



July 16, 2009

Dear Sponsor 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 and Creativity Achievements 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 extraordinary individuals 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 – 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 generosity to be a major sponsor at this most important commemorative evening. Our last banquet attracted more than 500 guests representing merchants, community leaders, corporations and government representatives and received much press coverage. Sponsors and 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 Health Fair, 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, technical 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 sponsorship commitment form. Please take a moment to review the sponsorship material.

If you have any questions please contact Ana Sánchez-Adorno, Banquet Event Coordinator 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,

Angel Sierra  
President



# Spanish American Merchants Association

## ABOUT US

Spanish American Merchants Association (SAMA) is a non-profit organization founded in 1982 and incorporated in the State of Connecticut to serve as a vehicle for the economic growth of businesses. SAMA assists business people, in particular Latino, to acquire a better understanding of economic principles through technical assistance, education and advocacy. SAMA promotes business expansion, job creation and entrepreneurship. Today, SAMA has more than 500 members, provides programs, services and opportunities for business and personal development to thousands of entrepreneurs and others alike. SAMA has locations in Hartford, New Haven, and Willimantic.

During the last twenty-seven years, SAMA has been at the forefront of the Latino (but not limited to) small business in Connecticut. It has been recognized as an authority in providing a wide array of services through technical assistance, training, and loan programs. SAMA is a champion of business causes through advocacy and by generating vital research of its target population. Ultimately, its work improves the quality of services that merchants provide to their customers and benefits the business climate and the community. It offers seminars and hands on training on hot topics benefiting, confronting and affecting the profitability and vitality of business such as: deflating the impact of health care costs, best business communications systems, maximizing the use of QuickBooks, using electronic payment; marketing and merchandising your business and services. SAMA recognizes the impact of good neighborhood on the bottom line so it promotes neighborhood and commercial revitalization, by combating community deterioration & crime. Also, it sponsors positive images of community and cleaning campaigns. SAMA hosts the SAMA's Women's Network, the Merchant's Health Fair and founded the Empresario Latino Development Center.

## EMPRESARIO LATINO DEVELOPMENT CENTER (ELDC)

ELDC is the premier provider for small business owners of educational resources, materials, and training in English/Spanish. The Center focuses on six key strategic areas: general management, financial management, human resources management, technology capacity, health management, and risk management.

The Center offers an array of programs, services and resources to small business:

- Pasaporte Computer Training: covers systems, software & programs
- Assistance with Regulations: City, State and Federal
- Marketing Training\*\*
- ServSafe Food Management Certification
- OSHA – 10: Construction & industrial
- QuickBooks
- Advance QuickBooks: general accounting & construction
- Insurance Training
- Business Financing Management
- Business Plan Guide

**\*\*Winner of 2007 Audrey Nelson Community Development Achievement Award by the National Community Development Association in Washington DC.** This program introduces the basic concepts of marketing for the new and established businesses. It draws from professional & personal experiences and uses case studies as how to build long-term profitable customer relationships. The participants will work on their own business-marketing plan as well as group plan. The program culminates with a competitive presentation of the group business-marketing plan in front of a panel of judges.



## Spanish American Merchants Association (SAMA)

Saturday, April 17, 2010

Crowne Plaza & Conference Center, Cromwell

### Sponsorship Reply Form

Sponsor name (as it should appear in printed materials)
Address
City/State/ZIP
Name & Title of Person Authorizing Sponsorship
Name & Title of Person to contact for guest names, ad and follow-up arrangements (if different from above)
Telephone number
FAX number
Email address

#### Our company will participate at the following levels:

- \_\_\_\_\_ **Presenting Sponsor ~ \$50,000**
- \_\_\_\_\_ **Level I-Gold~ \$25,000**
- \_\_\_\_\_ **Level II-Silver ~ \$15,000**
- \_\_\_\_\_ **Level III-Bronze ~ \$10,000**
- \_\_\_\_\_ **Level IV-Copper ~ \$7,500**
- \_\_\_\_\_ **Level V- Crystal ~ \$5,000**
- \_\_\_\_\_ **Level VI- SAMA Friend ~ \$3,000**

Please fax this form to 860-241-9000 or mail this form along with your payment to SAMA, 95 Park Street, Hartford, CT 06106. For more information please feel free to contact Ana Sanchez-Adorno at 860-278-5825.

## 2010 Banquet Sponsor Rates & Benefits

Description	Presenting Sponsor \$50,000	Level I Gold \$25,000	Level II Silver \$15,000	Level III Bronze \$10,000	Level IV Coppell \$7,500	Level V Crystal \$5,000	Level VI SAMA Friend \$3,000
1. Special press release acknowledging company's participation as Presenting Sponsor	X						
2. Logo & recognition on 2010 Banquet Letterhead	X						
3. Recognition as major sponsor press releases & promotional announcements	X						
4. Sponsor one of SAMA's Scholarship Program	X						
5. Logo & recognition in 2010 SAMA Banquet invitation mailed to 2500 SAMA member & supporters	X	X	X	X			
6. Recognition as Presenting Sponsor with company logo on cover of Program Book	X						
7. Opportunity to publish letter from CEO or representative in 800 program books	X	X					
8. Full page color ad to appear in one of the first 5 pages of program book	Inside front or Back cover	X	X				
9. Full page color ad to appear in book				X	X		
10. Full page black & white ad in program						X	X
11. Prominent recognition on sponsors page of program book	using company logo	using company logo	using company logo	using company logo	using company logo	with name listing	with name listing
12. Prominent placement of banner in the banquet hall	X	X	X	X			
Admission & seating	Premium Seats for 20 guests	Premium Seats for 10 guests	Premium Seats for 10 guest	Preferred seats for 10 guests	Preferred seats for 10 guests	Seats for 10 guests	Seats for 10 guests
13. Recognition in SAMA newsletter circulated four times annually to 1750 member and non-member businesses	logo on cover	X	X	X	X	X	
14. Recognition on banquet page of SAMA web site	With logo	With logo	With logo	With logo	With logo	Listing name only	Listing name only

Full Page  
8" (horizontal) x 10.5" (vertical)  
Available in color or black and white

28<sup>th</sup> Bi-Annual Award Banquet  
of the  
Spanish American Merchants  
Association (SAMA)

AD SPECS

Half Page  
8" (horizontal) x  
5.125 (Vertical)  
Black & white only

**IMPORTANT INFORMATION**

**Deadline for artwork:** March 1, 2010  
Finished publication size is 8.5"x 11"

**Electronic artwork preferred:** The file format must be PDF, eps, tif or jpeg, min. 133 line screens

**To submit ad:**

- Updated files to [events@samact.org](mailto:events@samact.org)
- Include your daytime phone number in e-mail
- In subject line write "SAMA Banquet Ad from (your company name)"

Quarter page  
3.875" (horizontal) x  
5.125 (vertical)  
Black & white only