

MI CASA RESOURCE CENTER®

Creating Pathways to Opportunity



DENVER

STARTUP WEEK

Wednesday, October 6th at 6:00pm
Sponsorship Proposal

345 South Grove Street, Denver, CO 80219
www.micasaresourcecenter.org.com

Mi Casa Resource Center Overview

Mi Casa Resource Center® educates, trains, and supports students and adults on their path to success in education, employment, and business ownership. We do this through nationally recognized programming for jobseekers, entrepreneurs, and students taught by highly qualified bilingual staff who are experts in their fields. Recognizing there are many factors that impact a person's path to economic prosperity, our holistic approach provides wrap-around services to address potential barriers to a better future. We treat everyone as unique individuals, considering their strengths, challenges, and personal vision of success when helping them identify and achieve their goals.

Business Pathways

Mi Casa Resource Center's Business Pathways hosts the SBA-supported Women's Business Center. We take a holistic approach in providing support to entrepreneurs through all stages of business development from ideation to building a business plan to expansion: Plan, Launch, Manage, and Grow. We help clients explore opportunities to start and grow their business through bilingual consulting, in-depth training, and a variety of business-related workshops and resources.

Denver Startup Week Spotlight Event

The builders of new business in the U.S. are women, people of color, and immigrants. Yet, they face significant barriers to access to thrive. Mi Casa Resource Center® has helped entrepreneurs overcome these challenges in Colorado for over 45 years. This event spotlights local small business owners while providing food prepared by Mi Casa's food truck program, La Receta®. Mi Casa will present key points on minority owned small businesses while hosting panelists with real-world experience. Join us and be a part of an event that raises awareness for our diverse small business community, network, and eat some of Denver's best street fare.

Sponsorship Benefits

Overview

Seize the opportunity to be a sponsor and gain visibility in a streaming-broadcast to over 20,000 individuals in this Fall's Denver StartUp Week event with Mi Casa Resource Center. Join us and be part of Mi Casa's 45th anniversary celebration audience. Tie your brand to our mission of providing small business owners and job seekers with services needed to build personal, family, and community wealth. **Contribute toward our goal of 45 FOR 45, a campaign to raise \$45,000 for Mi Casa's La Receta® food entrepreneurs' programs in 2021.**

Platino (Platinum) Sponsor \$5,000

First come first serve with three (3) live speaking opportunities:

- **Moderator** – Host our event and ask panelists key questions to highlight the barriers and successes of Denver's small business community
- **Opening Remarks** – Open the event with your company's message, and create perspective of the event to the audience (150 in person, thousands virtually)
- **Closing Remarks** – Close the event showcasing your company's work, and contribute your perspective of the event to the audience (150 in person, thousands virtually)
- **One slot available to sponsor two beer and wine stations with your logo with the option of having your company team further decorate this space**
- **One slot available to sponsor two dessert stations with your logo with the option of having your company team further decorate this space**

Reach Our Audience

A broadcast streamed to over 20,000 individuals!

In person attendance: 150

Virtual audience: Thousands

Facebook: Up to 59,000 followers

Twitter: Up to 2,450 impressions

LinkedIn: 3,479 followers

- Recognition by logo as Presenting Sponsor on all print and digital marketing materials, social media, event day signage, etc.
- Logo displayed at event
- Recognition at event as Platino Sponsor
- Award each La Receta® participant a gift or promotional materials with photos taken to highlight your support
- Logo featured on Mi Casa's website with a 100-word statement on the event website landing page
- Inclusion in press releases
- Option to include your company's swag with this sponsorship: T-shirts, tote bags, pens, stickers and more. Provided by you, distributed by us.
- Create your own video or message for us to share through our social media channels highlighting your participation at the event

Oro (Gold) Sponsor \$2,500

- At the Oro (Gold) Sponsorship level, you can choose to sponsor the participation of a Denver StartUp Week panelist or a food truck vendor (Graduates of our La Receta® program). These small business owners will take time away from their activities to highlight the work of Mi Casa and share their success and challenges with the business community.
- **First Come First Serve to Sponsor five (5) food business vendors**
 - Logo placed at one of five tables where food and beverages will be served
 - You can choose to have your company team design this space as you see fit
- Recognition by logo as a Gold Sponsor on all print and digital marketing materials, promotional materials, event day signage, etc.
- Logo displayed at event
- Logo featured on Mi Casa's website as Gold Sponsor
- Create your own video or message for us to share on social media channels highlighting your participation at the event.
- Featured on our social media platforms

Plata (Silver) Sponsor \$1,500

- At the Plata (Silver) Sponsorship level, you sponsor small business owner's membership with a local Chamber of Commerce of their choice. Options are:
 - Denver Metro Chamber of Commerce
 - Colorado Women's Chamber of Commerce
 - Colorado Black Chamber of Commerce
 - Hispanic Chamber of Commerce

- The Latino Chamber of Boulder County
- Thornton Chamber of Commerce
- Small Business Chamber of Commerce
- Metro North Chamber of Commerce
- South Metro Denver Chamber of Commerce
- Recognition by logo as a Silver Sponsor on all print and digital marketing materials, promotional materials, event day signage, etc.
- Logo displayed at event
- Logo and 50-word blurb on our website event landing page

Bronze (Bronze) Sponsor \$750

- At the Bronze (Bronze) Sponsorship level, you support an emerging business owner through a 'Plan' training program provided by Mi Casa.
- Recognition by name on print and digital marketing materials
- Logo displayed at event
- Featured on our website as a Bronze (Bronze) Sponsor

Titanio (Titanium) Sponsor \$500

- Recognition by name on print and digital marketing materials
- Featured on our website as a Titanio (Titanium) Sponsor

Disclaimer:

We are actively monitoring the prevalence of COVID-19, including all variants, within the Denver community and will follow guidance from the CDC, and state and local health officials as we approach October 6th. In the event of a virtual transition or cancellation, all parties will be notified immediately. We will also take into account the decisions made by Denver Startup Week. The health of volunteers, sponsorship partners, and our event staff will be of the utmost importance. We thank you for your patience during this unprecedented time.