



HISPANIC BUSINESS AWARDS

...

MAY 16TH, 2024

HILTON DOWNTOWN COLUMBUS



BACKGROUND

There are more than 16,000 Hispanic owned businesses in Ohio, according to the most recent Survey of Business Owners conducted by the U.S. Census Bureau.

Of that number, businesses with a payroll totals 1,553, and combined, employ more than 23,600 workers with an annual payroll of more than \$528 million.

Receipts for businesses with payrolls were over \$2.2 billion with receipts for all Hispanic run businesses almost \$2.8 billion.

According to the 2020 United States Census Bureau report there are now more than half a million Hispanics in Ohio, constituting a 47% rise between 2010 and 2020. That's still just 4.4% of the state's population.

Based on the 2020 State of Latino Entrepreneurship report conducted by the Stanford Graduate school of Business, Latinoowned businesses play an important role in the U.S. economy.

As the fastest growing segment of the U.S. small business ecosystem, the number o Hispanic-owned businesses has grown 34% over the last 10 years compared to just 1% for all other small businesses.

Based on this research we can conclude that: Hispanics are starting businesses at a faster rate than the national average across almost all industries. Hispanic-owned employer business are growing revenues at a faster rate than their non Hispanic counterparts Hispanic-owned employer businesses that participate in formal business organizations (chamber or trade associations) are more likely to experience funding success.





It is imperative to support the positive impact and growth of Hispanic-owned firms.

With this in mind, La Mega Media (LMM) created the signature event the “La Mega Hispanic Business Awards.” La Mega Media’s vision is to continue strengthening our commitment to our Hispanic community, by spotlighting and commemorating the accomplishments of these Hispanic-owned entities.

The event will celebrate and highlight their positive impact, as well as their contributions to the local economy.

The La Mega Hispanic Business Awards is similar to the Small Business Administration National Small Business Weeks Awards, but with a sharp focus on Hispanic achievement.

Based on data on the 2020 State of Latino Entrepreneurship report conducted by the Stanford Graduate school of Business, we would like to recognize businesses in the top 3 fastest-growing, hispanic-owned business categories per market (Cleveland, Columbus, Cincinnati).

Selection of this business will be made in terms of historical growth of revenue and/or number of employees:

- Construction (1 per market CIN, COL, CLE)
- Retail, Food and Accommodation (1 per market CIN, COL, CLE)
- Professional Services (1 per market CIN, COL, CLE)

Furthermore, we would like to recognize businesses by popular vote, those businesses that best represent our community, the nomination and selection process for the following will be done statewide for the following categories:

- Best small business person of the year
- Fastest growing business of the year
- Women-owned business of the year
- Trailblazer business of the year

HOW WILL THIS WORK?

1. A statewide promotional campaign will be launched by La Mega Media to invite Hispanic-owned businesses to apply and be considered for participation.

2. Partnering with local business support organizations like SBDC, SBA and ECDI offices to help with criteria and nomination guidelines and who already have access to a database of Hispanic-owned businesses to contact.

3. These partnering organizations will be able to suggest and nominate businesses within listed categories based on their revenue, employee growth or impact within the community.

4. A selection committee will be formed by support organizations, chambers or other organizations that will select the finalists in each category.

5. The finalist businesses will take part in a promotional campaign that will highlight and give

exposure to these businesses through LMM products and channels.

6. Based on the nomination criteria, the search committee alongside the business resource organizations will pick the winners for each category to be recognized in the gala event.

7. We will collect votes electronically (via social media and/or Whatsapp) for the popular vote categories, and determine the winners on April 17th. The winners will be announced at the La Mega Hispanic Awards Gala event.

8. A formal Gala dinner (hybrid/virtual) celebration will be held during small business week.

During this gala event, companies, business resource organizations, partners and sponsors will be able to network and celebrate the winning businesses

AS A SPONSOR FOR THIS EVENT YOU WILL BE ABLE TO:

- Promote your products and services to the Hispanic small business community
- Connect with local Hispanic businesses
- Support Hispanic businesses through advocacy and free publicity
- Support local hispanic-owned business growth

La Mega Media's mission is to be the primary and most trusted source in the Hispanic community that informs, educates and entertains our audience by providing culturally relevant integrated content through our radio, print, events, and digital platforms



SPONSORSHIP PACKAGES



DIAMOND SPONSOR \$15,000

1. Creative branding (name/logo and products' mentions with logos) as Diamond Sponsor in ALL aspects of event/promotion
2. A minimum of (360+) mentions as Diamond Sponsor per station on La Mega 97.7 FM, La Mega 103.1 FM and La Mega Cleveland from March-May
3. Positioning as presenting Diamond Sponsor (logo) in full page on La Mega Nota editions in Cleveland, Columbus and Cincinnati
4. Digital display ads on
 - <http://hispanicawardsgala.com/>
 - <https://cincinnati.lamegamedia.com/>
 - <https://columbus.lamegamedia.com/>
 - <https://cleveland.lamegamedia.com/>
 - and La Mega 1 App
5. Social media posts (1 per month, until the day of the event)
6. Logo placement on signage banner on stage at the event and at front entry
7. Five minute presentation at the La Mega Hispanic Awards event
8. Diamond Sponsor (video) for Best Small Business Person of the Year Award
9. 2 tables (each seats 10) at the "La Mega Hispanic Business Awards" event on May 16th, 2024
10. Full Page Ad at Event Program
11. Logo placement on recognition award by presented category

VALUE ADD: PHOTO OP PROP Bring life-size display of your products and/or mascots for photos with attendees Photos posted to Facebook

SPONSORSHIP PACKAGES



PLATINUM SPONSOR \$5,500

1. Creative branding (name/logo and products' mentions with logos) as Platinum Sponsor in ALL aspects of event/promotion
2. A minimum of (180) mentions as Platinum Sponsor per station on La Mega 97.7FM, La Mega 103.1 FM and La Mega Cleveland
3. Positioning as Platinum Sponsor (logo) in full page on La Mega Nota editions in Cleveland, Columbus and Cincinnati
4. Logo placement on signage banner on stage at the event and at front entry
5. Presenting logo Sponsorship (video) for each different category on awards
6. 1 table (seats 10) for the Gala event La Mega Hispanic Awards Gala Event
7. Half page Ad on event Program
8. Logo placement on recognition award by presented category
9. Digital display ads on <http://hispanicawardsgala.com/>

SPONSORSHIP PACKAGES



GOLD SPONSOR \$2,500

1. Creative branding (name/logo and products' mentions with logos) as Gold Sponsor in ALL aspects of event/promotion
2. A minimum of (90) mentions as Gold Sponsor per station on La Mega 97.7FM, La Mega 103.1 FM and La Mega Cleveland
3. Positioning as Gold Sponsor (logo) in full page La Mega Nota editions in Cleveland, Columbus and Cincinnati
4. Logo placement on signage banner on stage at the event and at front entry
5. Four (4) tickets for the La Mega Hispanic Awards Gala Event

SPONSORSHIP PACKAGES



SILVER SPONSOR \$1,300

1. Creative branding (name/logo and products' mentions with logos) as Silver Sponsor in ALL aspects of event/promotion
2. Positioning as Silver Sponsor (logo) in 3 full page La Mega Nota editions in Cleveland, Columbus and Cincinnati
3. Ten (10) tickets for the La Mega Hispanic Awards Gala Event

EVENT PROGRAM & DIRECTORY

- Full Page \$350.00
- Half Page \$250.00
- Quarter Page \$150.00
- Resource Directory..... \$100.00

IF INTERESTED IN ADDITIONAL OPPORTUNITIES, PLEASE ASK YOUR ACCOUNT REP FOR MORE DETAILS

- Reception/ Wine sponsor
- Raffle prizes and giveaway door prizes.
- Bling Bag sponsor.
- Table-top centerpiece sponsor with your branded centerpiece on every table.