



2024

# ALLIED 4 SC

## *Making SC Stronger*

In 2024, the Hispanic Alliance and its partners are convening people from diverse industries, backgrounds, and cultures to shine a light on the opportunities to engage the growing Hispanic population in building prosperous communities across the Palmetto State.

We hope you will join us as we foster dialogue and collaboration to build bridges towards equitable policies and a thriving future for all South Carolinians.





# A SERIES 4 STRENGTH

We believe that a brighter future becomes possible for all when great people come together to share ideas and engage in dialogue. Join these series where thought leaders and topic experts across South Carolina will take a deeper look at the policies and systems that are shaping our future.

## ALLIED 4 WORK GREENVILLE

*The State of Latinos in SC & The Workforce of Our Future*

MARCH

*A presentation & discussion to address the current status, challenges, and opportunities for Latinos in the Palmetto State. Topics will include workforce development, including ways to enhance the participation and representation of Hispanics in various sectors.*

Signing H.3243 will help fill critical workforce gaps with qualified & licensed professionals would provide South Carolina with an additional annual economic output of up to \*

**\$67.7 million**

## ALLIED 4 HEALTH GREENVILLE

*Equitable & Culturally Competent Healthcare in SC*

JUNE

*An unveiling of research findings of healthcare needs in the Hispanic community and conversation surrounding the resources being developed to address quality of care, ethnic disparities, and advocate for health equity for all residents in South Carolina.*

In Greenville County,

**42%**

of Hispanics report an interpretative service barrier with

**49.7%**

noting office visits were delayed due to waiting for interpreter services. \*\*

## ALLIED 4 ART CHARLESTON

*Inclusive Arts & Culture for the Palmetto State*

AUGUST

*Explore a curated exhibit where attendees can enjoy an arts exhibit featuring diverse works by Hispanic artists, followed by a learning session to dissect the state of the arts within the Hispanic community, focusing on challenges, opportunities, and strategies for advancement.*

**“Success**

is when you are able to transfer the knowledge... even if it's through laughter... making the audience think profoundly about something they haven't thought before. I want to inspire... I want to make people wonder about an issue.” \*\*\*

# A COMMON PATH FORWARD

\*Source: Regional Economic Analysis Laboratory at Clemson University

\*\* Source: Greenville Hispanic Health Study

\*\*\* Source: SC Hispanic/Latinx Arts Assessment

# SPONSORSHIP LEVELS & BENEFITS

Each session of the Allied4SC series will have independent & exclusive opportunities for partnering with the Hispanic Alliance to empower South Carolina.

**\$10,000**  
**Presenting**

One Available per Session

**\$7,500**  
**Champion**

Two Available per Session

**\$5,000**  
**Investor**

Four Available per Session

**\$2,500**  
**Ally**

Open Availability

Official Partner of Allied4SC Session with opportunity to make remarks at sponsored panel, and logo prominently featured on all Allied4SC marketing materials



Recognition as a Gold Level Sponsor of Hispanic Heritage Month, which receives over 100,000 impressions during the months of September & October (see inset)



Company mentioned in Press Releases (English & Spanish), logo featured prominently on digital screen pre and post program



Recognition in key media publications in Greenville, Columbia, & Charleston markets



Logo on pre-event advertising in English and Spanish, email marketing, & social media with a potential reach of 15,000 individuals



Opportunity for company table display in pre-event area



Logo inclusion on HispanicAllianceSC.com, 2024 Annual Report, & one (1) social media post during month of Allied4SC session



Name included on all digital & printed signage throughout event



Recognition in the next edition of the Hispanic Alliance Community Resource Guide, 3,000+ copies in circulation annually



**GOLD SPONSOR**  
(\$7,500 VALUE)



- Logo Recognition Signage at Opening Night event, 1,000 attendees at 2023 Opening Night: Más Salsa
- Logo included in Paid Digital Advertising on GreenvilleJournal.com, with 100,000 impressions guaranteed
- Hispanic Heritage Month Marketing & Educational Toolkit Access + Premium Feature in Hispanic Heritage Month Newsletter, sent to 5,000 individuals
- Recognition in all in-house marketing efforts in English & Spanish including press releases, email marketing, & social media, with a potential reach of 15,000 individuals
- Linked logo on HispanicHeritageMonth.com, which received 317,000 Google search impressions for 2023 Hispanic Heritage Month
- Recognition includes logo (or name) on HispanicAllianceSC.com, 2024 Annual Report, & one (1) social media post during Hispanic Heritage Month

SEPT 15 - OCT 15 | 



**Small Business Partner & Non-Profit Rate**

**\$500**

Get your company's brand in the next edition of the Hispanic Alliance Community Resource Guide, 3,000+ copies in circulation annually & on **Allied4SC** landing page.

For sponsorship information, please contact:



Adela Mendoza  
864-906-0031  
Adela@HispanicAllianceSC.com



Andrew Skinner  
865-312-0285  
Andrew@HispanicAllianceSC.com





# ***Making SC Stronger***

***With the mission of fostering collaboration and connectivity among people, resources, and cultures to build thriving communities, the Hispanic Alliance envisions a vibrant and inclusive community where everyone has access to opportunities **for success and prosperity.*****

