



Pittsburgh Metropolitan Area
Hispanic Chamber
of Commerce

2017 Hispanic Heritage Month Gala

Saturday, September 30, 2017 at 6:00pm

Westin Convention Center Hotel, Pittsburgh, PA



Featuring:
Secretary of The Commonwealth,
Pedro A. Cortes

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

2017 Hispanic Heritage Month Gala

Each year, Americans observe National Hispanic Heritage Month from September 15 to October 15, by commemorating the histories, cultures, and contributions of American citizens whose ancestors came from Spain, Mexico, the Caribbean and Central and South America.

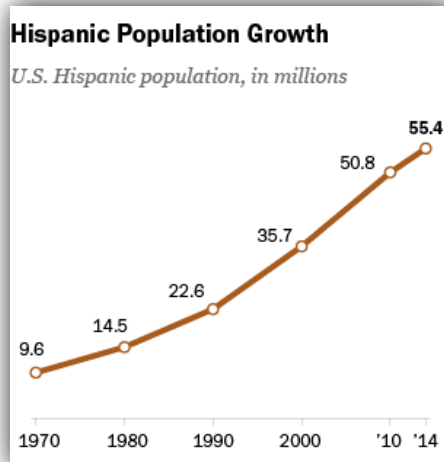
The Gala, which benefits the Pittsburgh Metropolitan Area Hispanic Chamber of Commerce (PMAHCC) Foundation Educational Fund, will be held on Saturday, September 30, 2017, at the Westin Convention Center Hotel in Downtown Pittsburgh. Following a cocktail hour, Latin-inspired dinner and program with **keynote speaker, Secretary of The Commonwealth, Pedro A. Cortes**, guests will dance the night away to live Latin music.

We will announce our 2017 college and graduate school scholarship recipients at the Gala, as well as the 2017 recipient of the "Rob Vega Memorial Scholarship," which was conceptualized in 2013 and first awarded in 2014. In 2014, 16 scholarships, totaling \$27,000 were awarded to qualifying area students of Hispanic/Latino decent. To date, \$114,00 has been awarded to a diverse group of students attending technical schools, colleges, and universities, including Ivy League schools. Year after year, we see an increase in applicants

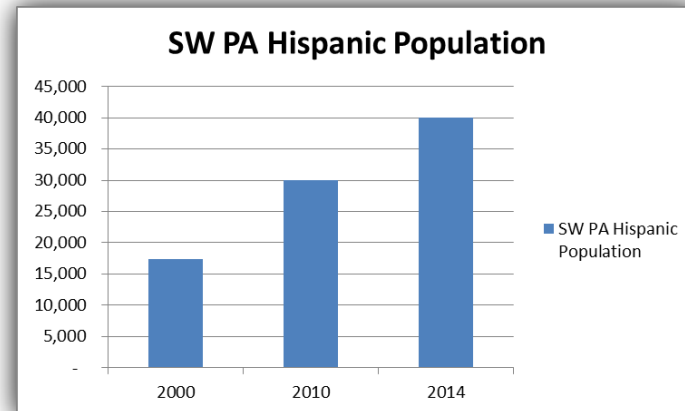
Reaching the fastest-growing population in Pennsylvania

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.

Studies by the Stanford Latino Entrepreneurship Institute show that between 2007 – 2012, the number of **Latino-owned businesses grew by 47%**, while **non-Latino businesses grew less than 1%**



The Hispanic population reached a new high of 55.4 million in 2014 or 17.4% of the total U.S. population



The hispanic population has nearly doubled from 17,500 - 40,000 nearly Twice the national average.

Networking

Promote, Develop, Advocate, Advance

The PMAHCC hosts some of the largest and best attended Hispanic-oriented networking opportunities in the Greater Pittsburgh area. Our members have a unique opportunity to mix and mingle with Pittsburgh's movers and shakers in some of the area's finest venues.



How can your company benefit from supporting the Hispanic Heritage Month Gala?

Gain extensive exposure through public relations and advertising campaign, including television, print, electronic, and direct mail pieces.

Reach key business professionals, politicians, and community leaders in the Pittsburgh area.

You will be recognized as a leader in promoting multicultural diversity & awareness.

You will be supporting higher education through the PMAHCC Foundation Scholarship Fund, which awards yearly scholarships to area students of Hispanic descent.

all donations from private companies are tax deductible



Hispanic Heritage Month Gala

Sponsorship Opportunity

† Platino (Platinum) Presenting Sponsor - \$10,000

- ✦ Recognition as the Principal 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 for the Hispanic Heritage Month Gala
- ✦ Company recognized during Gala opening remarks
- ✦ Acknowledgement as a Chamber sponsor throughout 2017 calendar year on PMAHCC website
- ✦ Complimentary Chamber membership for one-year (Available to new Corporate members - value of \$1,000)
- ✦ Company recognized in press release as presenting sponsor
- ✦ Recognized as presenting sponsor on Gala event signage
- ✦ Company table recognition

Hispanic Heritage Month Gala

Sponsorship Opportunity

† Oro (Gold) - \$5,000

- ✦ Recognition as Oro/Gold sponsor
- ✦ One table of eight for Gala
- ✦ 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
- ✦ Complimentary Chamber membership for one-year (Available to new Corporate members - value of \$1,000)

Hispanic Heritage Month Gala

Sponsorship Opportunity

✦ Plata (Silver) - \$2,500

- ✦ Recognition as Plata/Silver sponsor
- ✦ Company recognized in press release as Plata sponsor
- ✦ Company recognition in online advertising
- ✦ One table of eight for the Gala
- ✦ Recognized as Plata/Silver sponsor on Gala event signage
- ✦ Company table recognition

Hispanic Heritage Month Gala

Sponsorship Opportunity

† Bronze (Bronze) Sponsor - \$1,000

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