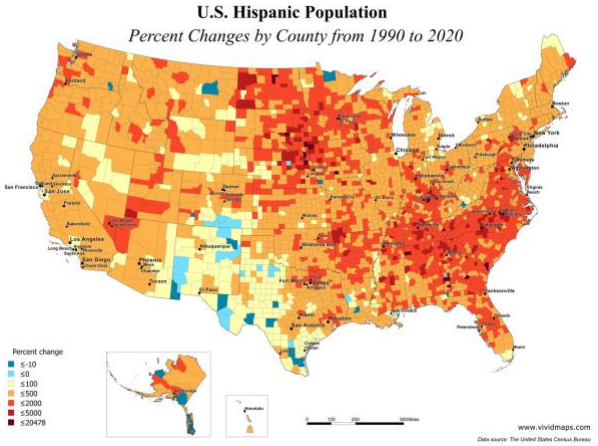


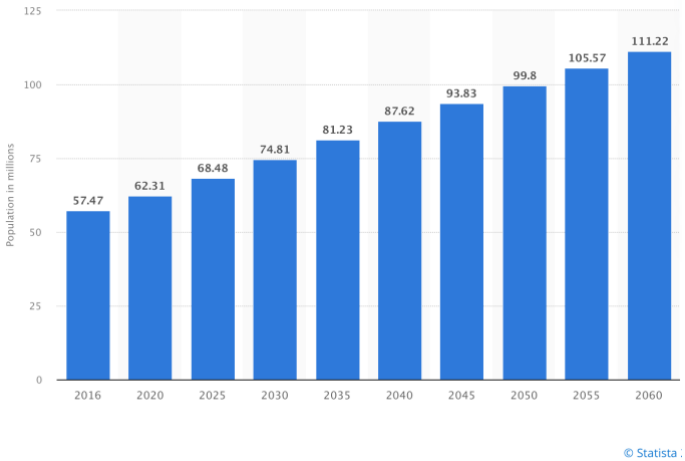
Membership & Services Guide 2022

Seattle Latino Metropolitan Chamber of Commerce
USA 2022 BEST LATINO CHAMBER OF THE YEAR

Why is everyone talking about Latinos and diversity?

- ✓ Latino population accounted for an unprecedented 62.1 million people in the U.S.
- ✓ Latinos represented more than half (54%).
- ✓ According to Statista, it is projected that by 2060, there will be more than 111.2 million people of Hispanic descent in the United States.





So where will business growth be coming from?

Business growth will be highest among the soon to be new majority, of which the Latino population is the biggest market: 62.1 million; Black or African American population: 46.8 million Asian population: 22 million.**

Now that we've filled you in - are you preparing for the future?

*US Census Bureau 2020
** Pew Research Center

Seattle Latino Metropolitan Chamber of Commerce Membership

Your membership in the Seattle Latino Metropolitan Chamber of Commerce empowers our local Latino business community to achieve new growth and prosperity, creating together a strong voice that represents our common interests.

Available Memberships:

Latino Professional

For individuals seeking to become entrepreneurs or to expand their business network.

Annual fee: $370 - membership includes:

- Invitations to all Chamber events, workshops and social galas at membership prices.
- Access to: "Hola Latino" our business newsletter to help you promote your business.
- Free access to online job bulletin board.
- Access to online networking - you choose which member you want to approach, and we set up an introduction and/or a meeting for you.

Latino Business

Our entrepreneur entryway to the business world with the Latino Chamber advantages, for businesses with 1 to 3 employees and sales up to $500,000.

Annual fee: $790 - membership includes:

All the Latino Professional services plus:

- Automatically included on the Chamber business referral listing.
- **Automatic membership to Seattle Chamber of Commerce - Worth $500!** [1]
- Marketing access and discounted rates for: e-mail campaigns, newsletter and social media.
- Free Latino Chamber online workshops and special discounts for partnerships courses and certifications as well as a personalized consulting session with our specialist to make a custom plan for your company's growth.

[1] Must comply with Seattle Chambers of Commerce partnership affiliation program rules.

Latino Business Pro

For medium sized companies on the way to becoming small corporations, from 3 to 10 employees or sales under $5,000,000. Also, the best plan for small size local government offices and nonprofit organizations.

Annual fee: $4,200 - membership includes:

- All the Latino Business services plus:
- Chamber business preferred referral listing.
- 3 full Marketing campaigns, with complete access to all our membership and business community using our e-mail listings, website, newsletter and social media platforms worth $4,000!
- Access to banners on the Chamber website, newsletters and event patronage mentions at special rates.

Latino Corporate

Perfect for small to medium corporations looking to build on the fastest growing market in the USA. Sales on or above $5,000,000.

Basic annual fee: $6,620 plans tailored to each member's specific needs.
All the Latino Business Pro services and:

- 12 Full Marketing campaigns, with complete access to all our membership and business community using our e-mail listings, website and social media platforms worth $8,000!
- Permanent company logo on the Chambers website main page as corporate sponsor, on all the Chamber's newsletter and event invitations.
- Full access to Chambers network VIP connections including Government Officials, Latin American Consulates, Corporate CEO's and community leaders.
- Preferred VIP access and prices to all Latino Chamber events, workshops and programs.

Latino Corporate Executive

Perfect for large corporations looking to support and promote the Latino business community in the US, sales on or above $10,000,000.

Basic annual fee: $12,600

All the Latino Corporate:

- 12 Full Marketing campaigns, with complete access to all our membership and business community using our e-mail listings, website and social media platforms worth $16,000!
- **Customized Advocacy Services**, to support or debate laws or initiatives affecting the member business.
- Permanent big size logo presence on the Chambers website main page and Chamber's newsletter, event invitations and electronic publications.
- Preferred VIP access and prices to all Latino Chamber events, workshops and programs.
- Access to non-executive board participation.

Latino Government & Non-Profit

Created for nonprofit - Local, state, and federal governments and government agencies, small, medium or large, looking to contact and get involved with the fastest growing market in the US.

Basic annual fee equal to any business membership according to the organization (non-profit or government) size.

- Marketing campaigns, with complete access to all our membership and business community using our e-mail listings, website, and social media platforms.
- As per the Business memberships, banners with logo presence on the Chambers website main page in the corporate sponsor's acknowledgment area and on the Chamber's newsletter and electronic publications.
- Access to Chambers network VIP connections including: Government Officials, Latin American Consulates, corporate CEOs, local and foreign community leaders.
- Preferred VIP access and prices to all Latino Chamber events, workshops and programs.

Latino Power Event Sponsorships:

Custom made packages per event; most will include:

- Latino Bronze sponsor: $3,100 and up, includes: company logo on: Invitations and event programs.
- Latino Silver sponsor: $6,830 and up, includes company logo on: Invitations, programs, and venue.
- Latino Gold sponsor: $12,600 and up, Includes all as Silver sponsor plus: public mention -acknowledgment by Chambers president as part of the event program.

Custom and à la carte services 2022

With previous experience successfully creating initiatives and programs for fortune 500 companies and government at top levels, we want to offer our members unparalleled return on their membership investment, with this purpose in mind our deliverables will always include:

- Detailed information of events: qualitative and quantitative data and precise demographics
- Market standard metrics for member campaigns: Email & Newsletter stats by Mail Chimp or Constant Contact
- Survey service metrics by: Survey Monkey or similar
- Web based campaigns and brand exposure metrics by: Google ads
- Social Media metrics by: Sprot Social or similar

Membership included or a la carte services

1. Seattle Latino Power 1600+ Business connections listing:

   Our Latino Digital directory includes the most influential Latino professionals and business owners in Seattle and metropolitan areas, all of them are part of our grassroots organization. The directory is not for sale to outside advertising, it's reserved for chamber and membership use. Members can partner with SLMCC and include messages and special communications about their businesses and services. Ask about mechanics and pricing for branding and marketing to our community. Price starts at $1.70 per open email.

2. Seattle Latino Digital Business Newsletter: *Hola Latinos*

   Showcase your brand and company information on our official publication containing inside information and news of the Latino business scene, Chamber's events and special focus on members businesses. Deliver to our entire Seattle Latino Connections Directory. Ask us for pricing on ads and full paid infomercials.

3. Seattle Latino Social Media Platforms: Facebook, Instagram, LinkedIn and Twitter

   Partner with us to promote membership and events on our social media platform which includes LinkedIn, Facebook, Twitter and Instagram. For effective positioning and market reach, combine social media with our email and newsletter distributions – this service is available only for members.

4. Referred and Referred Plus Seattle Latino member business listings:

   Are you strategizing on how to attain business growth? As a member you'll be automatically included on our Referred Seattle Latino Business list, available to all companies and professionals looking for established or serious new Latino organizations to do business with. The Referral List Plus enhances the description of our member's organization and places it in a premium position for searches and queries.

5. Seattle Latino Job listings and Premium Job listings:

   Open to members, professionals and enterprises interested in hiring Latino assets to their workforce and add the vibrancy of diversity to their organization. Our membership companies benefit from recruiting other Latino members with proven credentials and references. The premium listings get preferred positioning and added description.

6. Seattle Latino Online Network Program:

   Designed for the busy entrepreneur, no more monthly business lunches or breakfasts to travel to and park, just to spend time mingling to find out if the people you were wanting to meet attended or not and then maybe end up with a lead for some new business or not.

   Our Digital Networking Program allows you as a member to choose efficiently from your office or home (between Netflix movies?) exactly which members you're interested in meeting to expand your business.

7. Minority certification, business education and financial workshops:

   Members can access continuing business education and special programs like minority certifications, utilizing the chamber's internal and external resources and partnerships at special discounts or no cost as part of their membership included services.

For more information on our services and programs please send us an email with your questions to: info@seattlelatino.org

Mission and Vision

- **Our Vision:** For Washington State and all USA Latinos – To be united for progress.
- **Our Mission:** Create a united voice that advocates and represents our common interest for the advancement of Latino owned businesses in our community.

Advocacy

- **Our advocacy work** is focused on supporting the Latino business community and all Latinos to achieve fair and equal opportunities in the United States of America.

  When any of our members are singled out and treated unlawfully or discriminated against, we will provide our resources to help fight against any injustice or discrimination.

To further its members goals
SLMCC has 16 partnerships with top organization including:

- Small Business Administration SBA
- Seattle Metropolitan Chamber of Commerce
- Greater Seattle Business Association GSBA
- Northwest Mountain MSDC
- Ventures
- Business Impact NW
- Washington Retail Association

The Latino Chamber of Commerce has achieved four significant proclamations amongst other merits and recognitions to honor its membership and the Latino Business community of Seattle and Washington State.

- 2017 – Mayor Edward Murray proclaimed September 7 as the:

Day of Latino Trade and Commerce in Seattle

- 2018 – Mayor Jenny A. Durkan proclaimed December 14 as the:

Day of the Seattle Latino Metropolitan Chamber of Commerce

- 2022- Mayor Bruce A. Harrel proclaimed November 19 as the:

Latina Women Entrepreneur Day

- 2022- Mayor Bruce A. Harrel proclaimed December 3 as the:

Seattle Latino/ Hispanic Chamber of Commerce Day

For additional information about us please visit our website or directly click on our video and press release links below:

- Our President Marcos Wanless and Mayor Ed Murray proclamation of September 7 as Seattle Day of Latino Trade and Commerce

- SLMCC – 2017 Chamber Launch Press Release

Membership Payments

The Seattle Latino Metropolitan Chamber of Commerce is a Washington State registered C6 Nonprofit Corporation with tax exempt status.

- ***Your membership fees are 100% tax deductible.***
- *Sponsorships can be tax deductible as promotion or advertising expenses.*

How to make your membership and sponsorship payments?

Once you have selected your membership program or sponsorship, it's easy to make your payment. Select from these easy options:

I- **Credit card:** register and pay online at our website: https://secure.usaepay.com/pay/enkt6jxrrkr070993/JtFUwtq6

II- Ask us to send you an invoice:

Just state your desired membership program name and amount or sponsorship (event choice) and your business information as you'd like it to appear on our invoice. E-mail us the information to: info@seattlelatino.org