EVENTS & PARTNERSHIPS

Event Sponsorship Media Kit

Build visibility through HACC business and community events across the Greater Coachella Valley.

HACC Event Sponsorship

HACC events create direct opportunities for businesses and organizations to connect with entrepreneurs, professionals, community leaders, public-sector partners and local residents. Sponsorships can be tailored to one event or structured across multiple events.

Business Mixers Networking gatherings designed to build relationships and visibility.	**Legislative Breakfasts** Business and community conversations with public officials and regional leaders.
Forums & Programs Leadership, education, entrepreneurship and community-focused programs.	**Community Events** Seasonal distributions, celebrations, member events and special initiatives.

Potential Sponsor Benefits

- Logo recognition on selected promotional materials.
- On-site signage or activation opportunities when space permits.
- Verbal sponsor acknowledgment during the event.
- Website, newsletter, social media or radio recognition depending on package.
- Opportunity to provide approved branded materials or participate on-site.
- Custom cross-platform exposure for annual or multi-event partners.

Sponsorship Structures

Presenting Sponsor High-visibility association with a selected event or program.	**Supporting Sponsor** Brand presence with a defined set of recognition benefits.
Community Partner Support focused on community impact and local engagement.	**Annual Event Partner** Bundled participation across multiple HACC events during the year.

How We Build a Package

- Identify your business goals and target audience.
- Select the event or series that best aligns with your brand.
- Define visibility, activation and media elements.
- Confirm sponsorship investment, timeline and deliverables.
- Provide post-event follow-up or documentation when included in the agreement.

Integrated Opportunities

HACC can combine event sponsorship with K-Onda Radio, IDEA Newsletter, website, social media and digital promotion to create an integrated campaign.

PARTNERSHIP & ADVERTISING CONTACT

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