



EL PASO
HISPANIC
CHAMBER OF COMMERCE

Fiesta 2022

ANNUAL CELEBRATION



FEATURING

Karla Souza

Actress, Activist, Producer,
Speaker, Entrepreneur

www.ephcc.org

The Sponsorship Book

About Karla Souza

Karla Souza is a Mexican actress. In 2014, she began starring as Laurel Castillo on the ABC legal drama series, "How to Get Away with Murder." She is currently set to star in the ABC comedy "Home Economics" alongside Topher Grace.

Souza was born in Mexico City, Mexico to a Chilean father and Mexican mother. She lived in Aspen, Colorado until she was 8 years old. She studied acting at Centro de Educación Artística, the famed acting school run by Mexican media giant, Televisa, in Mexico City. She also attended acting school in France and completed an intensive summer acting course in Moscow, Russia. In 2008, she completed a Bachelor of Arts in Acting at Central School of Speech and Drama in London. At 22, she returned in Mexico City and began acting in television and film.

In 2009, she debuted in the Mexican telenovela "Verano de amor," and later starred in Mexican sitcoms "Los Héroes del Norte" and "La Clínica." Her film roles include in "From Prada to Nada"; in 2013, she starred in two Mexican box office hits, "Nosotros los Nobles" and "Instructions Not Included."

In 2014, Souza moved to Los Angeles to pursue English-language film and television roles. She was cast as a series regular in the Peter Nowalk/Shonda Rhimes series "How to Get Away with Murder" as law student Laurel Castillo, opposite Viola Davis.

Karla is the creator of TEACHABLE which is self-healing seminar that helps to give others the resilience to endure the mega highs and ultra-lows of life. It's also focused on creative growth, deeper healing, and radical forgiveness. She is currently starring in the Amazon Prime series "El Presidente."

The Actress, Activist, Producer, Speaker, Proud Mother, Entrepreneur, and Proud Mexican Karla Souza will be at our Annual Fiesta Celebration, join us!

"Overcoming Adversity to Succeed"

SATURDAY OCTOBER 15, 2022
@HOTEL PASO DEL NORTE

www.ephcc.org



Customer Focus

- Key networking opportunities
- Venue for building new business relationships
- Venue for keeping existing ones
- Expand focus for new member involvement
- Enhance event for continual member engagement
- Build the event to be able to better communicate, educate, and inform our customers, clients, members and market we serve about their El Paso Hispanic Chamber of Commerce and the many role models, mentors, CEO's and leaders who have become the CHAMPIONS OF THEIR OWN DESTINY !

History of our Celebration

Our prestigious keynote speakers over the past 31 years have been Federal Officials, entrepreneurs, entertainers, TV moguls, publishing leaders, military officials and the President of the United States.

- Emmitt Smith**, professional football icon and one of the greatest to ever play the game
- Danny Trejo**, world renowned actor and a successful entrepreneur
- Wilmer Valderrama**, American actor, producer, activist and television personality
- Alex Rodriguez**, Former Professional Baseball Player for the NY Yankees & Founder of A-ROD Corp
- Dr. Bennet Omalu**, a forensic pathologist, neuropathologist, and subject of the 2015 Golden Globe nominated film Concussion.
- Shayla Rivera**, Aerospace Engineer, Rocket Scientist (NASA), and motivational and inspirational speaker
- Billy Bean**, Oakland A's General Manager
- Marcus Luttrell** Decorated Navy SEAL & Best-Selling Author of Lone Survivor
- Richard P. Montañez**, the creator of Flamin' Hot Cheetos
- John Quiñones**, Emmy Award Winning ABC TV Anchor & Author
- George P. Bush, Co** – Founder, Hispanic Republicans of Texas



History of our Celebration

- David Hernandez**, Chairman and CEO of Liberty Power and Hispanic Business Magazine Entrepreneur of the Year 2005
- J.R. Gonzales**, USHCC Chairman of the Board and the Inaugural launch of Future 15 Awards
- General (USA-Ret.) Tommy R. Franks**, Former Commander-in-Chief of the US Central Command.
- George H. W. Bush**, 41st President of the United States
- Lou Holtz**, Motivational speaker and University of South Carolina head football coach
- Henry Cisneros**, Civic Leader & Past Secretary of Housing
- Anthony Quinn**, Actor and Entertainer
- Phil Roman**, TV Producer, The Simpsons
- Christy Haubegger**, Publisher of Latina Magazine and Entrepreneur
- Nely Galan**, President of Entertainment, Telemundo
- Sonia Braga**, Movie and TV actress
- James Edward Olmos**, Movie Star.
- AMartinez**, Daytime soap opera star



Value Add=ROCI

(Return on Customer Investment)



Celebration Background

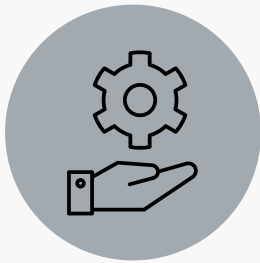
Audience Representation Includes:

- Local minority, veteran & women owned small businesses
- Key community individuals
- Corporate representatives
- Elected Officials
- Service related businesses
- Media Professionals
- Business Resource Partners
- Educational Representatives
- Regional and State Associations & Partners

Average attendance:
600-1,700 guests

Market Representation

Market sector representation includes:



Financial institutions

Healthcare entities

Wholesale distributors

Specialty services

Service professionals

International partners

Retail and Corporate professionals

Technology companies

Just to name a few...



ROCI Schedule

Return on Customer Investment

The following identifies the ROCI for a partnership with the El Paso Hispanic Chamber of Commerce for 2022 Annual Chamber Celebration. There are Specialty Packages and Key Level Packages.

STAGING SPONSOR

\$15,000

- Identified as Staging Sponsor
- 2 table of (20)seats in the heart of the house
- 20 passes to private VIP reception
- Identified as Staging Sponsor
- Listed inside program as Staging Sponsor
- Special sign poster showcased at annual celebration showing as Staging Sponsor
- Special Logo on staging as sponsor
- Listing on chamber website promoting annual celebration
- Mentioned in Annual Celebration program

SOLD

**Las Palmas del Sol
Healthcare**

VIP RECEPTION SPONSOR

\$12,500

- 1 table of (10)seats in the heart of the house
- 10 passes to private VIP reception
- 2 minutes to highlight your company at reception
- Listed on VIP program as VIP Reception Sponsor
- Listing on chamber website promoting Fiesta
- Mentioned in program
- Special name tag denoting VIP Reception Sponsor
- Logo on VIP reception wristbands
- Promotional flags located around VIP reception
- 2 screens and projector running promotional video
- Listing of attendees at VIP Reception only
- Logo on VIP reception decorations

SOLD

PNC Bank

DINNER SPONSOR

\$7,500

- Identified as Dinner Sponsor
- 1 table of (10)seats in the heart of the house
- 10 passes to private VIP reception
- Special photo opportunity with speaker
- Prominent sign denoting company as dinner sponsor
- Special mention and recognition at Annual Celebration as Dinner sponsor
- Banner ad on Chamber website promoting Annual Celebration
- Listing on chamber website promoting Annual Celebration
- Mentioned in Annual Celebration program

SOLD

Palo Verde Homes



WINE SPONSOR \$6,500

- 1 table of (10) seats in the heart of the house
- 8 passes to private VIP reception
- 3 minutes to highlight company at reception
- Listed on back of program as A Salute Too Sponsor
- Listing on chamber website promoting Fiesta
- Mentioned in program

OPEN

CENTERPIECE/DECORATION SPONSOR \$6,000

- 1 table of (10) seats in the heart of the house
- 8 passes to private VIP reception
- Listed on program as Center Piece/ Decoration Sponsor
- Listing on chamber website promoting Fiesta
- Mentioned in program
- Special name tag denoting Center Piece/ Decoration Sponsor
- Listing of attendees at VIP Reception only

**First Right of Refusal
Veliz Construction**

GENERAL RECEPTION SPONSOR \$6,500

- 1 table of (10) seats in the heart of the house
- 8 passes to private VIP reception
- 3 minutes to highlight company at reception
- Listed on back of program as General Reception Sponsor
- Listing on chamber website promoting Fiesta
- Mentioned in program

**SOLD
El Paso Electric**

PROGRAM SPONSOR \$6,500

- Ten (10) VIP seats in the heart of the house
- 8 passes to private reception
- Identified as Program Sponsor
- Full page inside cover ad in program
- Listed on back of program as sponsor
- Listing on chamber website promoting annual celebration

**SOLD
Wells Fargo Bank**



SIGNAGE SPONSOR \$6,000

- Identified as Signage Sponsor
- 1 table of (10)seats in the heart of the house
- 8 passes to private VIP reception
- Special photo opportunity with speaker
- Prominent sign denoting company as Signage Sponsor
- Special mention and recognition at Annual Celebration as Signage sponsor
- Banner ad on Chamber website promoting Annual Celebration
- Listing on chamber website promoting Annual Celebration

SPECIALTY GIVEAWAY SPONSOR \$6,000

- 1 table of (10)seats in the heart of the house
- 8 passes to private VIP reception
- Listed on program as Light Bright Giveaway Sponsor
- Listing on chamber website promoting Fiesta
- Mentioned in program
- Special name tag denoting Light Bright Giveaway Sponsor
- Logo on giveaway

DESSERT SPONSOR \$5,000

- 1 table of (10)seats in the heart of the house
- 6 passes to private VIP reception
- Listed on VIP program as Dessert Sponsor
- Listing on chamber website promoting Fiesta
- Mentioned in program
- Special name tag denoting Dessert Sponsor

TEQUILA TOAST SPONSOR \$5,000

- 1 table of (10) seats in the heart of the house
- 6 passes to private VIP reception
- Identified as Tequila Sponsor
- Presentation of toast on stage to the guests at the Fiesta
- Listing on chamber website promoting annual celebration
- Mentioned in program
- Company representative will make a toast from the stage

SOLD
Texas Tech

First Right of Refusal
TFCU

SOLD
The Job Connection

SOLD
Sierra Machinery



TEQUILA SPONSOR

\$5,000

- Identified as Tequila Sponsor
- Product purchased by sponsor
- 1 table of (10) seats in the heart of the house
- 10 passes to private VIP reception
- Listed inside program as Tequila Sponsor
- Special sign poster showcased at annual celebration showing as Tequila Sponsor
- Special Logo on tequila as sponsor
- Listing on chamber website promoting annual celebration
- Mentioned in Annual Celebration program

OPEN

TICKET SPONSOR

\$5,000

- 1 table of (10) seats in the heart of the house
- 6 passes to private VIP reception
- Identified as Ticket Sponsor
- Listed on back of ticket as sponsor
- Company logo on ticket
- Listing on chamber website promoting annual celebration

**First Right of Refusal
Marathon Petroleum**

VIDEO SPONSOR

\$5,000

- 1 table of (10) seats in the heart of the house
- 6 passes to private VIP reception
- Introduction of sponsoring company on opening of video
- Mentioned in program
- Listing on chamber website on page promoting annual celebration
- Web link to company home page

**SOLD
SEISA MEDICAL**

AWARDS SPONSOR

\$5,000

- 1 table of (10) seats in the heart of the house
- 6 passes to private VIP reception
- Identified as Award sponsor
- Ability to participate in award ceremony
- Special Award sign showcased at celebration with company logo
- Mentioned in program
- Company listed on chamber website

**SOLD
Aztec Contractors**

WINE PULL SPONSOR

\$4,500

- 1 table of (10) seats in the heart of the house
- 8 passes to private VIP reception
- 3 minutes to highlight company at reception
- Listed on back of program as General Reception Sponsor
- Listing on chamber website promoting Fiesta
- Mentioned in program

**SOLD
SUBARU**



GENERAL ENTERTAINMENT SPONSOR \$4,000

- 1 reserved table of (10) seats
- 4 passes to private VIP reception
- Listed in program as General Entertainment Sponsor
- Mentioned at annual celebration as General Entertainment Sponsor
- Company listed in chamber website

**First Right of Refusal
First American Bank**

PIÑATA SPONSOR \$4,000

- 1 table of (10)seats in the heart of the house
- 4 passes to private VIP reception
- Advertisement as the Piñata sponsor
- Mentioned in Fiesta material used to highlight sponsors
- Company listed in chamber website
- Mentioned in program

**SOLD
El Paso Water Utilities**

SPEAKER GIFT SPONSOR \$4,000

- 1 table of (10)seats in the heart of the house
- 4 passes to private VIP reception
- Identified as Speaker Gift Sponsor
- Ability to participate in gift presentation
- Special Award sign showcased at celebration with company logo
- Mentioned in program
- Company listed on chamber website

**SOLD
Sunflower Bank**

TABLE RUNNER SPONSOR \$3,500

- 1 table of (10)seats in the heart of the house
- 4 passes to private VIP reception
- Identified as Table Runner Sponsor
- Form core sign on easels as Table Runner Sponsor
- Mentioned in material highlighting sponsors
- Company listed in chamber website

**First Right of Refusal
Jobe Materials**

VIP ENTERTAINMENT SPONSOR \$3,500

- 1 table of (10)seats in the heart of the house
- 4 passes to private VIP reception
- Identified as Entertainment Sponsor
- Listed in chamber newsletter
- Form core sign on easels as entertainment sponsor
- Mentioned in material highlighting sponsors
- Ballon Sponsor \$3,500
- Company listed in chamber website

**SOLD
The Hospitals of
Providence**



BALLOON SPONSOR \$3,500

- 1 table of (10) seats in the heart of the house
- 4 passes to private VIP reception
- Identified as Entertainment Sponsor
- Listed in chamber newsletter
- Form core sign on easels as entertainment sponsor
- Mentioned in material highlighting sponsors
- Company listed in chamber website

SOLD
First National Bank
Texas

OPAL SPONSOR \$2,500

- 1 reserved table of (10) seats
- Listed in program as opal sponsor
- Listed on opal easel sign

ESEI
WESTSTAR BANK
CITIZENS BANK
IDA Technology

We appreciate your support

Let's get our Fiesta started!



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