



Mission

Latino Roundtable will build an *up-scale* business network by reaching professionals from all industries and bring them together under one roof to achieve the most powerful business event between Latinos and non-Latino professional and business groups.

Networking is the single-most powerful tool business development. As business owners, you are aware that you have two full time jobs. First, you must maintain the business that you have and keep existing clientele happy. Second, you must increase your market share by selling to new people. Networking provides you with the opportunity to work smarter, not harder. If you utilize the people in your networking group for the purpose of providing immediate quality solutions to problems that they have, you have tapped the power of networking.

Why Networking

Business networking is the only way to launch your self from obscurity into someone who knows people and who is known by people. It is a way to gain knowledge that you otherwise may not have known, and it is a way to climb the social ladder as well as the professional one.

Business networking is now known as the only way to connect your self to people in order to bring yourself to the top of the chain. The more influential people you can connect to, the more information you can gather, and the further you can take yourself. Networking will help you develop new leads to business, become part of a unique community of entrepreneurial professionals and develop lasting relationships with other professionals in related fields.

Latino Roundtable continues to achieve its goal of excellence in Business Networking Events in the Twin Cities. Our attendees come from all different types of professions such as Doctors, Lawyers, Political Leaders, Business Owners, Corporate Management and much more. These events are structure for those who like to promote their Business, Service and Product.

Who organizes the event?

Latino Roundtable Events is brought to you by Premier Latino Events, LLC (PLE)

How we advertise/promote the events?

PLE promote the events via multiple platforms

- **Email list** in excess of 4,000 active contacts that are both Latino and non-Latino Business.
- **Social Media** presence on Facebook, (over 5k friends), Twitter (over 200 followers), LinkedIn (500+ connections)
- **Radio** mentions on PLE produced *Paraiso Musical Show* on Jazz 88.5 FM Sundays from 1-4 PM with a 2-4 rating which means 15-20k listeners.
- **Newspaper** advertising on Hispanic Tiempo Newspaper (monthly circulation of 10,000)

For Sponsorship or other information please contact Jim Carlson via email jim@premierle.com or cell (612) 703-7417



CORPORATE SPONSORSHIP

Benefits to all our Corporate Sponsors:

- Opportunity to network with business leaders, decision makers, and managers from prestigious companies and organizations.
- Placement of sponsor name and logo with link in e-mail notifications and/or monthly e-newsletter. (Distribution is in excess of 4,000 emails)
- Exposure for your brand, products and/or services within the Latino business & professional community.
- Opportunity to distribute incentives and/or promotional materials at each event on an opt-in basis.*
- A list of attendees to each sponsored event.
- Facility to host the event at your corporate location. (when possible)
- Goodwill generated from supporting the Latino business community. Ex, "Proud sponsor of the Latino Roundtable MN".

As a Sponsor, you will receive the following benefits in return for your investment:

GOLD SPONSORSHIP LEVEL

- ◆ Appropriate recognition in all radio ads on Jazz 88.5 FM, printed materials, which includes e-mail invitations, news releases and materials.
- ◆ Opportunity for Special promotions, product display and distribution at the events on an opt-in basis.*
- ◆ Category Exclusivity
- ◆ Opportunity for company representative to welcome attendees at the events and/or give a presentation.
- ◆ Acknowledgement at events by Master of Ceremony.
- ◆ Signage at the event. *
- ◆ Company logo and link on website page for these events and our weekly email blasts for three months.
- ◆ A copy of the list of attendees to each event.

SPONSOR PACKAGE: \$1,000

SILVER SPONSORSHIP LEVEL

- ◆ Appropriate recognition in all printed materials, which includes e-mail invitations, electronic newsletter, news releases and materials.
- ◆ Opportunity for Special promotions, product display and distribution at the events on an opt-in basis.*
- ◆ Acknowledgement at events by Master of Ceremony.
- ◆ Signage at the event. *
- ◆ Company logo and link on Website page for these events for one month.
- ◆ A copy of the list of attendees to each event.

SPONSOR PACKAGE: \$500

BRONZE SPONSORSHIP LEVEL

- Display Table for one event
- Live mentions at the event

SPONSOR PACKAGE: \$250

*All materials must be provided by your company