



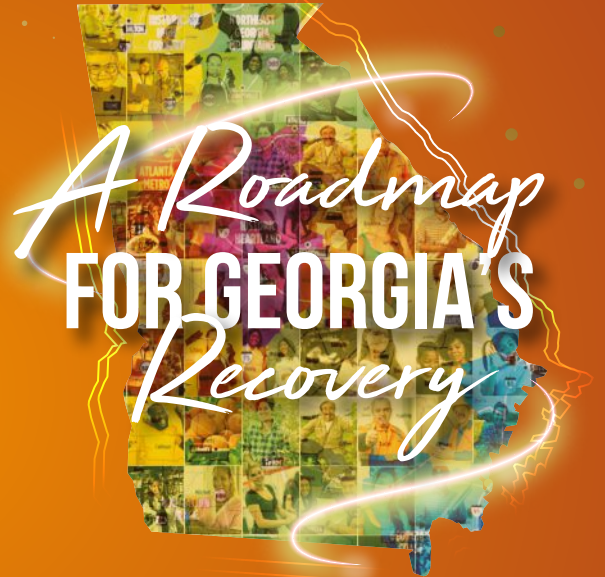
Latin American  
Association



GEORGIA HISPANIC  
CHAMBER of COMMERCE

PRESENT  
THE 2020 LATINO PROSPERITY  
— CONFERENCE —

Thursday, October 15, 2020 | 9 a.m.  
A virtual event



The Latin American Association and the Georgia Hispanic Chamber of Commerce jointly present “The 2020 Latino Prosperity Conference: A Roadmap for Georgia’s Recovery.” This virtual conference will examine what future prosperity looks like for Georgia’s Latino families in light of their contributions and the COVID-19 pandemic and economic crisis.

Hispanics are determined, resilient and hard-working. For decades, they have helped drive Georgia’s remarkable economic growth. However, they have been hit harder than other groups by the current crisis. Many have lost jobs or seen their hours cut back, while many others have had to continue working on the frontlines as the COVID-19 pandemic sees a resurgence, with an increasing number of Latinos getting sick.

Some in our community have to face the impossible choice of going to work and risk infection, or not working and risk eviction or foreclosure. Many Latino families have not been included in recovery relief, making it harder for our community to continue to help build Georgia’s future. Nevertheless, as the economy stabilizes, Latinos will fight through these challenges and will help chart a prosperous course forward.

When we were first planning this conference for earlier in 2020, unemployment was low, and the economic landscape was vastly different. But with Latino families determinedly powering through a pandemic and challenging job market, a lot has changed. So, we have recast this into a virtual conference to bring together stakeholders and address the challenges that our community is confronting and discuss the path forward to prosperity. This conference brings to the forefront urgent issues that affect Latinos and all Georgians, and our hope is that this fruitful discussion generates ideas and solutions that will continue to lift our community and the entire state.



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## SPONSORSHIP OPPORTUNITIES

### \$25,000 | Presenting Sponsor

- Top recognition as Presenting Sponsor
- Special opportunity to provide two-minute remarks during program
- Opportunity to run a 30-second advertisement during pre- and post-event programming
- Prominent logo placement on all event materials and recognition in all media releases
- Company will be exclusively feature on LAA and GHCC website homepage and event webpage with logo placement including link to company website
- Premier placement of logo in social media and digital sponsor recognition materials
- Full page ad in the Latino Prosperity Conference PowerPoint
- Prominent recognition in LAA and GHCC emails
- Prominent recognition by emcee

### \$15,000 | Platinum Sponsor

- Special recognition as Platinum Sponsor
- Opportunity to run a 30-second advertisement during pre- and post-event programming
- Logo placement on all event materials and recognition in all media releases
- Company will be exclusively feature on LAA and GHCC website homepage and event webpage with logo placement including link to company website
- Special placement of logo in social media and digital sponsor recognition materials
- Full page ad in the Latino Prosperity Conference PowerPoint
- Recognition in LAA and GHCC emails
- Special recognition by emcee

### \$10,000 | Gold Sponsor

- Special recognition as Gold Sponsor
- Opportunity to run a 30-second advertisement during pre- and post-event programming
- Logo placement on all event materials and recognition in all media releases
- Logo placement on event webpage
- Special placement of logo in social media and digital sponsor recognition materials
- Full page ad in the Latino Prosperity Conference PowerPoint
- Recognition in LAA and GHCC emails
- Mention by emcee

### \$5,000 | Silver Sponsor

- Recognition as a Silver Sponsor
- Logo placement on all event materials and recognition in all media releases
- Logo placement on event webpage
- Special placement of logo in social media and digital sponsor recognition materials
- Half page ad in the Latino Prosperity Conference PowerPoint
- Recognition in LAA and GHCC emails
- Mention by emcee

### \$2,500 | Ambassador Sponsor

- Recognition as an Ambassador Sponsor
- Logo placement on all event materials and recognition in all media releases
- Name listed on event webpage
- Logo placement in social media and digital sponsor recognition materials
- Recognition in LAA and GHCC emails

**Deadline for inclusion in all program materials is September 30th, 2020.**

#### Latin American Association

For more information, please visit <https://thelaa.org/latino-prosperity-and-policy-conference/> or contact Paola Cartay at [pcartay@thelaa.org](mailto:pcartay@thelaa.org) or at 678.642.9241  
For sponsorships, please contact Jessica Martinez, at [jmartinez@thelaa.org](mailto:jmartinez@thelaa.org) or at 404.638.1836.

#### Georgia Hispanic Chamber of Commerce

<https://ghcc.org/en/latino-prosperity-and-policy-conference/>  
or contact Juanita Rivera at [jrivera@ghcc.org](mailto:jrivera@ghcc.org) or at 404.929.9998.

The Latin American Association is a 501(c)(3) nonprofit (EIN: 58-1237316)

The Georgia Hispanic Chamber of Commerce Business Development Center is a 501(c)(3) nonprofit (EIN: 03-0427706)

All donations are tax-deductible to the extent allowed by law