

## Cultural Marketing

The African American Business Leaders Council, Hispanic Chamber of Commerce, and Small Business Council are partnering up to present *Cultural Marketing*, formerly known as the Hispanic Chambers Annual *Marketing to Hispanics Seminar*. Ethnic segments are critical in a marketing strategy because of their size and economic power as well as their influence on mainstream trends and culture. In a melting pot like America, it is necessary for brands to think about how they approach ethnic segments and reach the **new** general market.

Panelists Includes:

- George Fernandez 
- Crystal Folkes 
- Danny Youssef 
- Moderated by Donald Outing, Ph.D., Vice President for Equity and Community, Chief Diversity Officer, Lehigh University

**Location: Zoellner Arts Center, Bethlehem PA**

**Date: April 6, 2018**

**Audience: Approx. 80 business professionals in Lehigh Valley**

### Available Sponsorships:

#### Presenting Sponsor: \$2,000

- ❖ Logo prominent in promotional materials, Chamber publications, and on social media
- ❖ Logo recognition from the podium and on screen as a Presenting Sponsor
- ❖ Your full-page ad in the Program Booklet Size: 4.5" W x 7.5" H
  - Color Ad
  - **Due March 30th**
- ❖ Podium time to introduce Keynote Speaker
- ❖ Eight complimentary conference registrations including meals and seat identification
- ❖ Exhibit Space including 6 foot draped table
- ❖ Inclusion of any marketing, advertising or novelty items for each attendee
- ❖ **EXCLUSIVE** email blast to diversity councils promoting your business (*valued at \$1,000*)

#### Gold Sponsor: \$1,000

- ❖ Prominent logo recognition as Gold Sponsor on promotional materials
- ❖ Logo recognition from the podium and on screen as a Gold Sponsor
- ❖ Your half page ad in the program Booklet size: L 4.5" W x 3.75" H
  - Black & White
  - **Due March 30th**
- ❖ Six complimentary conference registrations including meals
- ❖ Exhibit Space including 6 foot draped table
- ❖ Inclusion of any marketing, advertising or novelty items for each attendee
- ❖ **EXCLUSIVE** email blast to diversity councils promoting your business (*valued at \$1,000*)



**Silver Sponsor: \$500**

- ❖ Logo prominent in promotional materials, Chamber publications, and on social media
- ❖ Logo recognition from the podium and on screen as Silver Sponsor.
- ❖ Exhibit Space including 6 foot draped table
- ❖ Four complimentary conference registrations including meals

**(Exhibit Space) Bronze Sponsor: \$300**

- ❖ Exhibit Space including 6 foot draped table
- ❖ Recognition as Bronze Sponsor throughout the day at event and in the program booklet
- ❖ Exhibit Space including 6 foot draped table
- ❖ Two complimentary conference registrations including meals

**Admission: Member rate \$30 / Non-members \$60**

**A Full Page ad in Program: \$150**

- Size: 4.5” W x 7.5” H, Black & White or Grayscale, Format: .eps, .jpeg, .tiff, or .pdf (minimum 300 dpi), **Due Date: March 30**

**A Half Page ad in Program: \$100**

- Size: 4.5” W x 3.75” H, Black & White or Grayscale, Format: .eps, .jpeg, .tiff, or .pdf (minimum 300 dpi), **Due Date: March 30**