

For 27 years, the AZ Hispanic Chamber of Commerce has published *DATOS: The State of Arizona's Hispanic Market*, the most comprehensive compilation of research on the impact of Hispanics on the Arizona marketplace. The report is unveiled at the annual DATOS breakfast, which draws over 1,000 of the state's most influential business and community leaders. The list of prestigious past speakers at DATOS include Dr. Michael Crow of ASU, Monica Gil of the Nielsen Company and Chiqui Cartagena, author of *Latino Boom, I & II*.

Join us at next year's breakfast in September of 2024. DATOS is a must-attend event for all corporate and small business professionals interested in reaching the fastest growing segment of the Arizona market. Don't miss it!

As an event sponsor and strategic partners of the Arizona Hispanic Chamber of Commerce (AZHCC) *DATOS: The State of Arizona's Hispanic Market*. This exclusive opportunity allows you to highlight your support and commitment to the Arizona Hispanic Business community.

## INVESTMENT OPPORTUNITIES

### PREMIER EVENT PARTNER - **SOLD**



Delivering water and power®

- Product Placement
- Opportunity to designate a Senior Executive Representative who will serve as Honorary DATOS Chair
- Opportunity for company representative to present brief remarks at DATOS breakfast
- Presentation of a 10 second video at DATOS breakfast
- Press/News Release announcing/recognizing sponsor as **Premier DATOS Partner**
- Dedicated co-branded sponsor email
- Recognition as DATOS Premier Partner on all event materials, signage, website, and marketing materials
- Company logo on back cover of DATOS 2024 book



- Full page color advertisement on inside front cover or inside back cover in DATOS program
- Recognition on presentation slide that will appear throughout event
- Branded 175 word company message & photo of CEO in DATOS program
- Two [2] VIP tables of ten [10] at DATOS Breakfast & Presentation
- Opportunity to include one page color ad slick promotional offer on tables
- Company logo/link on AZHCC website registration page
- Sponsor promoted on AZHCC social media platforms including LinkedIn, Twitter, and Facebook

### PLATINUM EVENT PARTNER - **\$25,000**

- Press/News Release announcing/recognizing sponsor as Platinum DATOS Partner
- Opportunity for company representative to present brief remarks at DATOS breakfast (*Attendance: 1,000 business & community leaders*)
- Dedicated sponsor co-branded email
- Recognition as **DATOS Platinum Partner** on event materials, signage, website, and marketing materials
- Full page color advertisement in DATOS 2024 publication
- Recognition on presentation slide that will appear throughout event
- Two [2] priority tables of ten [10] at DATOS Breakfast & Presentation
- Opportunity to include one page color ad slick promotional offer in virtual giveaway bag
- Company logo/link on AZHCC website registration page



- Sponsor promoted on AZHCC social media platforms including LinkedIn, Twitter, and Facebook

### **GOLD EVENT PARTNER - \$15,000**

- Recognition as **DATOS Gold Partner** on event materials, signage, website, and marketing materials
- ½ page color advertisement in DATOS program
- Recognition on presentation slide that will appear throughout event
- One [1] priority table of ten [10] at DATOS Breakfast & Presentation
- Opportunity to include one page color ad slick promotional offer in virtual giveaway bag
- Sponsor promoted on AZHCC social media platforms including LinkedIn, Twitter, and Facebook

### **SILVER EVENT PARTNER - \$10,000**

- Recognition as **DATOS Silver Partner** on event materials, signage, website, and marketing materials
- ½ page color advertisement in DATOS program
- Recognition on presentation slide that will appear throughout event
- One [1] table of ten [10] at DATOS Breakfast & Presentation
- Sponsor promoted on AZHCC social media platforms including LinkedIn, Twitter, and Facebook

### **BRONZE EVENT PARTNER - \$5,000**

- Recognition as **DATOS Bronze Partner** on event materials, signage, website, and marketing materials
- Recognition on presentation slide that will appear throughout event
- Four [4] tickets to DATOS Breakfast & Presentation
- Sponsor promoted on AZHCC social media platforms including LinkedIn, Twitter, and Facebook

### **DATOS TOTAL ACCESS PARTNER - \$15,000**

- Recognition as **DATOS Total Access Partner** on event materials, signage, website, and marketing materials
- ½ page color advertisement in DATOS program
- Recognition on presentation slide that will appear throughout event
- Four [4] tickets to DATOS Breakfast & Presentation
- Sponsor promoted on AZHCC social media platforms including LinkedIn, Twitter, and Facebook

### **SOCIAL WALL SPONSOR - \$5,000**

- Logo Inclusion and recognition as **Social Wall Sponsor** in event marketing materials (*digital evite, printed event poster, digital banner ad, social media posts, facebook event*)
- On-site event materials (*printed program, Step & Repeat, Event*

*Industry Report, event signage*)

- On stage mentions and recognition on event sponsor presentation slide appearing on screen during the event
- Company logo/link on event registration page
- Full page color ad in the event program (*must deliver ad by due date, specs will be provided*)
- Four [4] tickets for the event program
- Opportunity to include a one page color ad slick promotional offer in bag given to each attendee
- [5] Dedicated/customized stock tweets and posts on AZHCC social media platforms including Facebook, Twitter, & LinkedIn
- One mini-expo table to market brand and sell direct

### **PHOTO BOOTH SPONSOR - \$5,000**

- Logo Inclusion and recognition as **Photo Booth Sponsor** in event marketing materials (*digital evite, printed event poster, digital banner ad, social media posts, facebook event*)
- On-site event materials (*printed program, Step & Repeat, Event Industry Report, event signage*)
- On stage mentions and recognition on event sponsor presentation slide appearing on screen during the event
- Company logo/link on event registration page
- Full page color ad in the event program (*must deliver ad by due date, specs will be provided*)
- Four [4] tickets for the event program
- Opportunity to include a one page color ad slick promotional offer in bag given to each attendee
- [5] Dedicated/customized stock tweets and posts on AZHCC social media platforms including Facebook, Twitter, & LinkedIn
- One mini-expo table to market brand and sell direct