



HISPANIC BUSINESS AWARDS

LA MEGA MEDIA

La Mega  
**Hispanic  
Business  
Awards**

Hilton Columbus Downtown • Columbus, Ohio  
**MAY 18th  
2023**



## BACKGROUND

There are more than 16,000 Hispanic owned businesses in Ohio, according to the most recent Survey of Business Owners conducted by the U.S. Census Bureau.

Of that number, businesses with a payroll total 1,553, and combined, employ more than 23,600 workers with an annual payroll of more than \$528 million. Receipts for businesses with payrolls were over \$2.2 billion with receipts for all Hispanic run businesses nearly \$2.8 billion.

According to the 2020 United States Census Bureau report, there are now more than half a million Hispanics in Ohio, constituting a 47% rise between 2010 and 2020. That's still just 4.4% of the state's population.

Based on the 2020 State of Latino Entrepreneurship report conducted by the Stanford Graduate school of Business, Latino-owned businesses play an important role in the U.S. economy.

As the fastest growing segment of the U.S. small business ecosystem, the number of Hispanic-owned businesses has grown 34% over the last 10 years compared to just 1% for all other small businesses.

Based on this research we can conclude that:

- Hispanics are starting businesses at a faster rate than the national average across almost all industries.
- Hispanic owned employer business are growing revenues at a faster rate than their non-Hispanic counterparts
- Hispanic-owned employer businesses that participate in formal business organizations (chamber or trade associations) are more likely to experience funding success.





As a result of this data, it is imperative to support the positive impact and growth of Hispanic-owned firms.

With this in mind, La Mega Media created the La Mega Hispanic Business Awards to strengthen, celebrate and highlight the positive impact Hispanic-owned businesses make, as well as their contributions to the local economy.

The La Mega Hispanic Business Awards is similar to the Small Business Administration National Small Business Week Awards, but with a sharp focus on Hispanic achievement.

Awards will be given in three main categories. We will recognize one in each category per state region:

- **Construction** (1 per region: Northeast Ohio, Central Ohio and Southwest Ohio)
- **Retail, Food and Accommodation** (1 per region: Northeast Ohio, Central Ohio and Southwest Ohio)
- **Professional Services** (1 per region: Northeast Ohio, Central Ohio and Southwest Ohio)

Selection of these businesses will be made in terms of historical growth of revenue and/or number of employees by a selection committee composed of organizations that support and represent small businesses in each region.

Furthermore, we will recognize businesses by popular vote for which the nomination and selection process will be done statewide that best represent the community in the following categories:

- **Best Small Business Person of the Year**
- **Fastest Growing Business of the Year**
- **Woman-owned Business of the Year**
- **Trailblazer Business of the Year**
- **Music Entertainer Entrepreneur of the Year**





# HOW WILL THIS WORK?

1. A statewide promotional campaign will be launched by La Mega Media to invite Hispanic-owned businesses to apply and be considered for participation.

2. Partnering with local business support organizations like SBDC, SBA and ECDI offices to help with criteria and nomination guidelines and who already have access to a database of Hispanic-owned businesses to contact.

3. These partnering organizations will be able to suggest and nominate businesses within listed categories based on their revenue, employee growth or impact within the community.

4. A selection committee will be formed by support organizations, chambers or other organizations that will select the finalists in each category.

5. The finalist businesses will take part in a promotional campaign that will highlight and give exposure to these businesses through LMM products and channels.

6. Based on the nomination criteria, the search committee alongside the business resource organizations will pick the winners for each category to be recognized in the gala event.

7. We will collect votes electronically (by our website [www.hispanicbusinessawards.com](http://www.hispanicbusinessawards.com)) for the popular vote categories, and determine the winners announced at the La Mega Hispanic Awards Gala event on May 18, 2023.

8. A formal Gala dinner celebration will be held during small business week. During this gala event, companies, business resource organizations, partners and sponsors will be able to network and celebrate the winning businesses.



## As a sponsor for this event you will be able to:

- Promote your products and services to the Hispanic small business community
- Connect with local Hispanic businesses
- Support Hispanic businesses through
- Advocacy and free publicity
- Support local Hispanic-owned business growth

***La Mega Media's mission is to be the primary and most trusted source in the Hispanic community that informs, educates and entertains our audience by providing culturally relevant integrated content through our radio, print, events, and digital platforms.***



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# SPONSORSHIP PACKAGES



## TITLE SPONSOR - \$15,000

1. Creative branding (name/logo and products' mentions with logos) as title sponsor in ALL aspects of event/promotion
2. A minimum of (360+) mentions as Title Sponsor per station on: La Mega 97.7 FM, La Mega 103.1 FM and La Mega Cleveland
3. Positioning as presenting sponsor (logo) in 3 full page La Mega Nota editions in Cleveland, Columbus and Cincinnati.
4. Digital display ads on [www.hispanicawardsgala.com](http://www.hispanicawardsgala.com), [www.cincinnati.lamegamedia.com](http://www.cincinnati.lamegamedia.com), [www.columbus.lamegamedia.com](http://www.columbus.lamegamedia.com), [www.cleveland.lamegamedia.com](http://www.cleveland.lamegamedia.com) and La Mega 1 App
5. Social media posts (1 per month, until the day of the event)
6. Logo placement on signage banner on stage at the event and at front entry
7. 5-minute presentation at the La Mega Hispanic Awards Gala event
8. Presenting sponsor (video) for Best Small Business Person of the Year Award
9. 2 tables (each seats 10) at the "La Mega Hispanic Business Awards" event on May 18, 2023
10. Full Page AD in Event Program
11. Logo placement on recognition award by presented category
12. Parking passes (10)
13. VIP Reception access

**VALUE ADD: PHOTO OP PROP - Bring a life-size display of your products and/or mascots for photos with attendees. Photos will be posted to Facebook.**



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# SPONSORSHIP PACKAGES



## **PRESENTING SPONSOR (14 AVAILABLE) - \$5,500**

1. Creative branding (name/logo and products' mentions with logos) as presenting sponsor in ALL aspects of event/promotion
2. A minimum of (180) mentions as a presenting sponsor per station on La Mega 97.7FM, La Mega 103.1 FM and La Mega Cleveland
3. Positioning as presenting sponsor (logo) in 3 full page La Mega Nota editions in: Cleveland, Columbus and Cincinnati
4. Digital display ads on [www.hispanicbusinessawards.com](http://www.hispanicbusinessawards.com)
5. Logo placement on signage banner, screens and at front entry
6. Presenting logo sponsorship (video) for each different category on awards
7. 1 table (seats 10) for the Gala event La Mega Hispanic Awards Gala Event
8. Half Page AD in event Program
9. Logo placement on recognition award by presented category
10. Digital display ads on Digital display ads on <http://hispanicawardsgala.com/>
11. 5 Parking passes
12. VIP Reception access



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# SPONSORSHIP PACKAGES



## **PARTNER SPONSOR - \$2,500**

1. Creative branding (name/logo and products' mentions with logos) as partner sponsor in ALL aspects of event/promotion
2. A minimum of (90) mentions as a partner sponsor per station on: La Mega 97.7FM, La Mega 103.1 FM and La Mega Cleveland
3. Positioning as Partner sponsor (logo) in 3 full page La Mega Nota editions in Cleveland, Columbus and Cincinnati
4. Logo placement on signage banner, screens and at front entry
5. 4 tickets for the La Mega Hispanic Awards Gala Event



# SPONSORSHIP PACKAGES



## **TABLE SPONSOR - \$1,300**

1. Creative branding (name/logo and products' mentions with logos) as a table sponsor in ALL aspects of event promotion
2. Positioning as a Table sponsor (logo) in 3 full page La Mega Nota editions in Cleveland, Columbus and Cincinnati
3. 10 tickets for the La Mega Hispanic Awards Gala Event

## **EVENT PROGRAM & DIRECTORY**

Full Page.....	\$350.00
Half Page.....	\$250.00
Quarter Page.....	\$150.00
Resource Directory.....	\$100.00

## **ADDITIONAL OPPORTUNITIES (PLEASE ASK YOUR ACCOUNT REP FOR MORE DETAILS IF INTERESTED):**

- » Reception Sponsor
- » Raffle and Door Prize Sponsor
- » Table Centerpiece Sponsor with your branded item on every table