEPTION Sponsor (limited to 3)
- Speaking Opportunity
- Logo Placement and Branding on All Event Materials (flyers, posters, program book)
- Full Page Ad (8" X 5") in the Program Book
- Stage mentions
- **No** Exhibitor Booth
- Name and logo listed on website, newsletter and all social media outlets
- 2 VIP Reception Tickets

\$1,500

SPONSORSHIP LEVELS

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BUSINESS SEMINAR 1

- Opportunity to address seminar audience
- Logo on Business Seminar Poster
- Logo Placement and Branding on All Event Materials (flyers, posters, program book)
- Half Page Ad (5" X 3.875") in the Program Book
- Stage mentions
- Tabletop pens, note pads, flyer (sponsor provides)
- **No** Exhibitor Booth
- Name and logo listed on website, newsletter and all social media outlets
- Opportunity to host and / or facilitate seminar*
- 2 VIP Reception Tickets

\$1,000

BUSINESS SEMINAR 2

- Opportunity to address seminar audience
- Logo on Business Seminar Poster
- Logo Placement and Branding on All Event Materials (flyers, posters, program book)
- Half Page Ad (5" X 3.875") in the Program Book
- Stage mentions
- Tabletop pens, note pads, flyer (sponsor provides)
- **No** Exhibitor Booth
- Name and logo listed on website, newsletter and all social media outlets
- Opportunity to host and / or facilitate seminar*
- 2 VIP Reception Tickets

\$1,000

VENTURE PITCH

- Recognized as VENTURE PITCH Sponsor (up to 10)
- Speaking Opportunity at Expo
- Logo Placement and Branding on All Event Materials (flyers, posters, program book)
- Full Page Ad (8" X 5") in Program Book
- Stage mentions
- Exhibitor Booth Opportunity (6 ft. Table with 2 Chairs)
- Name and logo listed on website, newsletter and all social media outlets
- 2 VIP Reception Tickets

*see Donation for additional details

\$2,000

KIDS CORNER

- Recognized as KIDS CORNER Sponsor
- Logo Placement on Kids Corner Poster
- Logo Placement and Branding in Program Book
- Quarter Page Ad (3.875" X 2.375") in Program Book
- Stage mentions
- **No** Exhibitor Booth
- Name and logo listed on website, newsletter and all social media outlets
- 2 VIP Reception Tickets

\$750

EXHIBITOR LEVELS

Latin American Business



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EXHIBITOR BOOTH

- Recognized as BUSINESS EXPO Exhibitor
- Logo Placement and Branding on All Event Materials (flyers, posters, program book)
- Business Card Size Ad in Program Book
- Exhibitor Booth Space (6 ft. Table with 2 Chairs)
- Name and logo listed on website, newsletter and all social media outlets
- 2 VIP Reception Tickets

\$500

EXHIBITOR BOOTH FOOD

- Recognized as BUSINESS EXPO Exhibitor
- Logo Placement and Branding on All Event Material (flyers, posters, program book)
- Business Card Size Ad in Program Book
- Exhibitor Booth Space (6 ft. Table with 2 Chairs)
- Name and logo listed on website, newsletter and all social media outlets
- Provides support for obtaining a one-day food permit for food sampling only
- 2 VIP Reception Tickets

\$350

A'LA CARTE

PROGRAM BOOK ADS

- \$500 - Full Page Size Ad (8" X 5")
- \$350 - Half Page Size Ad (5" X 3.875")
- \$250 - Quarter Page Size Ad (3.875" X 2.375")
- \$100 - Business Card Size Ad

BOOTH AMENITIES

- \$175 - Electricity for Exhibitor Booth
- \$100 - Table Cover & Skirt

LABO MEMBERSHIP SPECIAL

- \$250 - 12 Month Business Membership

\$

DONATION

If you're unable to sponsor or participate, consider making a donation to support the event and its mission. Note: Donations may be Tax deductible

Join us in supporting entrepreneurship and growth by contributing to our new pitch and micro grant funds

- Business Card Size Ad in Program Book
- Stage Mentions during the event
- Name and logo listed on website, newsletter and all social media outlets

\$



More Information :



33 Highland St
Worcester MA 01609



508-373-2042 (office)
508-769-3532 (direct)



www.labous.org



THANK YOU!

YES! I WANT TO SPONSOR TODAY

Latin American Business



LAUNCH • GROW • THRIVE

Thank you for sponsoring! Your partnership allows us to host this important event for small Latin businesses in Central Mass, and raise awareness of the products and services offered by the Latin business community and mainstream companies like yours.

CONTACT:

Business: _____

(Exactly as you would like it to appear)

Name: _____

Address: _____

Email: _____

Sign me up to receive important email updates / Newsletter

Phone: _____

Select a level:

PRESENTING
\$5,000

PLATINUM
\$2,500

GOLD
\$2,000

EXPO
RECEPTION
\$1,500

OTHER _____

WAYS TO GIVE:

- I've enclosed a check # _____
- I donated online at www.LABOUS.org
- Provided credit card details

Sponsorship Amount: \$ _____

Credit Card #: _____

Zipcode: _____

Exp: _____ CVC: _____

Signature: _____

Mail Checks to:

Latin American
Business Organization
33 Highland St
Worcester MA 01609