



## **ROCI Schedule** **(Return On Customer Investment)**

The following identifies the ROCI for a partnership with the El Paso Hispanic Chamber of Commerce for 2011 Annual Chamber Celebration. There are ***Key Level Packages*** and ***Specialty Packages***.

### **Key Level Packages:**

#### **Diamond Sponsor - \$4,000 cost**

- ◆ Ten (10) VIP seats in the heart of the house
- ◆ Listed in program as diamond sponsor
- ◆ Special diamond sponsor sign prominently displayed
- ◆ Mentioned at gala as diamond sponsor
- ◆ 2 x 2 size listing in Chamber @ a Glance newsletter
- ◆ Special page on chamber website listing diamond sponsor
- ◆ Web link to home page
- ◆ 8 passes to private reception

#### **Ruby Sponsor - \$3,000 cost**

- ◆ Ten (10) VIP seats in the heart of the house
- ◆ Listed in the program as ruby sponsor
- ◆ Listed on special easel sign as ruby sponsor
- ◆ Mentioned at gala as ruby sponsor
- ◆ 1 x 1 size listing in Chamber newsletter
- ◆ 6 passes to private reception

#### **Emerald Sponsor - \$2,000 cost**

- ◆ Ten (10) VIP seats in the heart of the house
- ◆ Listed in program as emerald sponsor
- ◆ Listed on emerald easel sign
- ◆ Mentioned at gala
- ◆ 4 passes to private reception

#### **Opal Sponsor - \$1,000 cost**

- ◆ Ten (10) VIP seats in the heart of the house
- ◆ Listed in program as opal sponsor
- ◆ Listed on opal easel sign
- ◆ 2 passes to private reception

## Specialty Packages

### Premier Sponsor - \$10,000

- ◆ Identified as Premier Sponsor
- ◆ Twenty (20) VIP seats in the heart of the house
- ◆ 16 passes to private reception
- ◆ Special Premier Sponsor website listing
- ◆ Special pickup at airport of speaker upon arrival
- ◆ Private audience with speaker at hotel
- ◆ 3 minute speaking opportunity at gala
- ◆ 1 minute video opportunity of company profile
- ◆ Introduction of key company staff executives
- ◆ Sign denoting company as Premier sponsor
- ◆ Mention and recognition at gala as Premier sponsor
- ◆ Company Banner on front page of Chamber website
- ◆ Company Banner on special page promoting Gala
- ◆ Web link to company home page
- ◆ Company story in program agenda
- ◆ Company name and logo placed on event tickets
- ◆ Listed in chamber newsletter
- ◆ Listing on Chamber website promoting gala
- ◆ Mentioned in Gala program

**ESEI**  
**Barnhart Taylor**  
**Fred Loya Insurance**

### Executive Sponsor - \$7,500

- ◆ Identified as Executive Sponsor
- ◆ Ten (10) VIP seats in the heart of the house
- ◆ 10 passes to private reception
- ◆ Special photo opportunity with speaker
- ◆ 1 minute speaking opportunity at gala
- ◆ Prominent sign denoting company as dinner sponsor
- ◆ Special mention and recognition at gala as dinner sponsor
- ◆ Banner ad on Chamber website promoting Gala
- ◆ Web link to company home page
- ◆ Company paragraph in program agenda
- ◆ Logo placed on event tickets
- ◆ Listed in chamber newsletter
- ◆ Listing on chamber website promoting gala
- ◆ Mentioned in gala program

### Audio Visual Sponsor - \$5,000

- ◆ Ten (10) VIP seats in the heart of the house
- ◆ 10 passes to private reception
- ◆ Special photo op with speaker
- ◆ Mentioned in gala program
- ◆ Sign denoting company as Audio Visual Sponsor
- ◆ Company listed on material used to highlight sponsors
- ◆ Listing on chamber website on page promoting gala
- ◆ Web link to company home page

### **Program Sponsor - \$5,000**

- ◆ Ten (10) VIP seats in the heart of the house
- ◆ 8 passes to private reception
- ◆ Identified as Program Sponsor
- ◆ Full page inside cover ad in program
- ◆ Listed on back of program as sponsor
- ◆ Listing in chamber newsletter
- ◆ 50 extra programs given to sponsor
- ◆ Special program cover poster showcased at gala
- ◆ Listing on chamber website promoting gala

### **Invitation Sponsor - \$5000**

- ◆ Ten (10) VIP seats in the heart of the house
- ◆ 8 passes to private reception
- ◆ Identified as Invitation Sponsor
- ◆ Listed on back of program as sponsor
- ◆ 50 extra Invitations given to sponsor
- ◆ Listing in chamber newsletter
- ◆ Listing on chamber website promoting gala

*Aetna*

### **Reception Sponsor - \$4,000**

- ◆ Ten (10) VIP seats in the heart of the house
- ◆ 8 passes to private reception
- ◆ 3 minutes to highlight company at reception
- ◆ Listed in Chamber newsletter
- ◆ Mentioned in gala program
- ◆ Special name tag identification at reception

*Tigua's, Inc.*

### **Video Sponsor - \$3,000**

- ◆ Ten (10) VIP seats in the heart of the house
- ◆ 6 passes to private reception
- ◆ Introduction of sponsoring company on opening of video
- ◆ Mentioned in gala program
- ◆ Listing on chamber website on page promoting gala
- ◆ Web link to company home page

*Licon Engineering*

### **Photography Sponsor - \$2,500**

- ◆ Ten (10) VIP seats in the heart of the house
- ◆ 4 passes to private reception
- ◆ Special photo op with speaker
- ◆ Mentioned in gala program
- ◆ Listing on chamber website on page promoting gala
- ◆ Web link to company home page

*Bank of America*

### **Tequila Toast Sponsor - \$3,000**

- ◆ Ten (10) VIP seats in the heart of the house
- ◆ 6 passes to private reception
- ◆ Special opportunity to present the toast on stage with the Chairman of the Board to the guests at the Fiesta
- ◆ Mentioned in gala program
- ◆ Listing on chamber website on page promoting gala
- ◆ Web link to company home page

### **Awards Sponsor - \$2,500**

- ◆ Ten (10) VIP seats in the heart of the house
- ◆ 4 passes to private reception
- ◆ Identified as Award sponsor
- ◆ Ability to participate in award ceremony
- ◆ Ability to provide input to honorees selected
- ◆ Special Award sign showcased at gala of sponsoring company
- ◆ Listed in chamber newsletter
- ◆ Mentioned in gala program

### **Media Sponsor - \$3,500**

- ◆ Ten (10) VIP seats in the heart of the house
- ◆ 4 passes to private reception
- ◆ Identified as Media sponsor
- ◆ Special Media sign showcased at gala of sponsoring company
- ◆ Listed in chamber newsletter
- ◆ Listing on chamber website promoting gala
- ◆ Mentioned in gala program

IDA Technology

### **Entertainment Sponsor - \$2,500**

- ◆ Ten (10) VIP seats in the heart of the house
- ◆ 4 passes to private reception
- ◆ Identified as entertainment sponsor
- ◆ Listed in chamber newsletter
- ◆ Form core sign on easels as dessert sponsor
- ◆ Mentioned in material highlighting sponsors

### **Wine Sponsor - \$2,500**

- ◆ Ten (10) VIP seats in the heart of the house
- ◆ 4 passes to private reception
- ◆ Identified as Sangria sponsor
- ◆ 1 Representative to assist in selection of items
- ◆ Listed in chamber newsletter
- ◆ Form core sign on easels as Sangria sponsor
- ◆ Mentioned in material highlighting sponsors

Castro Enterprises

**Piñata Sponsor - \$2,500**

- ◆ Ten (10) VIP seats in the heart of the house
- ◆ 4 passes to private reception
- ◆ Advertisement on the Piñata as sponsor
- ◆ Mentioned in gala material used to highlight sponsors
- ◆ Company listed in chamber website

*Benefit Solutions*

**Speaker Gift Sponsor - \$2,500**

- ◆ Ten (10) VIP seats in the heart of the house
- ◆ 4 passes to private reception
- ◆ Present gift to speaker at gala
- ◆ Mentioned in gala program
- ◆ Listing on chamber website on page promoting gala

*Hunt Companies, Inc.*



**Annual Fiesta Celebration RSVP / ROCI Form**

The most anticipated event of the year is finally here! Join us for the **21<sup>st</sup> Annual Fiesta Celebration & Piñata Bash with the Rhythms of Salsa El Paso Style** on Saturday, October 15<sup>th</sup> at the Camino Real Hotel Ballroom!

Enjoy drinks, dinner, and **SALSA** dancing to the **sultry sounds** of El Paso’s best **salsa** musicians ~ *Sobredosis Del Sabor!* Plus, a chance to win the Piñata Bash with thousands of dollars in prizes and a special gift for every guest!

Then, Celebrate the Future Face of Business & the Next Wave of Business Leadership in a Tequila Toast to El Paso’s Business Elite!

**Ticket Prices**

\$60.00 Members

\$75.00 Non-Members

\$1,000.00 Reserved Table of 10 (Preferred Seating)

Please fax back to 915-566-9714 or e-mail to Yvette at [ylimas@ephcc.org](mailto:ylimas@ephcc.org)

<b>Registration Information</b>
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Number of Tickets: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

Number of Tables: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

Sponsorship: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

Ticket Holders Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Person Receiving Tickets: \_\_\_\_\_

Authorizing Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Credit Card: \_\_\_\_\_ AmEx \_\_\_\_\_ M/C \_\_\_\_\_ Visa CC#: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Name on Card: \_\_\_\_\_

Email for CC Receipt: \_\_\_\_\_

Company Check: **Enclosed** \_\_\_\_\_ Check Number: \_\_\_\_\_

**\*\*\* Sponsorships / Tickets / Table Purchases Non-Refundable\*\*\***