



# "ACHIEVING THE DREAM" 2010 SCHOLARSHIP EVENT

A joint venture of the Mayor's Hispanic American Advisory Board  
and the First Coast Hispanic Chamber of Commerce



## MHAAB Board Members

- Leon J. Carrero  
*Chairman*
- Paola Parra  
*Vice Chairman*
- Mario Rubio  
*Past Chairman*
- Ed Perez  
*Treasurer*
- Pastor David Suro
- Nancy Alvarez-Hernandez
- Michele Delafuente Snow
- Rose Conry

## Your invitation to participate.

April 2010

Dear Prospective Sponsor:

Thank you for your interest in the Achieving the Dream scholarship event to be hosted this fall by the Mayor's Hispanic American Advisory Board (MHAAB) and the First Coast Hispanic Chamber of Commerce (FCHCC). We have joined forces this year to celebrate the academic achievements of our community's most talented Hispanic youth.

In this tough economy, it is more critical than ever that we support our best students – to allow them to stay in school and to prepare for college graduation. With this in mind, the MHAAB and the FCHCC have come together to encourage all sponsors and donors to give generously to one event. A portion of the proceeds from our combined event will fund an ongoing scholarship endowment, enabling students who have worked hard and achieved academic excellence to start or continue their education.

So please, read on about the various sponsorship opportunities available. Mayor John Peyton, MHAAB and the FCHCC invite you to join us September 17, 2010, for this community-wide celebration. Your gift of sponsorship will have a direct impact on the lives of many promising students as they pursue their dreams of a college degree.

¡Saludos!

Leon J. Carrero  
*Chairman*  
Mayor's Hispanic American Advisory Board

Betzy Santiago  
*President*  
First Coast Hispanic Chamber of Commerce



## FCHCC Officers & Directors

- Betzy Santiago  
*President*
- Ed Perez  
*President-Elect*
- Giselle Carson  
*Immediate Past President*
- Carmen-Rosa Brooks  
*Secretary*
- Angela Tharp  
*Treasurer*
- Nelson Estepa  
*Director*
- Zsuzsanna Rivera  
*Director*
- Annie Grogan  
*Director*
- Becky Vasko  
*Director*
- Francisco Sefair  
*Director*
- Pedro Rosales  
*Director*
- Alida Lupari  
*VP Finance*

## FCHCC Ex-Officio

- Ricardo Morales, Jr.
- Wilfredo Gonzalez
- Leon Carrero
- Diane Brunet-García

## FCHCC Executive Assistant

- Kim McDougal

To contact us about sponsoring this event or to confirm your support,  
please contact Idania Lizano at [ilizano@fchcc.com](mailto:ilizano@fchcc.com) or Angelica Guardia at  
[aguardia@fchcc.com](mailto:aguardia@fchcc.com).



## A COMMUNITY UNITED TO FOSTER EDUCATION FOR HISPANIC STUDENTS



For over 13 years, the Mayor's Hispanic American Advisory Board and the First Coast Hispanic Chamber of Commerce have awarded college scholarships to First Coast students of Hispanic descent. In late 2008, recognizing the increasing challenge for Hispanic students to pay for and stay in college, the two organizations decided to join forces.

This powerful alliance will enable our sponsors to give generously to one, united scholarship program and awards event. And that will enable us all to provide a substantial award for each student – a scholarship award that might make the difference between a student staying in school or having to face the tragedy of dropping out.

### **"ACHIEVING THE DREAM" SCHOLARSHIP EVENT**

Friday, September 17, 2010, 11:30 A.M.- 1:30 P.M.  
Hyatt Regency Jacksonville Riverfront

### **"ACHIEVING THE DREAM" SPONSOR BENEFITS**

We appreciate our sponsors! Your support of this high-profile community event will provide you with exposure in a variety of ways.

- Brand association with a prestigious and influential group of regional leaders
- Brand association with a community-oriented event benefiting the region's Hispanics
- Exposure on all marketing and advertising materials used to promote the event
- Placement of an advertisement in the event program, distributed to all attendees and members of the press
- Corporate literature distributed in give-away bags for attendees
- Local, regional and national press coverage

### **ABOUT MHAAB**

The Mayor's Hispanic American Advisory Board consists of members appointed by the Mayor to effectively recognize the concerns and desires of the Hispanic community in Jacksonville. The purpose of the Board is to provide a means by which the city may obtain information, guidance and ongoing comprehensive studies relating to its citizens of Hispanic descent. The board has faithfully served the Mayor, the city and her citizens since July 1998.

### **ABOUT FCHCC**

In 1992, a small group of Hispanic business leaders undertook the task of organizing and unifying the Hispanic business community. Hispanic American Business Association (HABA) was formed and immediately began to advocate for Hispanic business and to promote the region's rich Hispanic culture and heritage. In early 2003, the organization was renamed the First Coast Hispanic Chamber of Commerce (FCHCC).

The FCHCC is Northeast Florida's strong, unifying voice to promote and encourage Hispanic business throughout the region. The organization increases state and national influence for our members through affiliations with both the Florida State Hispanic Chamber of Commerce and the U.S. Hispanic Chamber of Commerce.



2010 ACHIEVING THE DREAM SCHOLARSHIP EVENT  
A joint venture of the Mayor's Hispanic American Advisory Board  
and the First Coast Hispanic Chamber of Commerce



## OUR KEYNOTE SPEAKER



### BETTY MARTINEZ LOWERY

Betty is the published author (Gessler Publishing) of a Spanish language textbook ***El Arco Iris de la Amistad***, and is currently working on her first novel, a semi-biographical story of her experience as a survivor of the Cuban communist revolution and her family's immigration to the United States as refugees in the early 1960s. In 1998, Betty was recognized by ***Orlando Magazine*** as "Mother of the Year." In 2002, Betty was recognized by Out and Equal Workplace Advocates, one of the nations leading LGBT organizations, for her role as the first "straight" ally to co-chair the Out and Equal Conference. In 2003, Betty was awarded the Outstanding Service award by the Jewish Federation of Central Florida for her advocacy and inclusion work in the aftermath of the 9/11 attacks. In August of 2005, Betty was appointed by Governor Jeb Bush to serve on the advisory board for the state of Florida's Early Learning Coalition. In 2007, she was reappointed to a four-year term by Governor Charlie Crist.

Betty is Senior Manager, Minority Business Development at Walt Disney World Resort and in her role, she continually utilizes and lends her expertise and passion for diversity and inclusion, education and equal opportunity. Betty collaborates with Walt Disney World and The Walt Disney Company partners to expand support and bring added value in the relationships with the organizations with which she interacts.

She also serves on the boards of the Hispanic Chamber of Commerce (Secretary), the National Association of Women Business Owners Foundation (Chairperson), the Association of Latino Professionals in Finance and Accounting Orlando Chapter (Secretary), the WMFE Board of Directors, and is the chair of the Hispanic Heritage Scholarship Fund which has awarded in excess of \$450,000 to 115 students since its inception in 2001. In 2009, she was recognized by La Prensa newspaper with the Lifetime Award for Achievement and Excellence, and by ***Ahora Orlando Magazine*** as one of Orlando's Top 25 most influential Hispanics. In 2010, Betty received the Outstanding Minority Business Award from the ***Orlando Business Journal*** in the Corporate Advocate category.

Betty has more than 20 years of experience in education and human and public relations, with an emphasis on cross-cultural communication. Before joining the Disney team, Betty worked as a consultant, specializing in diversity and inclusion training, and organizational development and human resource/relations consulting. She provided services to such organizations as Progress Energy, Aramark, Leadership Florida, The Orlando Economic Development Commission, The City of Tarpon Springs, Seminole County Public Schools, and Walt Disney World to name a few. Betty's modules on the Cycle of Socialization and on privilege are currently used by WDW in their diversity and inclusion training programs.



# SPONSORSHIP OPPORTUNITIES



	PLATINUM	STERLING	CRYSTAL	TABLE
	\$5,000	\$2,500	\$1,000	\$400
Tickets to scholarship luncheon	20	10	10	10
Advertisement in the event program	full-page	1/2 page	1/4 page	
Brief corporate profile during welcome speech				
Recognition on all promotional materials for the event				
Pre- and post-event advertising exposure				
Recognition on FCHCC website				
Editorial exposure through media outreach activities				
Corporate literature distributed in give-away bags for attendees				
Table signage				
Recognition in MHAAB & FCHCC newsletters				
Recognition in the event program				
Recognition during welcome speech				

If you are interested in becoming the presenting sponsor for this event, please contact Idania Lizano at [ilizano@fchcc.com](mailto:ilizano@fchcc.com).

*In addition to these signature sponsor opportunities, individual tickets are available for \$25. Please visit [fchcc.com](http://fchcc.com) to purchase individual tickets.*



2010 ACHIEVING THE DREAM SCHOLARSHIP EVENT  
 A joint venture of the Mayor's Hispanic American Advisory Board  
 and the First Coast Hispanic Chamber of Commerce



# SPONSORSHIP AGREEMENT



I agree to sponsor the "Achieving the Dream" Scholarship Event at the following level:

- Platinum (\$5,000)
- Sterling (\$2,500)
- Crystal (\$1,000)
- Table (\$400)
- I would like to purchase \_\_\_\_\_ individual tickets for \$25 each.

Enclosed is my check made out to the *FCHCC Community Development Fund*.

Total Amount Enclosed \_\_\_\_\_

Contact Person for Sponsor \_\_\_\_\_

Contact's Email Address \_\_\_\_\_

Authorizing Signature \_\_\_\_\_

Sponsor Name \_\_\_\_\_

Sponsor Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Name of the sponsor as it should appear in the event program and all promotional materials:

\_\_\_\_\_  
\_\_\_\_\_

- I have provided a sponsor logo in .eps format to the event organizers.
- I will email a sponsor logo (.eps format) to [aguardia@fchcc.com](mailto:aguardia@fchcc.com) by August 1, 2010.

*We thank you for your support of the FCHCC and our scholarship fund.*

*Sponsor will receive a copy of this agreement by return mail. Please send Sponsorship Agreement and payment to: FCHCC, PO Box 57972, Jacksonville, FL 32241*

Funds raised will support the FCHCC Community Development Fund. The FCHCC Community Development Fund is a non-profit organization under section 501(c)3 of the Internal Revenue Code. A copy of our official registration and financial information may be obtained from the Division of Consumer Services by calling toll free at 1.800.435.7352 within the state of Florida. Registration does not imply endorsement, approval or recommendation by the state.



2010 ACHIEVING THE DREAM SCHOLARSHIP EVENT  
A joint venture of the Mayor's Hispanic American Advisory Board  
and the First Coast Hispanic Chamber of Commerce



# SPONSORSHIP AGREEMENT



I agree to sponsor the "Achieving the Dream" Scholarship Event at the following level:

- Platinum (\$5,000)
- Sterling (\$2,500)
- Crystal (\$1,000)
- Table (\$400)
- I would like to purchase \_\_\_\_\_ individual tickets for \$25 each.

Enclosed is my check made out to the *Mayor's Hispanic American Advisory Board or MHAAB.*

Total Amount Enclosed \_\_\_\_\_

Contact Person for Sponsor \_\_\_\_\_

Contact's Email Address \_\_\_\_\_

Authorizing Signature \_\_\_\_\_

Sponsor Name \_\_\_\_\_

Sponsor Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Name of the sponsor as it should appear in the event program and all promotional materials:

\_\_\_\_\_  
\_\_\_\_\_

- I have provided a sponsor logo in .eps format to the event organizers.
- I will email a sponsor logo (.eps format) to [aguardia@fchcc.com](mailto:aguardia@fchcc.com) by August 1, 2010.

*We thank you for your support of MHAAB and our scholarship fund. Sponsor will receive a copy of this agreement by return mail. Please send Sponsorship Agreement and payment to: Mayor's Hispanic American Advisory Board, City Hall @ St. James Building, 117 W. Duval St. Suite 400, Jacksonville, FL 32202. Attn: Gregory W. Pease*



2010 ACHIEVING THE DREAM SCHOLARSHIP EVENT  
A joint venture of the Mayor's Hispanic American Advisory Board  
and the First Coast Hispanic Chamber of Commerce