

# Capabilities Briefing

## Cima Strategies



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# Who We Are

Cima Strategies LLC, was established on August 20, 2021 to help organizations achieve equity in the workplace, enhance stakeholder engagement, and to develop the leaders of tomorrow. We are a Latina, woman-owned consulting firm committed to driving impactful change for communities of color.

## STAKEHOLDER ENGAGEMENT

- Third-Party Outreach
- Coalition Building
- Strategic CSR Philanthropy
- Grassroots Mobilization

## STRATEGIC COMMUNICATIONS AND MARKETING

- Messaging Strategy
- Digital Engagement
- Content Creation
- Social Media Engagement
- DE&I Research & Programming

## EVENT CURATION

- CSR Events
- Leadership Summits
- ERG/BRG Leadership Conferences
- Stakeholder Events
- Special Events

## DIFFERENTIATORS

At Cima Strategies, we design tailored solutions and strategic strategies to help guide our clients to elevate today's standards for a better tomorrow.



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# CAPABILITIES WHAT WE DO

## Event Design

- Assist with development of overall event concept and guest experience
- Determine and coordinate event production needs (A/V, décor, photography, entertainment, etc.)
- Select and coordinate food and beverage

## Core Support

- Identify event sites and vendors
- Manage contracts and relationships with event sponsors and vendors
- Develop and manage event timelines, run-of-show, event programming, VIP logistics and security

## Planning and Organization

- Conduct regular event update calls/meetings with Client
- Develop and manage event budgets, event registration, guest seating lists/charts, briefing materials
- Create and manage equipment and materials inventory trackers

## On-Site Event Management

- Manage event production timeline and oversee all vendors and event staff
- Serve as point of contact for speakers, VIP guests, sponsors, and media
- Ensure all contract elements are executed

## PR, Signage, and Materials

- Develop press releases and manage distribution
- Provide media outreach, social media marketing, and interview scheduling/coverage
- Coordinate print/online material design, proofing, and production

## Post-Event

- Conduct post-event review meeting
- Provide post-event report capturing and summarizing all key event details
- Assist with closing out any outstanding vendor contract provisions
- Provide post event media coverage

**\*Customized event services are available upon request to best fit your event needs.**



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# Co-Founders



**Elia Quintana**  
Co-Founder

Elia Quintana is the co-founder of Cima Strategies, a Latina-owned consulting firm specializing in event management, stakeholder engagement, and strategic communications/marketing at the local, state, and national level in Washington, DC. Elia is a strategic leader who brings vision, insight, and over two decades of experience in designing high-caliber events, including community, non-profit, corporate events, conferences, ceremonies, and conventions.

Elia holds a bachelor of arts degree from the University of California, Santa Barbara, in political science and Latin American history, and an executive masters of business administration degree from the University of California, Riverside.



**Jennifer Bonilla Arce**  
Co-Founder

Jennifer brings a strong background in both the public and private sector. Her professional career spans a variety of industries where she has assisted in developing stakeholder engagement strategies, public policy, business development, and regulatory initiatives.

She has also amassed extensive event production experience ranging in social, corporate, non-profit, and government events. Notably, during her tenure with the Anheuser-Busch Companies, Jennifer assisted with the 2012 Republican National Convention hospitality site, and the 2012 Presidential Debates media hospitality sites across the U.S. Later, she managed national multicultural events for the U.S. Army's Marketing and Research Group. Jennifer is a graduate of The George Washington University (B.A.) and The Johns Hopkins University (M.A.)



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# PAST PERFORMANCE

**Client:** Latino Leaders Network

**Place of Performance:** Washington, DC

**Name of Event:** 2023 & 2024 Cafecito Series

**Period of Performance:** Summer 2023 & 2024

**Contract Value:** \$20,000

**Description of Event:**

The Cafecito event consisted of a program designed in collaboration with Latino Leaders Network to feature a compelling and relevant agenda and speakers to the targeted audience group. The guest list was curated by Cima Strategies in collaboration with various local partner organizations and extended network.

**Scope of Work:**

Event services aside from those mentioned above included sponsor engagement, prospecting, venue identification and contract negotiation, vendor management, registration support, stage/speaker management, and overall coordination and on-site execution logistics support.

**Client:** Latina Style

**Place of Performance:** Arlington, VA

**Period of Performance:** February 1 - May 30, 2024

**Contract Value:** \$20,000

**Name of Event:** 2024 Latina Style 50 Awards and Diversity Leaders Conference

**Description of Event:**

This one-day conference enjoyed the company of nearly 300 participants. This event was comprised of daytime programming that consisted of informative fireside chats, keynote speakers, workshop sessions, and an Awards Luncheon with top corporate executives. Local vendors were gathered to highlight some of the area's small businesses during the conference's networking event. The evening gala featured a second awards presentation, an executive dialogue, and entertainment.

**Scope of Work:**

Pre-planning and production: program content, budgeting, branded product placement, local vendor sourcing, scheduling and production for speakers/emcee, stage design, speaker management, full event production, public relations, overall coordination and on-site logistics support.

**Client:** UnidosUS

**Place of Performance:** Las Vegas, NV

**Name of Event:** 2024 UnidosUS Annual Conference

**Period of Performance:** May 1 - July 30, 2024

**Contract Value:** \$90,000

**Description of Event:**

The UnidosUS Annual Conference was held summer 2024 and is the pinnacle of the organization's annual events. This marquis event included over 100 speakers, a sold-out registration list of 1500+ attendees, in pursuit of further increasing the opportunity to drive social justice for the Latino community.

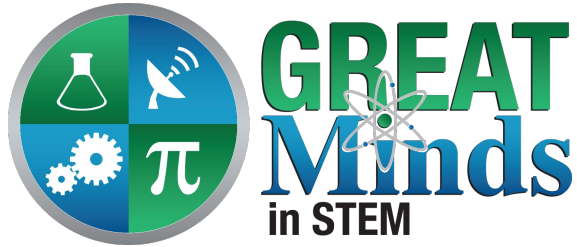
**Scope of Work:** Cima served as the primary pre-planning point person for all key logistics vendors (MGM events managers, catering, housing, audio visual, general service contractor), maintaining Conference Master Schedule, floor plans, design team support, registration, vendor accounting, hotel block, on-site logistics, website content and post-conference close-out assistance, among other responsibilities.





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# CLIENTS



WASHINGTON DC METROPOLITAN AREA





# Company Information

## ADDRESS

Silver Spring, MD 20906

## REGISTERED NAME

Cima Strategies, LLC

**ESTABLISHED** 08/20/2021

**STATE INCORPORATED** Maryland

**DUNS NUMBER** 006419593

**UNIQUE ENTITY ID** QQJFMJ146X69

**CAGE NUMBER** 9SEP8

**PRIMARY NAICS** 561920

**BUSINESS TYPE** Small Ownership, Women-Owned,  
Hispanic-Owned

**CERTIFICATIONS** Local Small Business Reserve Program  
(LSBRP)/ Local Business Preference Program (LBPP), expiration  
December 2027

## NAICS CODE

561920	541613
541611	541618

## MAIN POC

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Co-Founder  
202-699-2015

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# REFERENCES

## → UnidosUS

Leroy Martinez, Senior Producer, Events and Meetings

- 202.776.1738
- [lmartinez@unidosus.org](mailto:lmartinez@unidosus.org)
- Events:
  - 2024 Unidos Annual Conference, MGM Grand Convention Center; Las Vegas, NV
  - 2022 Raul Yzaguirre Reception, Walter E. Convention Center; Washington, DC

## → Latino Leaders Network

Mickey Ibarra, Founder and Chairman

- 202.425.4287
- [mickey@latinoleadersnetwork.org](mailto:mickey@latinoleadersnetwork.org)
- Events:
  - Latino Leaders Luncheon Series
  - Tribute to Mayors
  - Cafecito Series
    - Locations: Nationwide

## → National Association of Hispanic Publications

Ricardo Hurtado, President NAHP Media

- 267.304.2016
- [ricardo@myhispanicmediasolutions.com](mailto:ricardo@myhispanicmediasolutions.com)
- Event: 2022, 2023, 2024 NAHP Annual Events
  - NAHP Legislative Summit, Washington, DC
  - NAHP Annual Convention
    - Locations: Nationwide

## → Latina Style Magazine

Beana Ramirez, Director of Corporate Relations

- 214.357.2186
- [beana.d@latinastyle.com](mailto:beana.d@latinastyle.com)
- Events:
  - 2023 Latina Style 50 Awards and Diversity Leaders Conference; Arlington, VA
  - 2024 Latina Style 50 Awards and Diversity Leaders Conference; Arlington, VA