



Fiesta  
**2023**

ANNUAL CELEBRATION

REACH FOR THE STARS WITH FORMER NASA ASTRONAUT



*Jose M.  
Hernandez*

CELEBRATE A YEAR OF  
SUCCESS WITH US!

SATURDAY

*December 2, 2023*

EL PASO CONVENTION CENTER  
ONE CIVIC CENTER PLAZA  
EL PASO, TX 79901

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# ABOUT JOSE M. HERNANDEZ



Jose M. Hernandez is a former NASA astronaut who overcame significant challenges to achieve his dream of traveling to space. Born on August 7, 1962, in French Camp, California, Hernandez grew up as the son of Mexican migrant farm workers. His family often traveled between Mexico and the United States for agricultural work

Despite facing economic hardships and having to work in the fields alongside his family, Hernandez remained determined to pursue an education. He developed a passion for science and engineering and earned a bachelor's degree in electrical engineering from the University of the Pacific in 1984. Hernandez continued his education, obtaining a master's degree in electrical and computer engineering from the University of California, Santa Barbara, in 1986

After completing his education, he worked in various engineering roles before joining Lawrence Livermore National Laboratory. In 2001, Hernandez achieved a significant milestone in his career when he was selected by NASA as an astronaut candidate. He completed his training and eventually flew on the Space Shuttle Discovery in 2009 as a mission specialist during the STS-128 mission to the International Space Station (ISS). Jose M. Hernandez's journey from a migrant farm worker to a NASA astronaut serves as an inspiring example of determination, hard work, and the pursuit of one's dreams despite facing numerous challenges. His story highlights the importance of education and perseverance in overcoming socio-economic barriers to achieve success in the field of science and space exploration



**December 2, 2023 El Paso Convention Center**

# FIESTA OVERVIEW

## WHAT IS THE CELEBRATION?

We built 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!



## CUSTOMER FOCUS

- Key Networking Opportunity
- Venue for Building New Business Relationships
- There are details about the customer's product.



#LET'SFIESTA



HISPANIC

CHAMBER OF COMMERCE  
Advancing Your Business Success

# FIESTA STAGE 2022

SPONSORED BY  
LAS PALMAS DEL SOL HEALTHCARE



#LET'SFIESTA

# PAST SPEAKER REVIEW

2022



**KARLA SOUZA**  
Mexican-American Actress

2021



**EMMITT SMITH**  
Football Legend

2020



No Fiesta Celebration  
due to COVID-19

2019



**DANNY TREJO**  
Actor & Entrepreneur

2018



**WILMER VALDERRAMA**  
American Actor, Producer  
& Activist

2017



**ALEX RODRIGUEZ**  
Baseball Legend

2016



**DR. BENNET OMALU**  
Neuropathologist & 2015  
Golden Globe nominee  
"Concussion" film

2015



**SHAYLA RIVERA**  
Aerospace Engineer/  
Comedian

2014



**WILLIAM DARO BEAN**  
Former Professional  
Baseball player  
Inspiration to Money Ball Movie

2013



**MARCUS LUTTRELL**  
Decorated Navy Seal &  
Author of Lone Survivor

2012



**RICHARD MONTANEZ**  
Flamin' Hot Cheetos  
Creator

2011



**JOHN QUINONES**  
Emmy Award Winner TV  
Anchor & Author

2010



**GEORGE P. BUSH**  
Co - Founder, Hispanic  
Republicans of Texas

2009



**DAVID HERNANDEZ**  
Liberty Power & Hispanic  
Business Magazine

2008



**J.R. GONZALES**  
USHCC Chairman

2007



**GENERAL TOMMY R.  
FRANKS (USA Ret.)**  
Former Commander-in-Chief  
of the US Central Command.

# PAST SPEAKER REVIEW

2006



**GEORGE H. W. BUSH**  
41st President of the United States

2005



**LOU HOLTZ**  
Motivational Speaker & South Carolina head Football Coach

2004



**HENRY CISNEROS**  
Civic Leader & Past Secretary of Housing

2003



**ANTHONY QUINN**  
Actor and Entertainer

2002



**PHIL ROMAN**  
TV Producer, The Simpsons

2001



**CHRISTY HAUBEGGER**  
Publisher of Latina Magazine & Entrepreneur

2000



**NELY GALAN**  
President of Entertainment, Telemundo

1999



**SONIA BRAGA**  
Movie and TV Actress

1998



**JAMES EDWARD OLMOS**  
Movie Star

1997



**A MARTINEZ**  
Daytime Soap Opera Star and Singer

# MOVING FORWARD

## CRITERIA

The Moving Forward Award is the highest honor that the El Paso Hispanic Chamber of Commerce can bestow on an individual or business. This award represents the best of El Paso. It is presented to individuals who have worked tirelessly to promote the best of El Paso and have through their leadership made a significant impact on the community. The Moving Forward candidate must meet the following criteria:

- Must Exemplify what the El Paso Hispanic Chamber of Commerce is founded on "Your Advocate for Small Business Success"
- Must have served as a voice for those who cannot speak for themselves
- Must be strong and a progressive visionary who promotes El Paso and its' causes without consideration for themselves.
- Above all, this individual must serve as a role model for our children, our families and our city.

# MOVING FORWARD

REVIEW OF PAST HONORIES



2022



**ALAN RUSSELL**  
TECMA

2021



**JON BARELA**  
Borderplex Alliance

2020



No Fiesta Celebration due to COVID-19

2019



**CRYSTAL LONG**  
GECU

2018



**LEO DURAN**  
L & J Cafe

2017



**RENARD JOHNSON**  
METI

2016



**THE DIPP FAMILY**  
ENTERPRISES

2015



**DR. BLANCA ENRIQUES**  
Region 19

2014



**PAUL FOSTER & WOODY HUNT**

2013



**DR. DIANA NATALICIO**  
UTEP

2012



**EL PASO COMMUNITY COLLEGE**  
Early High School Initiative

2011



**RAYMOND PALACIOS**  
Bravo Cadillac

2010



**RICHARD CASTRO** Castro  
Enterprises

2009



**GENERAL LENNOX**  
Ft. Bliss

2007



**ED ARCHULETA**  
El Paso Water Utilities  
Public Service Board



# MOVING FORWARD

REVIEW OF PAST  
HONORIES

2006



**HUMBERTO SAMBRANO  
& SON**  
Sam Corp. Gen. Contracting

2005



**DAVID CANDELARIA &  
CHANNEL 26**  
Univision

2004



**DR. MANUEL  
DE LA ROSA**  
Texas Tech

2003



**GENERAL GREEN**  
Ft. Bliss Military Base

2002



**YSLETA DEL SUR PUEBLO**  
Speaking Rock

2001



**DR. JOSE LUNA**  
Medical Clinics Low  
Income Families

2000



**ROSA GUERRERO**  
Artist, Educator, Hispanic  
Historian

1999



**Texas Tech University  
Health Sciences Center  
/UTEP**

1998



**Cesar Viramontes**  
J.C. Viramontes, Inc.

1997



**Silvestre Reyes**  
Congressman

1996



**Ramiro Guzman**  
Dickshire Distributing, Inc.

1995



**Judge Edward S. Marquez**

# VISION OF EXCELLENCE

## CRITERIA

This award was created in 2003 given by the El Paso Hispanic Chamber of Commerce and bestowed upon an individual or individuals whose vision has grown from their past and the history of the people around them.

Their vision does more than just include others; it adds value to them. One of the most valuable benefits of a Visionary is that they are like a magnet attracting, challenging, and uniting people.

The more challenging the vision, the harder the participants will fight to achieve it. You cannot buy, beg, or borrow a vision; it has to come from within.

# VISION OF EXCELLENCE REVIEW OF PAST HONORIES

2022



**BERNIE OLIVAS,**  
Sun Bowl Association

2021



**AARON JONES,**  
local entrepreneur and  
Professional Football  
Player

2020



**No Fiesta  
Celebration due to  
COVID-19**

2019



**DR. RICHARD LANGE**  
Texas Tech University  
Health Sciences Center

2018



**Saul Ramirez,** Chess  
Coach - Henderson  
Middle School

2017



**State Representative  
Joe Moody and Family**

2016



**MCA Collaborative,  
Emma Schwartz**

2015



**Hospitals of  
Providence, all  
hospitals and CEO's**

2014



**Mountain Star Sports  
Group**

2013



**KINLEY PON,**  
Kinley's Coffee and Tea  
House

2012



**DEAN NACHTMAN**  
College of Business &  
MBA Program

2011



**JIM PHILLIPS**  
Wells Fargo Bank

# VISION OF EXCELLENCE

## REVIEW OF PAST HONORIES

2010



**AT&T / UTEP Network  
Development Center /  
Student Interns**

2010



2009



**DR. SANTASCOY  
Pediatric Surgeon**

2008



**NO FIESTA**

2007



**GERRY RUBIN  
Helen of Troy**

2006



**JOYCE WILSON  
City Manager  
City of El Paso**

2005



**EPCC  
Dr. Rhodes**

2005



**UTEP  
Dr. Natalico**

2005



**UACJ  
Dr. Forneli**

2004



**HANK HERNANDEZ  
Las Palmas Medical  
Center, Chairman of  
Foundation**

2003



**HECTOR BARRETO SR.  
Founder of the United  
States Hispanic Chamber**

# SOL DE CORAZON



## CRITERIA

This award was created in 2019 given by the El Paso Hispanic Chamber of Commerce and bestowed upon an individual or organization provided a service or duty that is above and far beyond for the well-being of the El Paso Community during a time need.

## REVIEW OF PAST HONOREES

2022



NO RECIPIENT

2021



Angel Gomez  
Operation Hope

2020



No Fiesta Celebration due  
to COVID-19

2019



MT. CARMEL  
Funeral Homes

2019



PERCHES  
Funeral Homes

2019



SAN JOSE  
Funeral Homes

2019



SUNSET  
Funeral Homes

# 2023 ANNUAL FIESTA CELEBRATION

(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.

## **SPEAKER SPONSOR \$25,000**

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

**SOLD**  
**COCA COLA**  
**SOUTHWEST**  
**BEVERAGES**

## **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 showing you 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
- Listing of attendees at VIP Reception only

**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

**SOLD**  
**HUNT COMPANIES**

## **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

**SOLD**  
**TIGUA INC.**

## **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 VIP reception
- Identified as Program Sponsor
- Full page inside cover ad in program
- Listed on back of program as Sponsor
- 50 extra programs given to Sponsor
- Listing on Chamber website promoting annual celebration

**SOLD**  
**WELLS FARGO**

## **BACKDROP AND UPLIGHTING DÉCOR SPONSOR \$6,500**

- Ten (10) VIP seats in the heart of the house
- 8 passes to private VIP reception
- Identified as Backdrop and Uplighting Décor Sponsor
- Full page inside cover ad in program
- Listed on back of program as Sponsor
- 50 extra programs given to Sponsor
- Listing on Chamber website promoting annual celebration

**SOLD**  
**CITY'S**  
**DEPARTMENT OF**  
**INTERNATIONAL &**  
**ECONOMIC**  
**DEVELOPMENT**



## **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
- Mentioned in Annual Celebration Program

## **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

## **WINE PULL SPONSOR \$4,500**

- 1 table of (10) seats in the heart of the house
- 8 passes to private VIP reception
- Identified as Wine Sponsor
- Form Core sign on Easels as wine sponsors
- Mentioned in material highlighting sponsors
- Company listed on Chamber website

## **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 nametag denoting Dessert Sponsor

**SOLD**  
**TEXAS TECH**  
**PHYSICIANS OF**  
**EL PASO**

**SOLD**  
**RAIZ FEDERAL**  
**CREDIT UNION**

**SOLD**  
**THE JOB**  
**CONNECTION &**  
**THE OUTSOURCE**  
**CONNECTION**

**SOLD**  
**SUBARU**

## TEQUILA TOAST SPONSOR \$6,000

- 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**  
**SIERRA**  
**MACHINERY**

## 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
- Company logo on ticket
- Mentioned in program
- Listing on Chamber website promoting Annual Celebration

**SOLD**  
**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 promoting Annual Celebration
- Web link to company home page

**FIRST RIGHT OF**  
**REFUSAL**  
**SEISA MEDICAL**

## SPECIALTY AWARDS SPONSOR \$5,000

- 1 table of (10) seats in the heart of the house
- 6 passes to private VIP reception
- Identified as Awards 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**  
**HIGH DESERT**  
**CAPITAL**

## **MEDIA SPONSOR \$5,000**

- 1 table of (10) seats in the heart of the house
- 10 passes to private VIP reception
- Identified as Media Sponsor
- Special media sponsor sign showcased at celebration with company logo
- Mentioned in program
- Company listed on Chamber website

**SOLD**  
**KTSM 9 NEWS**

## **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

**SOLD**  
**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 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**

## **360° PHOTOBOOTH SPONSOR \$3,500**

- 1 table of (10) seats in the heart of the house
- 4 passes to private VIP reception
- Identified as 360° photobooth sponsor
- Form core sign on easels as 360° photobooth sponsor
- Mentioned in material highlighted sponsors
- Company listed on Chamber website

**SOLD**  
**TACO TOTE**

## **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 highlighted sponsors
- Company listed on Chamber website

**SOLD**  
**ELIZABETH RIOS**  
**CARL INSURANCE**  
**CONSULTANT**

## 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 highlighted sponsors
- Company listed on 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 Ballon Sponsor
- Listed in chamber newsletter
- Form core sign on easels as Ballon Sponsor
- Mentioned in material highlighted sponsors
- Company listed on Chamber website

**SOLD**  
**1ST NATIONAL  
BANK OF TEXAS**

## OPAL SPONSOR \$2,500

- 1 reserved table of (10) seats
- Listed in program as Opal Sponsor
- Form core sign on easels as Opal Sponsor

**OPEN**



EL PASO  
**HISPANIC**  
CHAMBER OF COMMERCE

Advocating for Your Business Success.

*Fiesta*

**2023**

ANNUAL CELEBRATION

#LET'S FIESTA