



Membership & Services

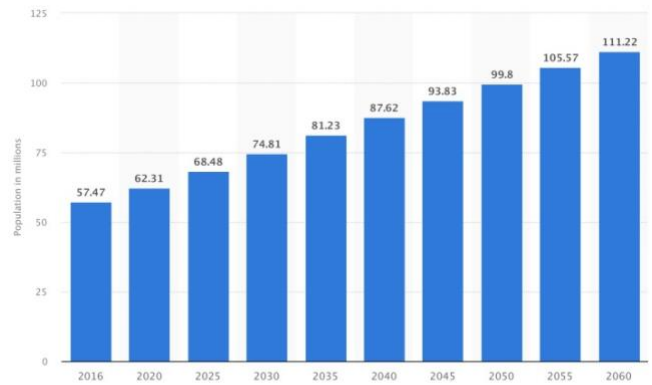
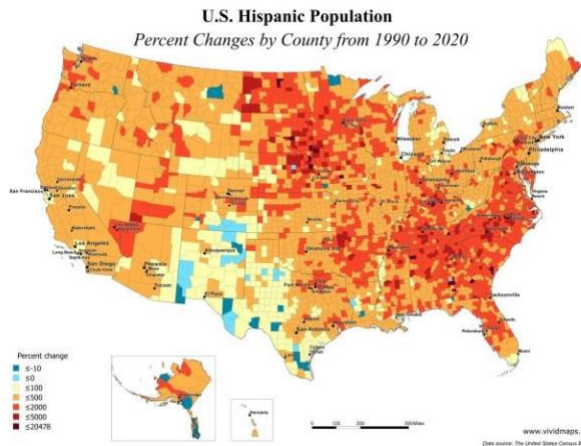
Guide 2024



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.



© Statista

So where will business growth come 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



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Seattle Latino Chamber of Commerce Membership

Your membership in the Seattle Latino 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 an 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:

- Automatic inclusion in the Chamber business referral listing.
- **Automatic membership to the Seattle Chamber of Commerce - Worth \$500! ¹**
- Marketing access and discounted rates for email campaigns, newsletters, and social media.
- Free Latino Chamber online workshops and special discounts for partner courses and certifications, as well as personalized consulting sessions with our specialists to create a custom plan for your company’s growth.

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-sized local government offices and nonprofit organizations.

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



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Annual fee: \$2,200 - 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 email 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 Non-Executive

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

Basic annual fee: \$6,620 - Plans tailored to each member's specific needs. Includes all the Latino Business Pro services plus:

- 6 Full marketing campaigns, with complete access to all our membership and business community, using our email listings, website, and social media platforms worth \$8,000!
- Permanent company logo on the Chamber website main page as a corporate sponsor, on all the Chamber's newsletter and event invitations.
- Access to the Chamber's network of VIP connections including Government Officials, Latin American Consulates, Corporate CEOs, 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, with sales of \$10,000,000 or more.

Basic annual fee: \$12,600 – Membership includes all the Latino Corporate services plus:

- 12 Full marketing campaigns, with complete access to all our membership and business community, using our email listings, website, and social media platforms worth \$16,000!
- **Customized Advocacy Services** to support or debate laws or initiatives affecting the member business.
- Permanent large-size logo presence on the Chamber 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.



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Latino Government & Non-Profit

Created for nonprofit organizations and local, state, and federal governments and agencies of all sizes, looking to connect with and engage the fastest-growing market in the US.

The basic annual fee aligns with the business membership fee, based on the organization's size (non-profit or government).

- Marketing campaigns with complete access to all our membership and business community, utilizing our email listings, website, and social media platforms.
- As per the Business memberships, logo presence on the Chamber website main page in the corporate sponsor acknowledgment area, as well as in the Chamber's newsletter and electronic publications.
- Access to Chamber's VIP network connections, including Government Officials, Latin American Consulates, corporate CEOs, and local and foreign community leaders.
- Preferred VIP access and pricing for 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 benefits of the Silver sponsor plus public acknowledgment by the Chamber's president as part of the event program.

Custom and À la Carte Services 2024

With extensive experience in successfully creating initiatives and programs for Fortune 500 companies and top-level government entities, we offer our members unparalleled return on their membership investment. Our deliverables will always include:

- Detailed event information: qualitative and quantitative data and precise demographics.
- Market-standard metrics for member campaigns: email and newsletter stats via Constant Contact or MailChimp.
- Survey service metrics via SurveyMonkey or similar.
- Web-based campaign and brand exposure metrics via Google Ads.
- Social Media metrics via Sprout Social or similar.



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Membership included or À La Carte Services

1. Seattle Latino Power 1900+ Business Connections Listing:

Our Latino Digital Directory features influential Latino professionals and business owners in Seattle and surrounding areas, all of whom are part of our grassroots organization. The directory is exclusive to Chamber members and not available for external advertising. Members can collaborate with the SLMCC to include messages and special communications about their businesses and services. Inquire about pricing for branding and marketing to our community, starting at \$1.70 per opened email.

2. Seattle Latino Digital Business Newsletter “Hola Latinos”:

Showcase your brand and company information in our official publication, which provides insights and news on the Latino business scene, Chamber events, and special features on members’ businesses. This newsletter is delivered to our entire Seattle Latino Connections Directory. Contact us for pricing on ads and full paid infomercials.

3. Seattle Latino Social Media Platforms like Facebook, IG, LinkedIn, and more:

Partner with us to promote your membership and events across our social media platforms, including LinkedIn, Facebook, Twitter, and Instagram. Combine social media with our email and newsletter distribution for effective positioning and market reach. This service is exclusively available to members.

4. Referred and Referred Plus Seattle Latino Member Business Listings:

Are you strategizing on how to achieve business growth? As a member, you’ll be automatically included in our Referred Seattle Latino Business list, available to all companies and professionals looking for established or new Latino organizations to do business with. The Referral List Plus enhances member organization description and provides premium positioning for searches and queries.

5. Seattle Latino Job Listings and Premium Job Listings:

Open to members, professionals, and enterprises interested in diversifying their workforce with Latino talent. Our member companies benefit from recruiting other Latino members with proven credentials and references. Premium listings receive preferred positioning and detailed descriptions.

6. Seattle Latino Online Network Program:

Designed for busy entrepreneurs, our Digital Networking Program allows members to efficiently connect from their office or home, choosing exactly which members they’re interested in meeting to expand their business.

7. Minority certification, business education, and financial workshops:

Access continuing business education and special programs such as minority certifications at discounted rates or no cost as part of your membership-included services, utilizing the Chamber’s internal and external resources and partnerships.



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Mission and Vision

- **Our Vision** for Washington State and all Latinos in the US is to **be united for progress**.
- **Our Mission** is to create a unified voice that advocates for and represents our common interests, advancing Latino-owned businesses in our community.

Advocacy

Our advocacy work focuses on supporting the Latino business community and all Latinos in achieving fair and equal opportunities in the US. 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.

The Chamber has partnerships with top organizations including:

Small Business Administration, SBA
Greater Seattle Business Association
Northwest Mountain, MSDC
Ventures
Business Impact NW

Washington Retail Association
Washington Hospitality Association
Centro Cultural Mexicano
Mi Centro

The Seattle Latino Chamber of Commerce has achieved four significant proclamations, among other honors and recognitions, to celebrate 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 Chamber of Commerce”***.
- **2022:** Mayor Bruce A. Harrel proclaimed November 19 as ***“Latina Women Entrepreneur Day”***.
- **2022:** Mayor Bruce A. Harrel proclaimed December 3 as ***“Seattle Latino/ Hispanic Chamber of Commerce Day”***.
- Additionally, the United States Hispanic Chamber of Commerce (USHCC) selected the SLMCC for the **2022 “Best Chamber of the Year”** award. This award recognizes outstanding achievement, leadership, innovative programs, community service, cultural awareness, and commitment to helping the Hispanic community located in Washington State. The winner of this award is chosen from more than 260 Hispanic chambers across the country, and this is the first time a Latino-Hispanic Chamber of Commerce in Washington State received this award.
- For further details, please visit www.latinochamber.us or click on the following link: [Latino Chamber Highlights 2022-2023](#).



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Membership Payments

The Seattle Latino 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 promotional or advertising expenses.**

How to make your membership and sponsorship payments?

Once you have selected your membership program or sponsorship, making your payment is easy. Choose from the following options:

- I- **Request an Invoice:** Simply provide us with the details of your desired membership program or sponsorship (including event choice), along with your business information as you would like it to appear on the invoice. Email this information to: info@latinochamber.us
- II- **Credit card:** register and pay online on our website:
<https://secure.usaepay.com/pay/enkt6jxrrkr070993/JtFUwtq6>

For inquiries about our services and programs, please email us at: info@latinochamber.us



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