



2023-2024

SPONSORSHIP PACKAGE

Hispanic Business Students Association
at Arizona State University

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HISTORY

Hispanic Business Students Association

Organized in 1974, the Hispanic Business Students Association (HBSA), Arizona State University mission is to provide Hispanic students with educational opportunities, career options in business, and association with students who have different goals but mutual interests.



OVERVIEW

HBSA is a diverse and rewarding organization filled with numerous opportunities for its members to grow into successful professionals and individuals. HBSA offers more than simply working and academic benefits; the club prides itself on giving students at ASU a home away from home with a familia environment. Our members thrive in HBSA not only by gaining skills and connections, but also by building relationships that can last beyond university life.



MISSION



The mission of the Hispanic Business Students Association is to prepare our members to be future leaders, serve our communities, promote diversity, and create a progressive learning environment.

We strive for continued personal, professional, and academic growth, which occurs through education, experience, and leadership opportunities. With continued support from the community, corporate sponsors, our university, and faculty, we will succeed in accomplishing our mission.



OBJECTIVES

- To increase the number of Hispanic students who receive a professional degree.
- To develop leadership and business skills among Hispanic students of all academic disciplines.
- To utilize technology as a form of communication and education.
- To promote Hispanic culture and provide social interaction among all students at Arizona State University.

In the summer of 2022, Arizona State University was named a Hispanic-Serving Institution (HSI) by the U.S. Department of Education. ASU's increased Hispanic enrollment reflects their commitment to increase the diversity of its student body and to the success of the Hispanic community.

HBSA is the **largest active Hispanic organization** offered to all ASU students.

Through motivated and determined students, we continue to evolve as leading executives, managers serving in operational roles, and also have HBSA alumni. We are counting on your support as we continue to work towards seeing this vision as a reality.

Invest in HBSA, we are Arizona's future!



SPONSOR PACKAGES

2023 - 2024 Academic Year

<u>Sponsorship Level</u>	<u>Amount</u>
Platinum	\$5,000
Gold	\$4,000
Silver	\$3,000
Bronze	\$2,000
Supporter	\$1,500
Speaker	\$600

Key Benefits

	Platinum	Gold	Silver	Bronze	Supporter	Speaker
Host Meeting + Catering	x	x				x
Workshop	x	x	x	x		
Develop Signature Event	x	x				
Company Promotions (Social Media, Newsletter)	x	x	x	x	x	x
Career Fair & Networking Night	x	x	x	x	x	
Social Event	x					
Resume Database	x	x	x	x	x	x
Corporate Tour	x		x			
Reserve Seating at Signature Events	x	x	x			

SIGNATURE EVENTS



General Member Meetings: HBSA members gather to learn about professional development, prepare for events, and receive announcements. These meetings are hosted by the executive board, and corporate sponsors

Career Fair: Enables students to interact with business professionals and establish the relationships needed to achieve a more promising career path.



Tailgate: Held during the annual ASU Homecoming Block Party, it is the premiere student-community event of the organization which allows networking among alumni, students, community leaders, and friends of HBSA.

Socials: Occurring multiple times a month, socials provide our members an opportunity to engage in a casual, relaxed manner where they form strong, long-lasting relations with one another.



SIGNATURE EVENTS

Distinguished Lecture Series: Sponsored by SRP, the Distinguished Lecture Series was created to bring corporate and national leaders, representing various industries, to Arizona State University through the auspice of HBSA.



Dunbar Gift Exchange: Through efforts of the Community Relations Director, HBSA members are given the opportunity to connect with the local Phoenix community by bringing joy to underprivileged children at Dunbar Elementary by donating a gift to their classroom.

Día de los Niños: This annual event serves immigrant youth children in shelters to provide them with a day filled of activities as they learn, play, eat, and gain a sense of cultural identity. The goal focuses on making them feel special and regain their sense of childhood with hopes for a better future.



End-of-Year Banquet: An annual end of year celebration where students, alumni, friends and families are invited to highlight member participation and excellence as well as recognize sponsor for their sustained support.

BUDGET

For the 2023-2024 academic year

Expense	Breakdown	Total
General Member Meetings	Food Beverages HBSA Merchandise	\$7,000
Professional Development Events	Workshops Professional Mixer Interview Prep Session Mentorship Program National Conference Travel Expenses	\$8,200
Chapter Development Events	Socials Carne Asade Tailgate Distinguished Lecture Series End-of-year Banquet	\$15,800
Community Outreach Events	Travel costs Supplies Dunbar Gift Exchange Día de los Niños	\$7,500
Executive Board	Polos Business Cards Professional headshots Promotional banner	\$1,050
Total Budget		\$39,500





We couldn't do it without your generous support


On behalf of the Hispanic Business Students Association at Arizona State University and its members, we thank you for your interest in supporting our organization. We invite you to contribute your expertise and resources to promote our members' successes, strengthen our endeavors, and enhance our community. We look forward to working with your company and being a part of notable projects!




Join the HBSA Familia!

 hbsa.corporate@gmail.com

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

 <https://www.hbsaatasu.org>

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

Attached is all the necessary information to begin your role as a sponsor.

Contact Information

President - Michelle Macias Business Entrepreneurship and Management	mymacias@asu.edu
V.P. of Operations - Alejandra Lopez Communications and Public Relations	amlop92@asu.edu
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Hispanic Business Students Association
Arizona State University
1120 Cady Mall, Interdisciplinary B
Tempe, AZ 85281

2023-2024 Corporate Sponsorship Form

Thank you for your sponsorship to the Hispanic Business Students Association at Arizona State University. (#G01086)

Mail this form and check to the address below to make your contribution. Make checks payable to: ASU Foundation for a New American University. Please list Workday Account #G01086 in the memo field of the check, mail to:

Dr. Loui Olivas, HBSA Advisor
1120 S. Cady Mall, Suite A207E
Tempe, Az 85287-5303

All funds will be deposited with the ASU Foundation for A New American University, a nonprofit organization that exists to support Arizona State University (ASU). Gifts in support of ASU are subject to foundation policies and fees. Due to the fair market value of benefits received, only payments in excess of fair market value may be considered a charitable contribution. Please consult your tax advisor regarding the deductibility of charitable contributions. Gift and Fund account (G01086 FD300).

If you have any questions, contact Brittany Orozco at bnorozc2@asu.edu

Sponsorship categories:

Speaker \$600 FMV \$234

Supporter \$1,500 FMV \$585

Bronze \$2,000 FMV \$730

Silver \$3,000 FMV \$1,150

Gold \$4,000 FMV \$1,400

Platinum \$5,000 FMV \$1,900

Other amount \$_____

Organization: _____

Corporate Contact: _____

Email Address: _____

Phone: _____

Online donations: Please use the link below to make a donation online.

<https://www.asufoundation.org/hispanic-business-student-association>