

2025 PARTNER GUIDE



HISPANIC **CHAMBER**

METRO ORLANDO





HISPANIC CHAMBER

METRO ORLANDO

The Hispanic Chamber of Metro Orlando is a leading business organization in Central Florida, advocating for the local business community for over three decades. Recognized as a key economic development entity, serving as the central point of connection, fostering business success, unifying communities, and empowering business owners and professionals to drive prosperous economic growth. As a valued member, you'll be part of one of the top three, most engaged business networks in Central Florida, with unique access to exclusive benefits, award-winning events, and programs focused on: Commerce, Coaching, and Community Building.





OUR VISION

To be the leading voice of Hispanic business impacting the economic, civic and social landscape.

OUR MISSION

To drive economic growth by strengthening Hispanic business in Central Florida.

CONNECTIONS · SUCCESS · EMPOWERMENT · UNITY



OUR PILLARS

COMMERCE

The Hispanic Chamber is dedicated to member **SUCCESS** by fostering unique **CONNECTIONS**, creating a dynamic marketplace environment, and offering promotional marketing opportunities across various commerce levels, all aimed at promoting **UNITY** and **EMPOWERMENT** among members.

COACHING

The Hispanic Chamber is dedicated to supporting business owners and professionals by offering guidance and essential tools to develop sustainable scalability, promoting **CONNECTIONS**, fostering **SUCCESS**, and creating **UNITY** and **EMPOWERMENT** among individuals to thrive in their business journey.

COMMUNITY BUILDING

The Hispanic Chamber is dedicated to championing advancement opportunities for business owners and professionals through business advocacy, leadership participation, and community involvement prioritizing **UNITY**, **CONNECTIONS**, and **EMPOWERMENT**, creating a strong foundation for collective **SUCCESS**.





THE HISPANIC CHAMBER EXPERIENCE

CONNECTIONS with
over **53 Corporate
Investors**, government
agencies, and regional
leadership.

Achieving **SUCCESS** as
one of the region's **Top
2 Chambers & Top 10
Hispanic Chambers** in
the nation.

Inspiring
EMPOWERMENT
through our committees
& councils with our more
than **90 Dedicated
Volunteers.**

UNITY with an
engaged and diverse
group of over **2,400
Active Members.**



BOARD OF DIRECTORS

EXECUTIVE BOARD OF DIRECTORS



OSCAR J. CRISTANCHO
Chair
CFO
Valencia College



ARNALDO OLIVERAS
Vice Chair
CEO
180 Commercial Real Estate
Advisors



LISETTE SAINT HILAIRE
Vice Chair - Elect
Strategic Partnership & Sr. Account
Executive
iHeartMedia



MARGARITA CALO
Treasurer
Manager, Asset Management
Maintenance & Strategy
Duke Energy



ROBERTO SANTONI
Legal Advisor
Shareholder
Florida In-House
Counsel Law Group



SHELLY WILKES
Secretary
Senior VP, Marketing
& Social Responsibility
Orlando Magic

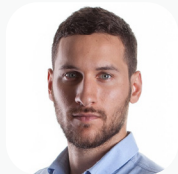


JUAN C. QUIROGA
Board Member at Large
CEO
JCQ Investments / JCQ Services



**PEDRO
TURUSHINA**
President & CEO
Hispanic Chamber of
Metro Orlando

BOARD OF DIRECTORS



PEDRO ARAUJO
CMO
Orlando City Soccer Club



JAY BERLINSKY
Principal
SC Advisors



MALAYA BRYAN
*Director of Business
Opportunities*
Central Florida
Expressway Authority



MICHAEL BROWN
CEO
Travel + Leisure



EDDY ELGUEZABAL
*Division Vice President
of Sales, Multicultural*
City of St. Cloud



ANTRANETTE FORBES
Economic Development Director
City Of St. Cloud



QUIBULAH GRAHAM
*Sr. Director, Diversity & Minority
Business Development External
Affairs & Community Relations*
Orlando Health



ELISHA GONZALEZ
*Vice President Community
Relations & Government Affairs
and Executive Director,*
FAIRWINDS Foundation
Immediate Past Chair



ANGELA LAGOS
*Director, Inclusion &
Diversity Team*
Darden Restaurants



KIMBERLY LOPEZ
Partner
Akerman, LLP



LISA LOPEZ
Regional Executive Director
nonPareil Institute
Ambassador Chair



LAUREEN MARTINEZ
*Senior Vice President,
Communications, Marketing
and Branding*
Orlando Economic Partnership



MARIO MENDOLARO
Principal Counsel
Walt Disney World Resort



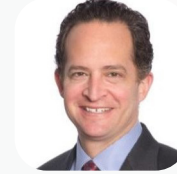
DAVID RODRIGUEZ
Economic Development Director
City of Kissimmee



MELINDA SKINNER
VP of Human Resources
Orlando Regional Realtors Association



FRANK FERNANDEZ
Commercial Middle Market SVP
Valley Bank



SAM STARK
*VP, Communications
& External Relations*
Rollins College



MICHAEL WRIGHT
CSO
T&G Constructors /
Red Team Software

PARTNER BENEFITS

ANNUAL INVESTMENT \$10,000

Recognition

- **Prominent Brand Visibility:** Your company will be showcased among an elite group of corporate investors (Trustees) dedicated to supporting Hispanic business development in Central Florida.
- **Exclusive Logo Placement:** Enjoy having your company logo proudly displayed at strategic locations, including the Chamber's Executive Conference Room, our official website, and various collateral materials.
- **Newsletter Presence:** Gain visibility through your company logo featured in the Chamber's newsletter, reaching over 12,000 subscribers with an impressive 30% open rate.
- **Event Recognition:** Receive verbal or visual recognition at all Hispanic Chamber events, acknowledging your commitment and support.

Membership

- **Expanded Representation:** Benefit from a corporate membership with up to 15 active representatives listed, showcasing the depth of your company's commitment to the Hispanic Chamber.
- **Newsletter Spotlight:** Secure a dedicated spotlight in one annual publication, allowing your corporate partner to share a story or communication piece.
- **Exclusive Promotion:** Leverage the opportunity to promote exclusive programs, discounts, or products directly to the extensive Hispanic Chamber membership through social media channels.



Core Participation

- **Committee Involvement:** Enjoy an exclusive invitation to serve on influential committees such as the Hispanic Business Advocacy Committee, Supplier Diversity Council, group of Ambassadors, and other vital Hispanic Chamber committees, enabling your company to be the voice of the Hispanic community.

Business Development

- **Exclusive Events:** Receive invitations to Trustee-exclusive events, including the prestigious annual Trustee Reception, round table sessions with top government officials, and other entertainment events hosted by fellow Trustees or Corporate Partners.
- **Host Sub-Events:** Host up to (1) Hispanic Chamber Sub-Events, such as Business After Hours and Café with Member, providing valuable networking opportunities with an attendance of 60-100 members and Trustees per event.
- **Networking Opportunities:** Encourage company representatives to attend Hispanic Chamber networking events, facilitating interactions with Hispanic Chamber leadership, Board of Directors, staff, and membership.

Community Involvement

- **Special Invitations:** Receive invitations to non-Hispanic Chamber community events, including volunteering opportunities with other non-profits, showcasing your commitment to broader community involvement.
- **Executive Introductions:** Gain introductions to Central Florida corporate leaders and elected officials upon request, fostering valuable connections for your company's growth and influence.

TRUSTEE PORTFOLIO

FOUNDING TRUSTEES



TRUSTEES



STRATEGIC PARTNERS



Heart of Florida United Way



UNIVERSITY OF CENTRAL FLORIDA





**HISPANIC
CHAMBER**
METRO ORLANDO

MEMBER ENGAGEMENT PORTFOLIO



SIGNATURE EVENTS

Sponsorship Levels \$20,000, \$15,000, \$10,000, \$5,000, \$3,500

HISPANIC CHAMBER OF METRO ORLANDO
IGNITE 2025 LUNCHEON
PRESENTED BY: **FAIRWINDS**

APRIL 2025
STEINMETZ HALL
DR. PHILLIPS CENTER OF
PERFORMING ARTS

An empowering and informative luncheon where you can connect with influential business leaders, entrepreneurs, and decision-makers. This event is designed to ignite new opportunities and drive economic growth, showcasing the pivotal role that Hispanic businesses play in the regions economic landscape. Gain valuable insights, network with industry experts and be part of the economic transformation as we unite for progress at this essential luncheon.



HISPANIC CHAMBER OF METRO ORLANDO
OSCEOLA STARS
AWARDS

OCTOBER 2025
TO BE ANNOUNCED

An event where business leaders, politicians, and community members come together for networking and meaningful conversations. This event offers a unique opportunity to connect with influential voices in the Hispanic business community, exchange ideas, and engage in constructive conversation about the future for our region. Don't miss this chance to be part of a dynamic gathering that bridges business and politics for a stronger, more inclusive future.



SIGNATURE EVENTS

Sponsorship Levels \$20,000, \$15,000, \$10,000, \$5,000, \$3,500



SEPTEMBER 2025
TO BE ANNOUNCED

A data driven event designed for top-level executives, business owners, and economic development leaders to educate about the economic impact in Central Florida, featuring special keynote speakers who provide insights on this topic. The presentations will focus on highlighting the significant role played by different sectors in sustaining economic growth in the community.



OCTOBER 2025
TO BE ANNOUNCED

An immersive, vibrant celebration of Hispanic culture, entrepreneurship, and community. Experience the rich tapestry of our diverse business community while enjoying delicious food, dynamic businesses, and networking opportunities.





EXCLUSIVE EVENT



Don Quijote
A W A R D S

DECEMBER 2025
EPCOT'S WORLD SHOWPLACE PAVILION

Recognizing successful businesses and individuals who have demonstrated the qualities exemplified by the classic literary character of Don Quijote: visionary and courageous dreamers who have taken risks to achieve their goals and improve Central Florida.



SPECIALTY EVENTS

Sponsorship Levels \$15,000, \$10,000, \$5,000

HISPANIC CHAMBER OF METRO ORLANDO

TRUSTEE

RECEPTION

PRESENTED BY: TRAVEL+LEISURE

MARCH 2025
HOUNDSMEN LOUNGE

An exclusive evening of networking and collaboration. This event brings together our esteemed Trustees, business leaders, and influential community members in a vibrant and dynamic setting. Discover new opportunities, foster valuable connections, and celebrate the spirit of entrepreneurship that drives our thriving Hispanic business community.



MARCH 2025
INTER&CO STADIUM

An immersive, vibrant celebration of Hispanic culture, entrepreneurship, and community. Experience the rich tapestry of our diverse business community while enjoying delicious food, dynamic businesses, and networking opportunities.

HISPANIC CHAMBER OF METRO ORLANDO

EXECUTIVE MISSION TRIP

OCTOBER 2025
TO BE ANNOUNCED

Encouraging bilateral efforts within our global strategic business partners to build the bridge of commerce with neighboring Hispanic countries by inviting influential leaders of the Central Florida region to bolster the pillars of the Chamber. This initiative is open to all active members of the Chamber.



SPECIALTY EVENTS

Sponsorship Levels \$15,000, \$10,000, \$5,000

HISPANIC CHAMBER OF METRO ORLANDO

BUSINESS
Wellness

PRESENTED BY: **ORLANDO HEALTH**

JUNE 2025
TO BE ANNOUNCED

An interactive event tailored for diverse business owners and professionals, providing a unique opportunity to unite and cultivate a healthier work-life balance. Discover the key to unlocking business success while nurturing your overall well-being. Our program offers engaging activities led by wellness experts, healthcare providers, and fitness centers, empowering YOU to enhance your physical and mental well-being while optimizing your business growth and overall success.



HISPANIC CHAMBER OF METRO ORLANDO

SUPPLIER
DEVELOPMENT
MATCHMAKING *Expo*

PRESENTED BY: **TRAVEL+LEISURE**

AUGUST 2025
TO BE ANNOUNCED

A dynamic and inclusive event that showcases a vibrant marketplace of diverse suppliers, connecting businesses with a wide range of innovative and minority-owned companies. This expo serves as a platform for networking, fostering partnerships, and promoting diversity in the business world. Join us for a day of discovery, collaboration, and opportunity at the heart of diversity and entrepreneurship.



SUB EVENTS

Annual Sponsorship Level \$15,000 as Presenting Sponsor



6 EVENTS HELD ANNUALLY

A networking event where members have the opportunity to introduce and showcase their business, product, or services to fellow active members with a 30-second elevator pitch. These events will typically take place in the mornings with a light working breakfast provided by the host.

BUSINESS AFTER HOURS

PRESENTED BY: **BLING**
Aesthetics

6 EVENTS HELD ANNUALLY

A networking event where they could socialize and share in a more open, relaxed environment about their business, product, or services to other fellow active members. This social setting provides the opportunity to solidify business relationships. These events will typically take place in the afternoons with light appetizers and drinks provided by the host.



SUB EVENTS

Annual Sponsorship Level \$15,000 as Presenting Sponsor



PRESENTED BY:  FLORIDA PREPAID COLLEGE SAVINGS PLANS

4 EVENTS HELD ANNUALLY

A networking event with structured setting designed to maximize your interactions and create meaningful business relationships. The speed networking event is meticulously crafted to ensure that you make the most of your time. This exclusive event offers a unique opportunity to engage with fellow professionals, entrepreneurs and thought leaders from a diverse array of industries.



RIBBON

CUTTING CEREMONIES

A vibrant and inclusive series that showcase the success and growth of member-owned businesses in our community. These gatherings serve as a symbol of collaboration and opportunity, bringing together entrepreneurs, investors, and community leaders to celebrate the grand openings, milestones and expansions of these thriving enterprises. It's a unique opportunity to witness the power of diversity, innovation, and economic prosperity while strengthening the bonds that drive our business community forward.



SUB EVENTS

Annual Sponsorship Level \$15,000 as Presenting Sponsor

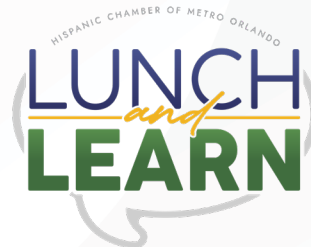


PRESENTED BY:  **Orlando**
Credit Union
#investinginU

4 EVENTS HELD ANNUALLY

AVAILABLE TO
GOLD MEMBERS &
TRUSTEES ONLY

A program where visionary leaders share their insights and expertise. This exclusive program offers a unique opportunity to connect with influential CEOs from diverse industries, gain valuable knowledge, and network with fellow business professionals. Discover the secrets to success, innovation, and growth in the heart of Orlando's thriving Hispanic business community.



PRESENTED BY:  **BANK OF AMERICA**

4 EVENTS HELD ANNUALLY

An enriching and engaging initiative designed to empower and educate business professionals in the vibrant Central Florida community. This series of informative luncheons offers a unique opportunity for individuals to expand their knowledge, network with like-minded peers, and gain valuable insights from industry experts. Join us for a delicious meal, stimulating discussions, and a chance to enhance your business acumen while fostering connections within the Hispanic business community of Central Florida.



CHAMBER PROGRAMS

Annual Sponsorship Level \$15,000 as Presenting Sponsor



PRESENTED BY: **TRAVEL+LEISURE**

**ONCE PER MONTH
THROUGHOUT 2025**
LED BY HISPANIC CHAMBER
STAFF MEMBER AT NEC

A dynamic initiative designed to empower and support diverse businesses within the Hispanic community. This program offers comprehensive training, resources, and networking opportunities to help entrepreneurs and companies thrive in today's competitive marketplace. Through a series of workshops, mentorship, and collaboration, participants gain valuable insights and skills to enhance their business growth, foster innovation, and contribute to a more inclusive economy.



**ONCE PER MONTH
THROUGHOUT 2025**
LED BY HISPANIC CHAMBER
STAFF MEMBER AT NEC

A program designed to monitor, educate, and from time to time, advocate for business-centric issues that affect the business climate in Central Florida. The Hispanic Business Advocacy Committee is committed to non-partisanship, so while the committee will, from time to time, endorse business-centric issues, it will not endorse candidates.



CHAMBER PROGRAMS

Annual Sponsorship Level \$15,000 as Presenting Sponsor



6 EVENTS THROUGHOUT 2025
LED BY A HISPANIC CHAMBER
STAFF MEMBER AT NEC

The Hispanic Chamber of Metro Orlando proudly presents Member Connection, a comprehensive orientation program designed to introduce members to the Chamber's network and resources. This program includes an overview of Chamber initiatives and entrepreneurial resources, a guided tour of the National Entrepreneur Center, and insights into new programs supporting business growth and innovation. Member Conexión connects members to the tools, partners, and opportunities they need to thrive in Central Florida's business community.



**ONCE PER MONTH
THROUGHOUT 2025**
LED BY A HISPANIC CHAMBER
STAFF MEMBER AT NEC

An elite community impact group dedicated to supporting business development and Chamber events while fostering leadership growth. The Hispanic Chamber Ambassadors act as one voice to promote and empower the Hispanic business community.



CHAMBER PROGRAMS

Annual Sponsorship Level \$15,000 as Presenting Sponsor

HISPANIC CHAMBER OF METRO ORLANDO

YOUNG
Entrepreneurs

**8 COHORT SESSIONS
THROUGHOUT 2025**

The Hispanic Young Entrepreneur Program is an 8-session cohort designed to equip young entrepreneurs aged 16-22 with essential knowledge and skills to establish a strong foundation for their business ideas. The program will meet once a month, featuring presentations by key leaders from the Hispanic Chamber, including gold level members and trustee-level members. At the end of the cohort, participants will have the opportunity to pitch their business ideas to an audience and a panel of potential investors.



 **SUPPLIER
CAPACITY
building**
ACADEMY

PRESENTED BY: **TRAVEL+
LEISURE**

**8 EVENTS HELD
ANNUALLY IN 2025**

A dynamic initiative designed to empower and support diverse businesses within the Hispanic community. This program offers comprehensive training, resources, and networking opportunities to help entrepreneurs and companies thrive in today's competitive marketplace. Through a series of workshops, mentorship, and collaboration, participants gain valuable insights and skills to enhance their business growth, foster innovation, and contribute to a more inclusive economy. Join us on a journey towards success and diversity in the business world with the Supplier Development Academy Program.



MEMBERSHIP BENEFITS

BRONZE MEMBERSHIP



Proud Member Digital Badge — credibility from day one, with a professional seal for your website and email signature.



New Member Power Call — a 30-minute “HOLA Call” with a Chamber representative to map out your success plan.



Essential Business Foundations — access to our mini-training “Top 10 Mistakes to Avoid as a New Business Owner” (downloadable guide).



Business Growth Seminars — free access to business-building sessions like Lunch & Learn, covering marketing, finance, operations, and personal development.



Impactful Networking Access — enjoy 12+ high-impact networking events per year, including Café with Members, Business After Hours, and Speed Networking Socials.



Visibility Push Plan — downloadable Visibility Booster Checklist with 5 proven ways to optimize your member profile for leads and referrals.



Member Spotlight — be featured with a welcome story on our social media to introduce your business to our engaged audience.



Capacity Building Development — access to minority certification reimbursement and the Supplier Development Academy to help you scale with confidence.



Promotions & Expansion — promote your business through member-to-member discounts, job postings, and event visibility on high-traffic platforms.



Media-Ready Resource — free downloadable Press Release Template to help you announce business milestones like a pro.



Chamber Success Start Plan — our 30-Day Onboarding Checklist to help you make the most of your first month as a Chamber member.



MEMBERSHIP BENEFITS

SILVER MEMBERSHIP



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Crystal Membership Plaque — showcase your commitment to excellence with a signature display piece.



Social Media Spotlight — 30-second “Meet Our Member” reel shared on Chamber Stories to highlight your business.



Milestone Toolkit — downloadable press kit + checklist to help you announce and promote key business milestones.



Mini Masterclasses (Bi-Monthly) — access expert-led sessions on topics like sales, marketing, funding, and mindset.



MEMBERSHIP BENEFITS

GOLD MEMBERSHIP



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Expert Speaker Invitations — be considered as a panelist or speaker at Chamber events based on your expertise.



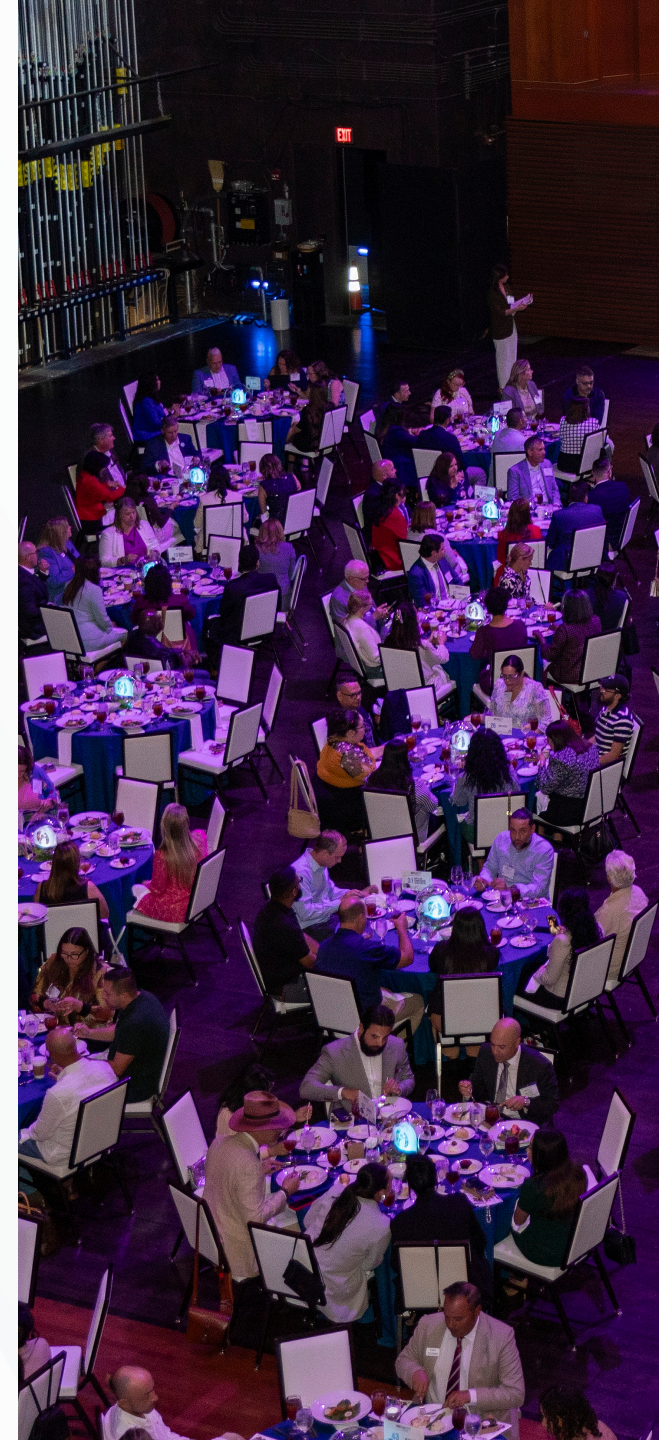
CEO Series Access — exclusive invites to high-level conversations with executives and regional influencers.



Social Media Welcome Visit — on-site 15–30 sec video shared via Chamber Stories to introduce your business.



Leadership Access — join quarterly virtual mastermind sessions with the Chamber President & CEO for strategy, insight, and connection.



MEMBERSHIP LEVELS



BRONZE

\$295



SILVER

\$460



GOLD

\$620



2025 SPONSORSHIP OFFERINGS

SIGNATURE EVENTS						SPECIALTY EVENTS				SUB EVENTS		PROGRAMS	
	\$20,000	\$15,000	\$10,000	\$5,000	\$3,500		\$15,000	\$10,000	\$5,000		\$15,000		\$15,000
HISPANIC CHAMBER OF METRO ORLANDO IGNITE 2025	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	HISPANIC CHAMBER OF METRO ORLANDO TRUSTEE RECEPTION	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	CAFE WITH <i>Members</i>	<input type="checkbox"/>	 SUPPLIER DIVERSITY CAPACITY building ACADEMY	<input type="checkbox"/>
HISPANIC CHAMBER OF METRO ORLANDO OSCEOLA STARS AWARDS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	 fla IN THE CITY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	BUSINESS AFTER HOURS	<input type="checkbox"/>	 SUPPLIER DIVERSITY COUNCIL	<input type="checkbox"/>
 2024 HISPANIC ECONOMIC IMPACT SUMMIT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	HISPANIC CHAMBER OF METRO ORLANDO EXECUTIVE MISSION TRIP	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	SPEED NETWORKING <i>social</i>	<input type="checkbox"/>	 HISPANIC BUSINESS ADVOCACY	<input type="checkbox"/>
 fla @THE PARK	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	HISPANIC CHAMBER OF METRO ORLANDO BUSINESS <i>Wellness</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	RIBBON CUTTING CEREMONIES	<input type="checkbox"/>	 MEMBER Connections	<input type="checkbox"/>
 Don Quijote AWARDS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	HISPANIC CHAMBER OF METRO ORLANDO SUPPLIER DIVERSITY MATCHMAKING <i>Expo</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	 CEO SERIES	<input type="checkbox"/>	 AMBASSADORS	<input type="checkbox"/>
										 LUNCH and LEARN	<input type="checkbox"/>	 YOUNG Entrepreneurs	<input type="checkbox"/>

HISPANIC CHAMBER TEAM



PEDRO TURUSHINA
President & CEO



ALEJANDRA ESCOBAR
Vice President



BRENDA GUNN
Assistant to the President & CEO



ORLANDO SERRANO-LUGO
Digital Marketing Senior Manager



NELIA CASTRO
Events & Programs Senior Manager



JESUS MARTINEZ
Business Development Senior Manager



GRICEL VALERA
Corporate Relations Manager



ANDREA BRACHO
Membership Coordinator



YOMI HERRERA
Communication & Social Media Strategist



JULIA CAMACHO
Public Relations & Marketing Strategist



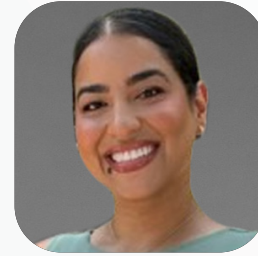
TOM MARTINEZ
Programs Specialist



TANIA DAVILA
Events Strategist



NATHALIE SANCHEZ
Operations Specialist



Keila Rivera
Operations Specialist



IVELYS VASQUEZ
Finance



HISPANIC CHAMBER

METRO ORLANDO



Join the **Hispanic
Chamber** Network!

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