

Pittsburgh Metropolitan Area Hispanic Chamber of Commerce

2019 HISPANIC HERITAGE MONTH



A Benefit Gala for the
Pittsburgh Metropolitan Area Hispanic Chamber of Commerce
Foundation Scholarship Fund

Saturday, September 28, 2019 at 6:00 PM Westin Convention Center Hotel, Pittsburgh, PA



ABOUT THE GALA

Guests will enjoy a cocktail hour, Latin inspired dinner and program with our honorary host, Gisele Barretto Fetterman, the Second Lady of Pennsylyvania and Allen Gutierrez, Administrator of the Office of Entrepreneurial Development of the United States Small Business Association. Guests will then dance the night away to live Latin music, play casino games, bid and take their chances on an array of fantastic gifts.

The Gala benefits the Pittsburgh Metropolitan Area Hispanic Chamber of Commerce (PMAHCC) Foundation Educational Fund. We will announce our 2019 scholarship recipients at the Gala, as well as the 2019 recipient of the Rob Vega Memorial Scholarship. Since 2011 PMAHCC has awarded \$190,000 to more than 120 qualifying area students of Hispanic/Latino descent. These students have attended technical and vocational schools, colleges, and universities, including Ivy League schools. Year after year, we see an increase in applicants.

JOIN US!

2019 Gala Honorary Chair & Host



GISELE BARRETO FETTERMAN Second Lady of Pennsylvania

Gisele Barreto Fetterman is an access and equity advocate, a hugger and the Second Lady of Pennsylvania. She is the founder of Freestore 15104, where surplus and donated goods are received and redistributed to neighbors in need. Gisele is the co-founder of 412 Food Rescue, a community-wide effort to end hunger and reduce food waste. 412FR has rescued over 5 million pounds of food. She is a co-founder of For Good PGH, a non-profit that works to advocate inclusion and inspire kindness.

Her work has been featured in the Huffington Post, TODAY Show, CNN, NPR and more. Gisele is a Forty under 40 honoree, a Tedx Speaker a Jefferson Awards recipient and a mother of three.



2019 Gala Honorary Featured Speaker



ALLEN GUTIERREZ

Administrator of the Office of Entrepreneurial

Development of the United States Small Business

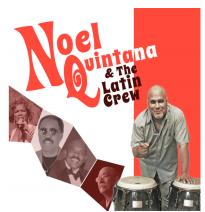
Association

As Associate Administrator of the Office of Entrepreneurial Development, Allen Gutierrez is dedicated to enhancing the nationwide network of offices, business executives, and mentors that support current and aspiring business owners as they start, grow, and compete in today's global market.

Most recently, Gutierrez served as the national executive director of The Latino Coalition (TLC). Gutierrez previously served in the U.S. Small Business Administration from 2001 to 2006; during his tenure, he served as Senior Advisor to the Chief Operating Officer, as well as Senior Advisor to the Office of International Trade. He is also the founder of The MCA Group based out of Southern California with emphasis on federal & private sector procurement, special events management and multicultural marketing.



Featured Performers



Noel Quintana and the Latin Crew



SRU Afro-Colombian Dance Ensemble



KENIA Brazilian Jazz Singer



OUR ATTENDEES

Over 300 leaders from the Pittsburgh area











SPONSORSHIP OPPORTUNITIES

BENEFITS

- Recognition as a leader in promoting multicultural diversity, inclusion & awareness.
- Support higher education through the PMAHCC
 Foundation Scholarship Fund, which awards
 yearly scholarships to area students of Hispanic
 descent.
- Access to public relations and advertising campaign, including television, print, electronic, and direct mail pieces.







PLATINO PRESENTING SPONSOR - \$15,000

- Recognition as the Platino Presenting Sponsor on all Gala Materials
- Company name and logo on Gala invitation
- Company recognition in social media/online advertising
- Product placement or giveaway (if applicable) available at event
- Two tables of eight complimentary seats
- Company recognition during Gala opening remarks
- Acknowledgement as a Chamber sponsor throughout 2019 calendar year on PMAHCC website
- One-year membership (starting with due date of 2019 membership - value of \$1,000)
- Company recognized in press release as presenting sponsor
- Recognized as presenting sponsor on Gala event signage



ORO SPONSOR - \$10,000

- Recognition as Oro/Gold sponsor
- One table of eight complimentary seats
- Company recognized in press release as Oro sponsor
- Recognized as Oro/Gold sponsor on Gala event signage
- Company recognition in online advertising
- Company table recognition
- One year membership (starting with due date of 2019 membership - value of \$1,000)







PLATA SPONSOR - \$5,000

- Recognition as Plata/Silver sponsor
- Company recognized in press release as Plata sponsor
- Company recognition in online advertising
- One complementary table of eight for the Gala
- Recognized as Plata/Silver sponsor on Gala event signage
- Company table recognition
- One year membership (starting with due date of 2019 membership - value of \$1,000)



BRONCE SPONSOR - \$2,500

- One complementary table of eight for the Gala
- Company table recognition
- Recognized as Table Sponsor on Gala event signage







COBRE SMALL BUSINESS SPONSOR - \$1,250

- Four complimentary tickets for the Gala
- Company table recognition
- Recognized as Table Sponsor on Gala event signage



Additional Sponsorship Opportunities

Main Band: \$4,000

Cocktail Hour: \$3,000

Casino: \$3,000

Table Centerpieces: \$1,200

Cocktail Hour Entertainment: \$1,000

Sponsorships will include relevant signage, as well as listing in the event program.

Media Sponsorship

Customized barter packages will be created. These packages may include the following benefits and role responsibilities based on commitment level.

Promotional Benefits

- Opportunity to expose your media organization to an influential Latinx-focused audience
- Listing as Media Sponsor on marketing collaterals related to the Gala
- Featured in Gala print materials (program)
- Logo featured on website with dedicated link to your media outlet's website
- Signage at the venue
- Up to two Gala Tickets (based on commitment level)
- The possibility of a Complimentary insertion in all gift bags (TBD at a later date)
- PMAHCC Membership up to one year

Media Sponsor Proposed Tasks

- Promote Hispanic Heritage Gala extensively in related digital media outlets and in print, if print publication
- Media coverage of PMAHCC Gala before, during and after the event
- Listing of our PMAHCC Gala pre- and post-event on all social media networks where you have a presence (provide event recap via photo story)
- Placing the PMAHCC e-banner on the company website and other related websites
- Increasing the media exposure of PMAHCC in all media channels and outlets associated with your organization to promote decision makers' attendance
- Interview event organizers and various honorees (interview selection is at media partner's discretion; interviews may be subject to approval by honoree's PR team.)
- Feature Gala PSA on radio, television and/or other media
- Follow PMAHCC on Twitter @PMAHCC and like PMAHCC on Facebook facebook.com/PMAHCC
- Use the hashtag for the Gala: #BetOnUsGala (subject to change)
- Share information about the Gala on Facebook, Twitter, and other social media platforms as applicable.

ABOUT THE CHAMBER

The mission of the Pittsburgh Metropolitan Area Hispanic Chamber of Commerce is to develop, promote and advocate for Hispanic Businesses and Professionals in the Pittsburgh region while encouraging the advancement and economic growth of Pittsburgh's Hispanic community.



Pittsburgh Metropolitan Area Hispanic Chamber of Commerce

WHAT WE DO

PROMOTE · DEVELOP · ADVOCATE · ADVANCE



NETWORKING

PMAHCC hosts some of the largest and best attended Hispanic oriented networking opportunities in the Greater Pittsburgh area.



PROFESSIONAL DEVELOPMENT

Offer members courses in marketing, finance, strategic planning and more. Courses are offered in both English and Spanish.



COMMUNITY ENGAGEMENT

PMAHCC partners with other local organizations (Hispanic and Non-Hispanic) to bridge the gap between the community and businesses.



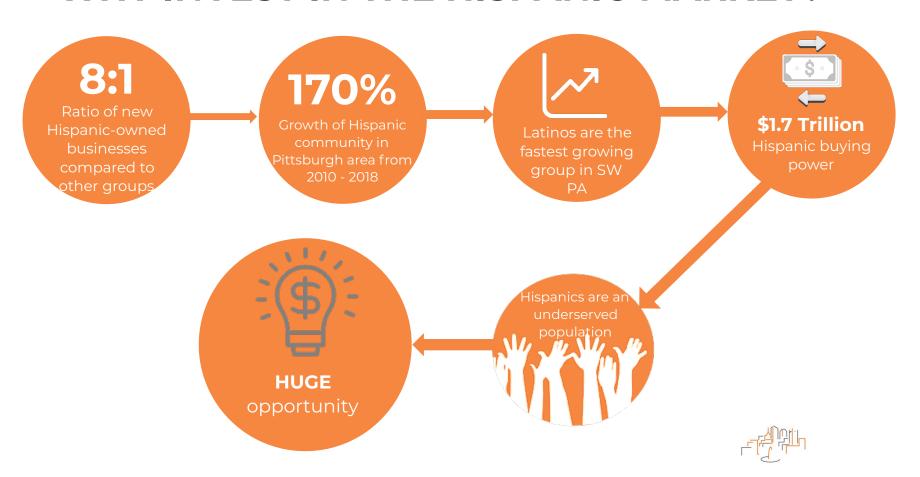
SCHOLARSHIPS

Since 2011 PMAHCC has awarded over \$190,000 in scholarship to more than 120 qualifying area students of Hispanic/Latino descent.



Pittsburgh Metropolitan Area Hispanic Chamber of Commerce

WHY INVEST IN THE HISPANIC MARKET?



PMAHCC ROB VEGA MEMORIAL SCHOLARSHIP FUND

Since 2011 PMAHCC has awarded \$190,000 to more than

120 qualifying area students of Hispanic/Latino descent.

These students have attended technical and vocational schools, colleges, and universities, including lyy League schools. Year after year we see an increase in applicants.

The 2018 recipient, Jose Miguel Suarez, was recently chosen to participate in a mission with the Gesundheit! Institute (founded by Dr. Patch Adams.) He has made missions around the world, been awarded by countless honors both locally and nationally and will be graduating from Pittsburgh University Medical School this year.



Jose Miguel Suarez is a multi-year recipient of the PMAHCC Scholarship Program.

EXECUTIVE LEADERSHIP



Carmen Malloy Chairman of the Board (Peoples Gas)



Jesús Torres Treasurer (PNC)



Ivan Usero President (USI Insurance Services)



Armando A. Ocando Secretary (Coordinated Wealth Management)



Melanie Marie Boyer Executive Director (Marketing Professional)



Andrea Vasquez Membership Chair (Dollar Bank)

Board of Directors

Ron Alvarado Novus Group, LLC Jacqueline Edmonson Penn State Greater Allegheny Jorge Rojas Reed Smith LLP

Kenia Ashby Mooka Entertainment Jonathan Encarnacion UPMC

Brent Rondon

Duquesne University

Yvonne Campos Next Act Fund Founder, Campos Inc. Henry R. Johnston III Cohen & Grigsby, P.C.

Aileen Ruiz Big Easy Animal Hospital

Alberto Benzaquen Commonwealth of Pennsylvania Omar Khan
Pittsburgh Steelers

Christopher Solano Sysco Corporation

Ana Maria Caula Slippery Rock University Omar Moreno
Pittsburgh Pirates

Andrea Vasquez
Dollar Bank

Roberto Clemente Jr Clemente Family Agency Wilfredo Ramos Highmark Health Guillermo Velázquez Pittsburgh Hispanic Development Corp.

* Yohana Williams Luttner Financial Group