2018 Membership Information & Application
1.2 MM Population
25% Hispanic
19 Cities
January 1, 2018

Hispanic Chamber 2018 Annual Membership Program

Dear Colleague and Fellow Supporter,

It is with great pleasure that we present you the Hispanic Chamber 2018 Annual Membership Program overview to help you evaluate the various partnership opportunities we offer at the Hispanic Chamber of Commerce of Contra Costa County. We are confident that you will clearly see the immediate value and ROI potential that is galvanized into our membership programs. We’re very excited about the prospect of partnering with you to help you achieve your communications goals through quality engagement opportunities with our constituents, and we look forward to joining forces with you to drive new business and positive social impact for the community at large.

The Hispanic Chamber of Commerce of Contra Costa County represents the community, commercial, and government relations interests of 1.2 million constituents across the 19 cities of Contra Costa County, advocating for the socio-economic growth and advancement of the local economy, while seeking to promote the growth of underserved Hispanic and minority owned businesses. Together with the neighboring Hispanic Chamber of Commerce of Alameda County, of which I am also Board Chair, the Chambers’ combined constituency totals over 3 million. It is our mission to promote positive socio-economic advancement within the Contra Costa and Alameda Counties through advocacy on behalf of our community members, while creating synergy within the areas of community, commerce, and government. Hence, our motto: Civitas, Commercium, et Imperium.

The enclosed membership information outlines how our outreach programs are structured, and lists the various opportunities we offer you to leverage a Hispanic Chamber membership to support your organizational goals. We look forward to enrolling you as a Hispanic Chamber of Commerce member and helping to guide your outreach efforts within your business sector and the community.

Thank you for considering and supporting the Hispanic Chamber of Commerce. I personally look forward to working with you.

Sincerely,

Evodio Walle,
President
Hispanic Chamber of Commerce of Contra Costa / Alameda County
Hispanic Chamber Leadership

The Leadership Board

Evodio Walle
President

Cece Adams
Vice President

Darlene Crane
Chief Growth Officer

Todd Conway
Chief Financial Officer

Sonia Hassey
Chief Community Officer

Karina Guerrero
Director, Education

Ovidilio D. Vasquez
Youth Leadership Director

Sandeepa Nayak
Director, Technology

Rosa Lara Vargas
Director, West CCC
HISPANIC CHAMBER LEADERSHIP

The Leadership Board

JAVIER REYES
TREASURER
PRO TEMPORE

MARIELA VERDIN, ESQ.
CHIEF LEGAL OFFICER

DOMINIC RIPOLI, ESQ.
LEGAL & POLITICAL
CONSULTANT

HISPANIC CHAMBER ADVISORS

The Advisory Board

Ed Basaldua
ParkOne Properties

Enrique Ruiz
Remax Realty

Richard Chacon
Union Bank

Stephen Lesher
Shell Oil US

Ken Dami
Teso

Ivan Elizondo-Schmelkes
Dow Chemical

Ronald A. Wetter
Kaiser Permanente

Ken Mintz
AT&T
The Ambassador Program

As a member of the Hispanic Chamber, you may apply to become an Ambassador. An Ambassador becomes part of the “face” of the Chamber and contributes to making the Chamber’s events as hospitable as possible by serving on welcoming committees, helping with membership campaigns and acting as public relations liaisons related to networking and social events sponsored by the Chamber. After a brief qualification process, we can determine whether the Ambassador program is for you, and where you would be the best fit.

Ambassadors receive a “book of business” of members with which you can develop relationships and act as a Chamber liaison to your fellow Chamber members. Your goal as an Ambassador is to help foster the growth of the Chamber while helping to preserve the culture of inclusion and support of members. As an Ambassador, your role with the Chamber is promoted during our event marketing activity. The goal of the Ambassador program is to create a synergistic relationship between the Chamber and your business, for the mutual growth of your business and the Chamber.

Examples of how Ambassadors can benefit:

- Get announced at events
- Stand out as part of the Chamber’s leadership; being the face of the Chamber
- Bring promotional displays to events; i.e. table signs, flyers
- Make announcements at events
- Get your profile featured on the Hispanic Chamber website
- Get announced to our Social Media followers
- Re-post your Facebook photo posts to the Hispanic Chamber’s Facebook page
- Get announced to our email list as a sponsor of events; i.e. wine sponsor, etc.
- Reach out to members on behalf of the Chamber to forge stronger relationships
- Build your personal brand through positive association with the Chamber's initiatives
- Recognition in Chamber publications and Social Media before, during and after events
- Consultation meetings with the Hispanic Chamber leadership to help you succeed as an Ambassador and in your business
- Personalized ‘Ambassador’ name badge
- Follow-up with new guests and members as their first contact on behalf of the Chamber
- Learn new marketing and promotion skills by getting involved with Chamber campaigns
- Get considered for Board of Directors leadership upon successful tenure as Ambassador

What are some of the roles and responsibilities of Ambassadors?

- Attend as many Chamber events as you can; that’s where you’ll meet people!
- Help setup and break down at events
- Meet and greet members and guests at events
- Reach out to members and guests to promote event attendance
- Ensure members and guests are comfortable at events; i.e. approach people sitting alone
- Assist with registrations and new member signups during events and follow-ups
- Maintain membership in good standing
- Be willing to connect with members and guests to promote inclusion
- Promote the Chamber events to your business network
The Core membership features give members full access to Hispanic Chamber events, programs, and promotional opportunities. Engagement with the Hispanic Chamber leadership, members, civic leaders, and the community starts with the Core membership tier. Depending on your promotional needs, you can easily uplevel from the Core membership to a Promotional or Promotional Plus membership to gain access to cost-effective multi-channel marketing solutions that amplify your marketing messages and their reach of our audience.

Corporate and Civic Leadership membership options are also available.

Included in the Core membership:

- Business Directory Website Listing
- Company profile promoted as a new member
- Publish events to Chamber’s member events calendar
- Access to business development resources
- Access to free and discounted business networking events & workshops
- Affordable Business Lending Program
- Business Education & Counseling (BBB, SCORE, SBDC, Paychex)
- Event Sponsorship Opportunities
- Business Referral Program
- A la carte promotion services; e.g. ribbon cuttings, special campaigns
- Member Mastermind Group
- Member Only Events
- Collateral table at mixers
- Personal or business introduction at mixers
- Access to Membership Database
- Use of Chamber logo on promotional materials
- Thought Leadership Contributing Author Opportunities
- Opportunity to speak at Chamber Mixers
- Expanded Business Listings with Video
- Discounted access to Premium events
- Access to leadership-level members
- Admission to bi-monthly luncheons with special guest speaker
- Opportunity to submit project for support and endorsement (subject to GAC approval)
- Opportunity to host Business Development Program for members
- One on one consultations with Leadership Board
- Targeted introductions to new business relationships
- Eligibility to apply for Hispanic Chamber Ambassadorship program

$297 Annually
The Promotional and Promotional Plus annual membership tiers are a powerful enhancement to the Core membership, providing you with bundled Digital Marketing Services to boost your online marketing, so you can repeatedly and consistently reach the Hispanic Chamber audience simultaneously across all our marketing channels during a single period. The Promotional membership options include all the Core membership features that come in the standard annual membership, plus a comprehensive 1-month or 4-month multi-channel online marketing campaign.

The Promotional and Promotional Plus membership options cost $597 and $1,297 respectively, and feature either a 1-month multi-channel campaign, or a 4-month multi-channel marketing campaign; executed back-to-back or spread within 1 year; e.g. every other month or quarterly.

Included:

- 3-5 minute video clip promoting your business, product, or event
- Video posted to the Chamber YouTube channel
- Event promotion on the Chamber home page
- Event promotion on the Chamber Facebook page
- An event page on the Chamber website, with event and venue details
- An Eventbrite RSVP page
- Option of 5 or 20 Email Blasts in 1 month

How a 1-month Campaign Works

<table>
<thead>
<tr>
<th>Your Messages</th>
<th>Broadcast to 15K+ Contacts in CCC</th>
<th>5 Email Blasts minimum in 1 Month</th>
<th>Posted on All Chamber’s Social Media Channels</th>
</tr>
</thead>
</table>

5 Email Blasts $597
20 Email Blasts $1,297
+ 1 Year Core Membership
The Hispanic Chamber offers a broad variety of online and offline events in the areas of community, commerce, and government affairs. We’re constantly innovating around the needs of our members, and we welcome your ideas for new events.

These are some of the interesting events we have in store for 2018 with many more to come.

**Ongoing Events Series:**

- Ongoing Events Series:
- Bi-weekly Power Hour Networking
- Business Breakfasts
- Legislative Breakfasts
- Financial Education Series Lunch'n Learns
- Legal Education Series Lunch’n Learns
- Health and Wellness Mixers
- Cannabiz Industry Events
- Webinar Wednesdays Business Education Series
- Podcast Business Education Series
- Happy Hour Mixers
- Multi-chamber Networking Mixers
- Government Affairs Committee Civic Leadership Outreach
- CCC Young Professionals Mixers
- Rich Teen, Poor Teen Financial Education Workshops
- Online Webinars
- Conexión Hispana Monthly Happy Hour Mixer
- Women's Leadership Workshop and Networking
- Destiny Talks Women's Networking (men, too)

**Seasonal Events:**

- Women's Leadership Conference
- Rich Teen, Poor Teen Game Show
- Summer Mixer
- 4th of July Parade
- Annual Education Conference
- Cinco de Mayo Member Events
- Education Symposium
- Education's Impact on the CCC Economy Summit
- Hispanic Cultural Festival
- Mexican Independence Day
- Annual California Hispanic Chambers of Commerce Conference
- Dia de Los Muertos (Day of the Dead) Festival
- Annual Shell Club House Holiday Party
- Young Destiny Women Leadership Gala
1. **Do I have to be Hispanic or speak Spanish to be a member or attend events?**
   No. The Hispanic Chamber promotes inclusion and diversity, and welcomes all professionals and community members regardless of race, nationality or ethnicity.

2. **What is the Hispanic Chamber of Commerce and why do we need it?**
   The Hispanic Chamber is a social welfare organization driving positive socio-economic impact in Contra Costa County for the past 30 years. The Hispanic Chamber of Commerce of Contra Costa County was created to unite the community, merchants, and California legislators in producing positive growth across the 19 cities of Contra Costa County. The Hispanic Chamber is actually comprised of three non-profit, social welfare organizations – a 501(c)(3), 501(c)(6), and 501(c)(4) – enabling the organization to effectively advocate on behalf of the Contra Costa County community at the social, economic, and political levels. The mission of the Hispanic Chamber is to develop, enhance and promote valuable business opportunities for its members while providing a special emphasis on promoting education, cultural awareness and access to resources for all.

3. **What can the Hispanic Chamber of Commerce do for me and my business?**
   Whether your goals are focused on driving positive impact in the community, your business, or in civic leadership, the Hispanic Chamber provides a powerful platform to give you the leverage you need to effectively reach large audiences. The Hispanic Chamber’s core strengths being digital communications, we readily provide you many effective ways to touch our audience through multiple online channels on a moment’s notice. In addition, our Creative Event Services can deliver a variety of innovative solutions to efficiently and cost-effectively address your outreach needs. The Hispanic Chamber also offers a broad range of innovative events, and we’re always exploring new ideas.

4. **How many members do you have?**
   There are approximately 350 active members. Membership totals have fluctuated over the years due to many factors. As we prepare for a new wave of growth, we’ve made many operational changes at the Hispanic Chamber to enhance our ability to fulfill membership services, and have added value with many new programs.

5. **What are the membership fees and how do I join?**
   The Core membership is $297 annually, and comes with support for many online and offline services. We also offer the Promotional and Promotional Plus membership tiers at $597 and $1,297 respectively, which give you access to our Professional Services and Digital Marketing Services to promote your business to our audience of 15K+ professionals across the East Bay metro area.

6. **Can I still promote my business with the Core membership without a Promotional membership?**
   Yes. The Core membership is a powerful, stand-alone membership program that gives you many avenues to promote your business, including access to our Professional Services on an a la carte basis.

7. **What do you offer besides networking and promoting businesses?**
   The Hispanic Chamber offers robust programs for public companies, civic leadership, philanthropists, and community volunteers. Please contact the Chamber office to request a discovery meeting, so we can better assess your needs and goals.
Getting Started with Membership

Getting started is easy. Simply following the steps below, and prepare to engage! Consider participating in the Ambassadorship program to maximize your exposure at the following events.

Step 1: Signup

Signup for a membership online at http://www.h5c.org/membership

<table>
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<tr>
<th>Annual Membership Tier</th>
<th>Included in Membership</th>
<th>Investment*</th>
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<tbody>
<tr>
<td>Core</td>
<td>All Benefits</td>
<td>$297</td>
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<tr>
<td>Promotional</td>
<td>All Benefits + 1 Campaign</td>
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<td>Promotional Plus</td>
<td>All Benefits + 4 Campaigns</td>
<td>$1,297</td>
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<td>Civic Leadership</td>
<td>Contact the Chamber</td>
<td>Contact us</td>
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<tr>
<td>Global/Public Company</td>
<td>Contact the Chamber</td>
<td>Contact us</td>
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* 93% of your dues investment in the Chamber is deductible as a business expense.

Step 2: Tell Us About You

Complete the Membership Application, so we know how to best engage with you.

Step 3: Kickoff

Attend an orientation session with the Hispanic Chamber to learn more about how to leverage your membership, and in the case of Promotional memberships to coordinate your campaign efforts and promotional timeline.
## Membership Application

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Complete, print, and mail the application and/or checks payable to:

**Hispanic Chamber of Commerce of Contra Costa County**

2001 Salvio Street, STE 28

Concord, CA 94520

Payments can be submitted online at:

[http://www.h5c.org/membership](http://www.h5c.org/membership)