



Dear Merchant, Corporate Partner and Friend,

On **Saturday, April 17, 2010**, The Spanish American Merchants Association (SAMA) will celebrate its **28<sup>th</sup> Anniversary** with a special banquet **Honoring Entrepreneurship, Innovation, Creativity** at the Crown Plaza Hotel in Cromwell, CT.

As Connecticut's largest and oldest Hispanic merchants association, we are pleased to invite you and your colleagues to join us as we celebrate SAMA's 28<sup>th</sup> anniversary highlighting many of the accomplishments achieved by leaders in our community.

During the event, we will acknowledge outstanding contributions and commitment to society in the following categories concluding with the 2010 Merchant of the Year:

- Leadership Award – **Congressman John Larson**
- Lifetime Achievement – **Mrs. Marilda Gándara, Former Aetna Foundation President**
- Corporate Award – **Northeast Utilities System**
- President's Award – **Samuel Hamilton, Executive Director, Hartford Economic Development Corporation**
- Merchant of the Year

We are seeking your contribution in place an AD in our Banquet Program Book to be a SAMA supporter at this most important commemorative evening. Our last banquet attracted more than 500 guests representing merchants, community leaders, corporations and government representatives will be receiving a copy of the Banquet Program Book. We will product 1500 copies that will be use in the banquet and SAMA other events to exposure your business during all year around.

The attendees have also found the evening, which features a host of entertaining venues beginning with a cocktail reception, dinner, awards ceremony and concluding with live entertainment as a major networking opportunity that should not be missed.

Your financial support will benefit SAMA's many programs which include training, education, technical assistance and marketing offered to small and minority owned businesses throughout the region. These programs are critical in enabling these businesses to obtain the capital, technology skills and resources necessary to expand their enterprises and grow in a competitive economy.

Attached is a fact sheet detailing our many accomplishments since our inception in 1982 along with the Ad Banquet Program Book commitment form. Please take a moment to review the sponsorship material.

We have tickets available at \$100.00 SAMA's member & \$125.00 non member.

If you have any questions please contact our office at (860) 278-5825 or [ana\\_sanchez@samact.org](mailto:ana_sanchez@samact.org).

Thank you very much for your consideration and long standing commitment to our community.

Sincerely,

**Ana Sánchez-Adorno**  
Event Coordinator

**Ángel Sierra**  
President SAMA



SPANISH AMERICAN MERCHANTS ASSOCIATION  
95 PARK STREET, HARTFORD, CT 06106  
860-278-5825 ~ Fax 860-241-9000

**28<sup>th</sup> Bi-Annual Awards Banquet**  
Saturday, April 17, 2010 – Crowne Plaza Hotel, Cromwell

**REGISTRATION FORM**

Name		
Address		
City	State	Zip Code
Telephone No.		
Fax No.		
Email address		

**Tickets**

You may purchase ticket or a table for 10 now, or wait for your invitation to arrive.

\_\_\_\_\_ Tickets at the SAMA member rate of \$100 each (available only until March 31, 2010)

\_\_\_\_\_ Tickets at the non-member rate of \$125.00 each.

Please return this form with your payment to:

**SPANISH AMERICAN MERCHANTS ASSOCIATION**  
**95 PARK STREET, HARTFORD, CT 06106**

For more information, contact Ana Sánchez o Norma Lebron 860-278-5825 or [ana\\_sanchez@samact.org](mailto:ana_sanchez@samact.org).

**THANK YOU!**