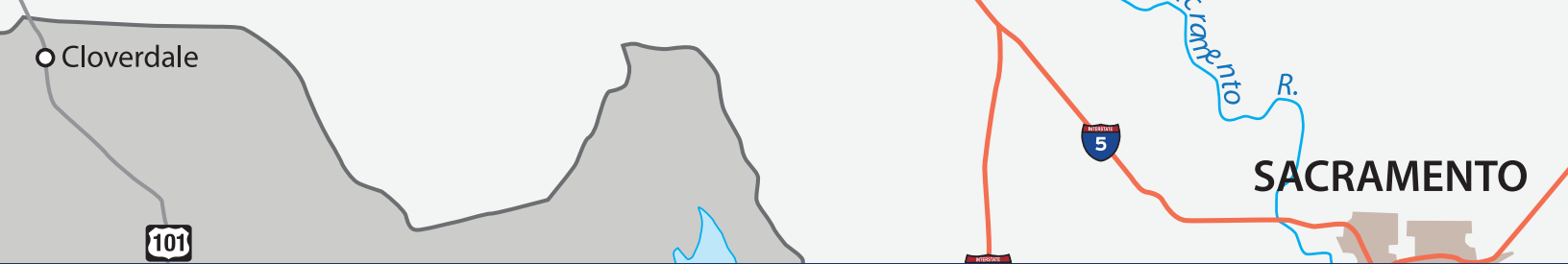




2019 MEMBERSHIP INFORMATION & APPLICATION

CIVITAS, COMMERCIIUM, ET IMPERIUM



1.2 MM **25%**
POPULATION **HISPANIC**

19 CITIES



LETTER FROM THE HISPANIC CHAMBER PRESIDENT

January 1, 2019

Hispanic Chamber 2019 Annual Membership Program

Dear Colleague and Fellow Supporter,

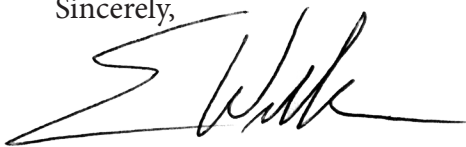
It is with great pleasure that we present you the Hispanic Chamber 2019 Annual Membership Program overview to help you evaluate the various partnership opportunities we offer at the Hispanic Chamber of Commerce of Contra Costa County. We are confident that you will clearly see the immediate value and 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, which shares the same Leadership Board as Contra Costa, 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, Commmercium, 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

The Hispanic Chamber of Commerce Leadership Board comprises a dynamic group of professionals from various industries united under a shared cause to bring socioeconomic prosperity to the community. Bringing a diverse set of skills and ideas to the Hispanic Chamber community, the Leadership Board provides business leaders like you with a creative outlet through which they can give back to the community in ways that are complimentary to the individual skill set and passion each leader brings. Using the Hispanic Chamber as platform, the Leadership Board creates programs that drive social impact while also growing their business, thought leadership and network of influence.



EVODIO WALLE
PRESIDENT



JAVIER CORTEZ
HOUSING & DEVELOPMENT



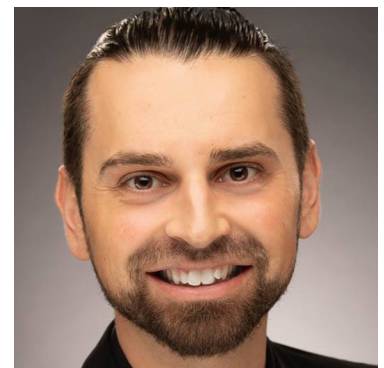
MARCELLA SILVA
ECONOMICS & DEVELOPMENT



DANIEL CLAYTON
CAPITAL FINANCE



RICHARD ZAMUDIO
BUSINESS EDUCATION



DOMINIC RIPOLI, ESQ.
CANNABIS LAW



HISPANIC CHAMBER ADVISORS

The Advisory Board

The Hispanic Chamber of Commerce Advisory Board is the legacy of business leaders and Leadership Board alumni that continue to guide and develop the Hispanic Chamber into becoming the driving economic force in the community that it has been for the past 35 years.

Ed Basaldua
ParkOne Properties

Enrique Ruiz
Remax Realty

Richard Chacon
Union Bank

Stephen Leshner
Shell Oil US

Ken Dami
Tesoro

Ivan Elizondo-Schmelkes
Dow Chemical

Ronald A. Wetter
Kaiser Permanente

Ken Mintz
AT&T

Solomon Belette
Sanford Institute of Philanthropy
John F. Kennedy University



THE CORE MEMBERSHIP

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, and can be enhanced with Ambassadorship and Promotional Campaign Add-ons (optional). Depending on your promotional needs, you can easily uplevel from the Core membership to a Promotional Campaign Add-on package to gain access to cost-effective multi-channel marketing solutions to amplify your marketing messages and extend their reach to our audience.

Custom corporate and Civic Leadership membership options are also available.

All standard benefits are 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
- Opportunity to submit project for support and endorsement (subject to GAC approval)
- Opportunity to apply to host programs and events for members (subject to approval)
- Consultations with the Leadership Board
- Targeted introductions to new business relationships
- Eligibility to apply for Hispanic Chamber Ambassadorship program

\$297 ANNUALY (ALL BENEFITS)

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 in the program you would be the best fit.

Ambassadorship allows you to develop relationships and act as a Chamber liaison to your fellow Chamber members and the business community. 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 and guests. 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.

Ambassador benefits include:

- 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
- Share events 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 to raise your visibility and profile at events
- 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 the Leadership Board upon successful participation 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 whenever you can
- 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

PROMOTIONAL CAMPAIGN ADD-ONS

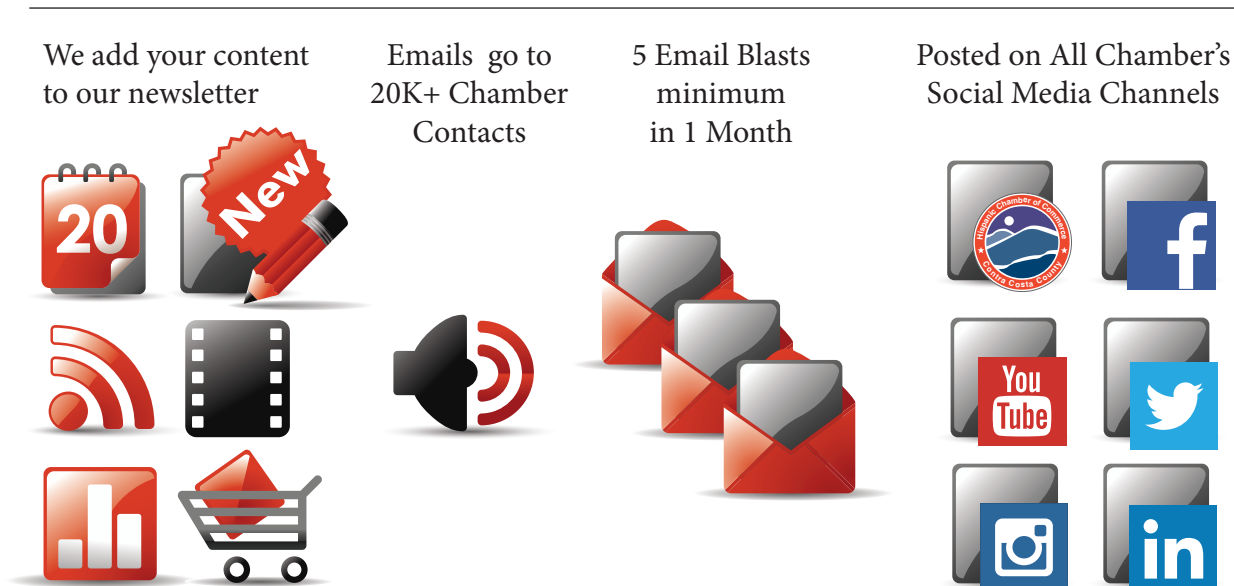
The Promotional Campaign Add-ons include membership and are powerful enhancements to the Core membership benefits, providing you with bundled Digital Marketing Services to boost your online marketing reach to the Hispanic Chamber audience across all our marketing channels. The Promotional Campaign Add-on packages include all the Core membership features that come in the standard annual membership, the opportunity to apply for Ambassadorship, plus a comprehensive 1-month or 4-month multi-channel online marketing campaign depending on the add-on package you choose.

The Promotional Campaign Add-ons cost \$597 and \$1,297 respectively, and feature either a 1-month or 4-month multi-channel marketing campaign. The 1-month campaign is executed 5 weeks in a row, back-to-back, whereas the 4-month campaign can be spread throughout 1 year in 5-email blast increments; i.e. 4 campaigns, 5 email blasts each campaign.

Included:

- 3-5 minute video clip provided by you or us 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 (5 Email Blasts) Campaign Works



1 CAMPAIGN (5 EMAIL BLASTS) \$597*
4 CAMPAIGNS (20 EMAIL BLASTS) \$1,297*
(*INCLUDES 1 YEAR CORE MEMBERSHIP)

HISPANIC CHAMBER EVENTS

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 2019 with many more to come.

Ongoing Events Series:

- Power Hour Business Breakfast Networking
- 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
- Conexión Hispana Monthly Happy Hour Mixer
- Women's Leadership Workshops and Networking

Seasonal Events:

- Empresaria Women in Business Annual Conference
- Student Night at the Symphony
- 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

FREQUENTLY ASKED QUESTIONS

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 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, grow your business, or expand your outreach in civic leadership, the Hispanic Chamber provides a powerful platform to help you effectively reach large audiences. The Hispanic Chamber's core strengths being digital communications, provide you many effective ways to reach 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 event program, and we can provide custom solutions for your needs.

4. How many members do you have?

There are approximately 600 active members. Membership totals fluctuate as businesses and the community evolve. As we prepare for the next wave of growth, we're excited to launch our 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 Promotional Campaign Add-ons 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 20K+ professionals across the East Bay metro area.

6. Can I still promote my business with the Core membership without a Promotional On-on?

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. As a Core member you can consider applying for the Ambassador Program, which enhances your benefits.

7. What do you offer besides networking and promoting businesses?

The Hispanic Chamber offers robust programs for companies of all sizes, civic leadership, philanthropists, and community volunteers. Please contact the Chamber to request a discovery meeting, so we can discuss your vision, 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.



get started

Step 1: Signup

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

Annual Membership Tier	Included in Membership	Investment*
Core	All Benefits	\$297
Core + 1 Campaign	All Benefits + 5 Email Blasts	\$597
Core + 4 Campaigns	All Benefits + 20 Email Blasts	\$1,297
Non Profit	All Benefits	\$175
Custom Program	Contact the Chamber	Contact us

* 93% of your dues investment in the Chamber is deductible as a business expense. Membership benefits subject to change. No refunds.

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.



HISPANIC

CHAMBER OF COMMERCE
CONTRA COSTA COUNTY

MEMBERSHIP APPLICATION

Contact Information:			
Company Name:			
Business Contact:		Title:	
Phone:	Email:	Web:	
Rep/Directory Contact:		Title:	
Phone:	Email:	Web:	
Business Address:		City:	State: Zip:
Mailing Address:		City:	State: Zip:
Membership Level:			
Core (\$297): <input type="checkbox"/> Core + 5 Emails (\$597): <input type="checkbox"/> Core + 20 emails (\$1,297): <input type="checkbox"/>			
Custom Program: <input type="checkbox"/> Contact for quote Non-Profit Core (\$175): <input type="checkbox"/>			
Payment Method:			
<input type="checkbox"/> Pay Online <input type="checkbox"/> Cash Amount: <input type="checkbox"/> Check Amount: Check #:			
Pay with Card:			
Card Number:		Name on Card:	
Expiration Date:		Security Code (back of card):	
Cardholder Signature:			

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

Hispanic Chamber of Commerce of Contra Costa County
1111 Broadway, STE 300
Oakland, CA 94607

Payments can be submitted online at:

<http://www.h5c.org/membership>



HISPANIC

CHAMBER OF COMMERCE

CONTRA COSTA COUNTY

2001 Salvio Street, STE 28, Concord, CA 94520

WWW.H5C.ORG