

SEPTEMBER 27, 2024 | THE PFISTER HOTEL



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# Juntas Rising

SPONSORSHIP AND MARKETING OPPORTUNITIES



Querida comunidad,

As HPGM enters its 23rd year of legacy and impact, I am filled with pride when I see the seeds we've planted in the community beginning to bud, grow and stand tall. My heart swells when I see our gente persist in their education, land a well-deserved promotion, scale their businesses, and succeed in the ways that are meaningful to them.

However, our work to increase economic prosperity and advance Latinos in Wisconsin is not finished until **all of us** can rise together. By 2030, 1 in 5 employees will be Latino, yet we remain significantly underrepresented in positions of influence and power across all sectors. Latinos contribute **\$3.2 trillion** to the U.S. economy, yet the staggering Latina pay gap has only narrowed by pennies over the last three decades. We still need your support and investment to create a community of belonging where ALL Latinos and ALL Wisconsinites can thrive.

I invite you join us again as we strive for a stronger, more powerful and prosperous Latino community in Wisconsin. **We cannot continue our economic and workforce development work or serve the vibrant, talented community of more than 3,600 Latino professionals, students and allies without YOU!** Your investment removes barriers to education, contributes to the overall well-being of Latinos in Wisconsin, and is a commitment to advance Latinos in all sectors and industries.

Muchísimas gracias for your continued advocacy and partnership. **YOU** help make this work possible.

On behalf of the HPGM Board of Directors and staff, we send you our heartfelt gratitude and can't wait to see you on September 27!

Un fuerte abrazo,

*Francesca Mayca Wegner*  
President & Chief Possibilities Officer, HPGM



Building Community,  
Advancing Hispanics

## MISSION

HPGM is a membership organization whose mission is to connect and unite Hispanic Professionals, students and the community with rich heritage, strong leadership and impactful initiatives.

We are committed to empowering the lives and futures of Latinos in Wisconsin through leadership development, investment in educational excellence, and by convening and engaging the region's dynamic Hispanic professional community.

## VISION

HPGM is driven to increase economic opportunity and effective representation for Hispanics by supporting the elimination of barriers to family sustaining careers and higher education for Hispanics in Wisconsin.

We build the current and next generation of Latino leadership by providing impactful professional development opportunities and fostering meaningful connections. As a thought leader, HPGM continues to convene around critical issues that directly impact the community. We strive to increase representation, build intergenerational wealth and close the influence gap across all sectors

# Board of Directors

## Executive Committee

### CHAIR:

#### JESÚS GONZÁLEZ

Rockwell Automation  
General Counsel, North America and  
Global Market Access

### VICE CHAIR:

#### BRENDA BEST

Milwaukee Brewers  
Senior Director, HR and DEI

### TREASURER:

#### CLIFTON DAVIS

Deloitte  
Wisconsin Managing Tax Partner

### SECRETARY:

#### CHRISTOPHER SCHREIBER

Michael Best & Friedrich LLP  
Partner

### MEMBER AT-LARGE:

#### OMAR VELAOCHAGA

Kohl's  
Diversity & Inclusion Senior Manager

### ALVARO ARAQUE

Johnson Financial Group  
Senior Vice President, Director of  
Consumer, Private and Small  
Business Banking

### GENARO BAEZ

Milwaukee County  
Director, HR Operations, Learning &  
Development and Talent  
Acquisition

### MICAH CRAWFORD

Milwaukee Tool  
Director of Marketing,  
Latin America

### SANDI ESQUIVEL

Northwestern Mutual  
Assistant Director, Software  
Engineering - Flex Force

### GUILLERMO GUTIERREZ

Manpower Group  
Director of Diversity, Inclusion,  
and Equity

### ALBERTO MALDONADO

UWM  
Director & Co-Lead for  
Hispanic Serving Initiatives  
Roberto Hernandez Center

### EDGAR MAYORCA

Johnson Controls  
CFO, Global Security Products

### MARCELLA NICHOLSON

Milwaukee County  
Chairwoman - Milwaukee County  
Board of Supervisors

### DR. KRISTINA ROPELLA

Marquette University  
Opus Dean, Opus College of  
Engineering

### JOSE E. SAENZ

Notre Dame School of Milwaukee  
Vice President of Finance

### MARCOS VEGA

BMO Harris Bank  
Sr. Vice President/Director

### BENJAMIN WAGNER

Habush, Habush, & Rottier S.C.  
Partner



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## WHEN

Friday, September 27, 2024  
6:00-11:30 p.m.

## WHERE

The Pfister Hotel  
424 East Wisconsin Avenue  
Milwaukee, WI 53202

## FEATURING

Live Auction  
Chef-Created Dinner  
Mission Moment  
Photo Experience  
Live Music

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# 2024 Co-Chairs



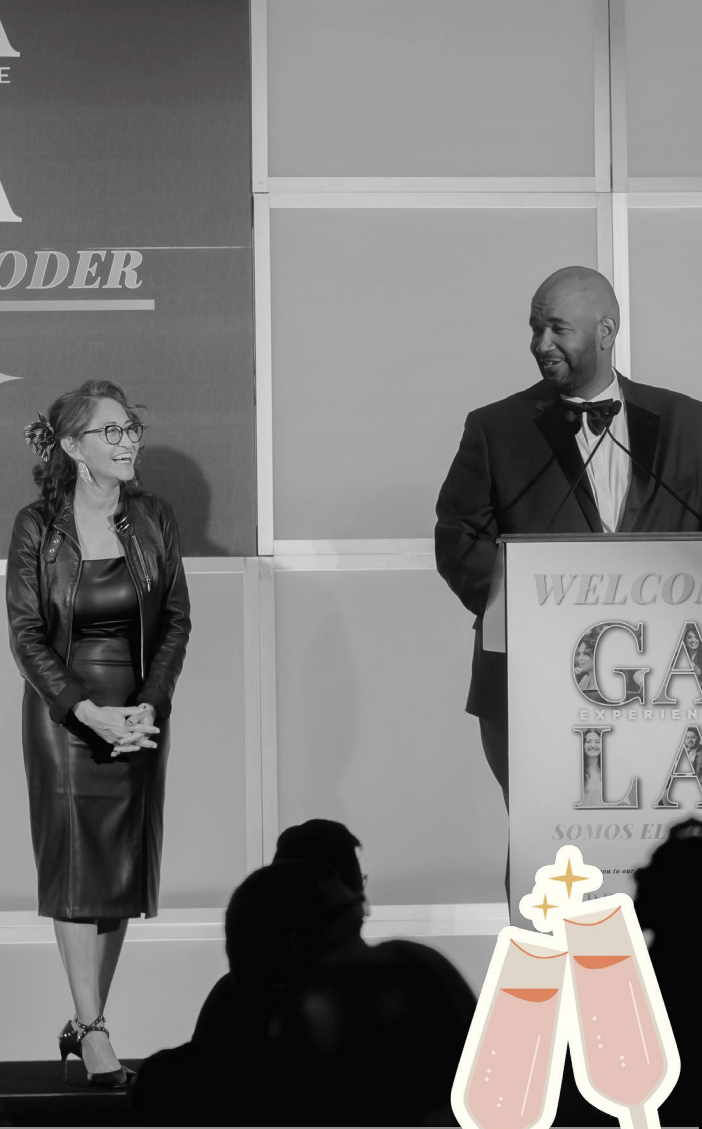
Amy Hanneman

Vice President, Chief Diversity & Inclusion Officer  
Northwestern Mutual



Freddy Peralta

Starting Pitcher  
Milwaukee Brewers



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# Presenting Sponsor

CATEGORY EXCLUSIVE

**Investment: \$30,000**

- Premium table seating for 16
- 16 passes for invitation-only President's Reception prior to Gala Experience
- Access to post-Gala celebration for live band entertainment and dancing for all Presenting sponsor guests
- Logo and brand recognition in all pre-event and post-event marketing materials and on HPGM website
- Two full-page premium ads and logo in digital program book
- Logo recognition throughout guest photo experience
- Company logo on printed signage at event
- Acknowledgement during program remarks and in sponsor thank you video
- Opportunity to include promotional video in guest email communication and include promotional item for attendees
- Company name and logo in HPGM Annual Report
- Right of first renewal for 2025. Expires February 1, 2025.



# Legacy Sponsor

**Investment: \$20,000**

- Premium table seating for 16
- 8 passes for invitation-only President's Reception prior to Gala Experience
- Access to post-Gala celebration for live band entertainment and dancing for all Legacy sponsor guests
- Logo and brand recognition in all pre-event and post-event marketing materials and on HPGM website
- Full-page premium ad and logo in digital program book
- Logo recognition throughout guest photo experience
- Acknowledgement during program remarks and in sponsor thank you video
- Company name and logo in HPGM Annual Report

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# Champion Sponsor

**Investment: \$10,000**

- Priority table seating for 8
- 4 passes for invitation-only President's Reception prior to Gala Experience
- Access to post-Gala celebration for live band entertainment and dancing for all Champion sponsor guests
- Logo and brand recognition in pre-event and post-event marketing materials and on HPGM website
- Half-page premium ad and logo in digital program book
- Logo recognition throughout guest photo experience
- Acknowledgement during program remarks and in sponsor thank you video
- Company name and logo in HPGM Annual Report



# Inspire Sponsor

**Investment: \$7,500**

- Table seating for 8
- Access to post-Gala celebration for live band entertainment and dancing for all Inspire sponsor guests
- Logo and brand recognition in pre-event and post-event marketing materials and on HPGM website
- Half-page ad and logo in digital program book
- Logo recognition throughout guest photo experience
- Acknowledgement during program remarks and in sponsor thank you video
- Company name in HPGM Annual Report

# Impact Sponsor

**Investment: \$5,000**

(15 OPPORTUNITIES)

- Table seating for 8
- Access to post-Gala celebration for live band entertainment and dancing for all Impact sponsor guests
- Acknowledgement in pre-event and post-event marketing materials and on HPGM website
- Quarter page ad and logo in digital program book
- Acknowledgement during program remarks
- Company name in HPGM Annual Report





NEW  
in  
2024

GUEST EXPERIENCE SPONSORSHIPS:

# President's Reception Sponsor

**Investment: \$15,000**

- Priority table seating for 8
- 8 passes for invitation-only President's Reception prior to Gala Experience
- Access to post-Gala celebration for live band entertainment and dancing for all President's Reception sponsor guests
- Logo and brand recognition in pre-event and post-event marketing materials and on HPGM website
- Company name and logo on printed signage at event
- Half-page ad and logo in digital program book
- Logo recognition throughout guest photo experience
- Acknowledgment during program remarks and in sponsor thank you video
- Opportunity to deliver remarks at President's Reception
- Company name and logo in HPGM Annual Report



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NEW  
in  
2024

# Celebración Sponsor

**Investment: \$15,000**

- Priority table seating for 8
- 4 passes for invitation-only President's Reception prior to Gala Experience
- Access to post-Gala celebration for live band entertainment and dancing for all Celebración sponsor guests
- Logo and brand recognition in pre-event and post-event marketing materials and on HPGM website
- Company name and logo on printed signage at event
- Half-page ad and logo in digital program book
- Logo recognition throughout guest photo experience
- Acknowledgment during program remarks and in sponsor thank you video
- Opportunity to deliver welcome remarks and provide a branded item for guests attending post-Gala celebration
- Company name and logo in HPGM Annual Report



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# Photo Experience Sponsor

**Investment: \$3,500**

- 2 Individual tickets
- Access to post-Gala celebration for live band entertainment and dancing for all Photo Experience sponsor guests
- Logo and brand recognition in pre-event and post-event marketing materials and on HPGM website
- Company name and logo on printed signage at event
- Half-page ad and logo in digital program book
- Acknowledgment during program remarks
- Company name in HPGM Annual Report

# Valet Parking Sponsor

**Investment: \$3,500**

**TWO OPPORTUNITIES AVAILABLE**

- 2 Individual tickets
- Access to post-Gala celebration for live band entertainment and dancing for all Valet Parking sponsor guests
- Logo and brand recognition in pre-event and post-event marketing materials and on HPGM website
- Company name and logo on printed signage at event
- Half-page ad and logo in digital program book
- Acknowledgment during program remarks
- Opportunity to provide a branded item for each parked car (on average, 250+ cars valet parked during event)
- Company name in HPGM Annual Report



# Volunteer Appreciation Underwriter

**Investment: \$2,500**

**THREE OPPORTUNITIES AVAILABLE**

*Your support provides hot meals to our dedicated volunteers made up of HPGM Students and Professional Members..*

- Logo and brand recognition in pre-event and post-event marketing materials and on HPGM website
- Company name and logo on printed signage at event
- Half-page ad and logo in digital program book
- Acknowledgment during program remarks
- Company name in HPGM Annual Report

# Advertising Opportunities

**Full Page Ad 8"W X 8"H**

**Investment: \$1,000**

- Full page ad in digital Gala program book available on HPGM website and delivered to approximately 500 guests

**Half Page Ad 8"W X 4"H**

**Investment: \$500**

- Half page ad in digital Gala program book available on HPGM website and delivered to approximately 500 guests

*All ads must be emailed to [events@hpgm.org](mailto:events@hpgm.org) by September 6, 2024 to guarantee inclusion in Gala program book.  
To purchase your ad, click [HERE](#).*

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# Be Part of the Gala *Experience*

To inquire about sponsorship opportunities or to reserve a sponsorship, contact the HPGM team at [events@hpgm.org](mailto:events@hpgm.org).

Purchase your sponsorship using a credit card [HERE](#).

To guarantee all benefits, sponsorships must be confirmed by Friday, September 6, 2024.

For updates and information about the HPGM Gala Experience, visit our [Gala Experience webpage](#).

## Connect with us



[hpgm.org](http://hpgm.org)



[@hpgmilwaukee](https://www.instagram.com/hpgmilwaukee)



[@hispanicprofessionals](https://www.facebook.com/hispanicprofessionals)



[@HPGM](https://www.linkedin.com/company/HPGM)



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