



# SOMOS FÚTBOL

GEORGIA by GHCC

**OFFICIAL  
SPONSORSHIP &  
ACTIVATION**

PARTNERSHIP PACKAGE

**2026**  
**IGNITE**  
POSSIBILITIES

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## OFFICIAL SPONSORSHIP & ACTIVATION PARTNERSHIP PACKAGE

An Initiative of the Georgia Hispanic Chamber of Commerce  
Supporting Business & Community Engagement Around the FIFA World Cup 2026

### MEMBERSHIP REQUIREMENT

Access to Somos Fútbol Georgia is an exclusive benefit of membership with the Georgia Hispanic Chamber of Commerce.

To ensure platform integrity, business credibility, and alignment with our economic development mission:

- ✔ All sponsors must be GHCC members
- ✔ All activation hosts must be GHCC members
- ✔ All marketplace businesses must be GHCC members
- ✔ All participating vendors must be GHCC members

#### Not a member yet?

Membership packages are available for small businesses, nonprofits, corporate partners, and enterprise organizations.

*Membership ensures access to programs, visibility platforms, procurement opportunities, and statewide business engagement initiatives.*

### ABOUT SOMOS FÚTBOL GEORGIA

Somos Fútbol Georgia is a members-only statewide engagement platform connecting businesses, community organizations, and partners to the economic and cultural opportunities surrounding the global spotlight coming to Atlanta.

This initiative transforms World Cup momentum into lasting economic impact through:

- A statewide digital business marketplace
- Community and fan engagement activations
- Cultural festivals and official watch parties
- A procurement and supplier opportunity hub
- Multimedia marketing campaigns
- Merchandise and fan engagement programs
- Tourism and hospitality partnerships

### THE OPPORTUNITY

FIFA World Cup 2026 will bring millions of visitors, global media attention, and unprecedented commercial activity to Georgia.

**Somos Fútbol Georgia ensures GHCC members benefit from:**

- ✔ Increased consumer traffic
- ✔ Global brand exposure
- ✔ Multicultural audience engagement
- ✔ Corporate procurement pipelines
- ✔ Community-centered programming
- ✔ Supplier diversity initiatives

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## TITLE SPONSOR — \$50,000 (EXCLUSIVE)

Designation

Somos Fútbol Georgia Presented by [Company Name]

*GHCC Corporate Membership Required*

### Premier Benefits:

- ✓ Category Exclusivity
- ✓ Top Logo Placement on All Major Materials
- ✓ Headline Sponsor Recognition on SomosFutbolGA.com
- ✓ Logo on Printed Promotional Postcards Distributed Statewide
- ✓ Featured Recognition in Weekly GHCC Business Newsletter
- ✓ Inclusion in Paid Digital Advertising Campaigns
- ✓ Recognition on Official Merchandise Platform
- ✓ Speaking Opportunity at Major Activation Event
- ✓ VIP Access to Executive Networking & Partner Events
- ✓ Co-branded Press Releases & Media Opportunities
- ✓ First Right of Refusal for Future Global Events

## SUPPORTING SPONSOR — \$25,000

*GHCC Membership Required*

- ✓ Prominent Logo on Website Landing Page
- ✓ Recognition in Weekly Newsletters
- ✓ Logo Placement on Printed Postcards
- ✓ Co-branding at Select Activations
- ✓ Inclusion in Digital Advertising Campaigns
- ✓ Recognition Across Marketing Promotions
- ✓ Social Media Sponsor Recognition
- ✓ Invitation to Sponsor-Only Networking Events

## COMMUNITY SPONSOR — \$7,500

*GHCC Membership Required*

- ✓ Recognition on Official Sponsor Page
- ✓ Newsletter Group Sponsor Listing
- ✓ Event Signage Recognition
- ✓ Inclusion in Select Promotional Materials
- ✓ Digital Sponsor Badge
- ✓ Recognition Across Community Activations

## LOCAL BUSINESS PARTNER — \$1,250

Designed for Small Businesses & Local Venues

*GHCC Small Business Membership Required*

- ✓ Business Listing in Somos Fútbol Marketplace
- ✓ Eligibility to Host Official Watch Parties
- ✓ Event Participation Opportunities
- ✓ Official Digital Partner Badge
- ✓ Social Media Welcome Recognition

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## SMALL BUSINESS CHAMPION — \$2,500

**Designed for Growing Businesses Seeking Expanded Visibility**  
*GHCC Membership Required*

- ✓ Everything in Local Business Partner Tier
- ✓ Up to 3 Event Listings
- ✓ Featured Marketplace Placement
- ✓ Social Media Spotlight Feature
- ✓ Eligibility for Newsletter Mentions

## NONPROFIT & COMMUNITY HOST ACCESS

*GHCC Nonprofit Membership Required*

Verified nonprofit organizations receive discounted participation packages to promote cultural programming aligned with Somos Fútbol Georgia.

- ✓ Cultural visibility without commercial sponsor costs
- ✓ Access to community calendar
- ✓ Partnership opportunities with sponsors

## ACTIVATION PACKAGES

**GHCC Membership Required for All Hosts**

### Single Activation Pass — \$250

- ✓ One Event Listing
- ✓ Event Page with Media & Details
- ✓ Promotion on Events Calendar
- ✓ Interactive Map Placement
- ✓ Eligibility for Social Media Promotion

### Multi-Activation Bundle — \$750 (Up to 5 Activations)

- ✓ Up to Five Event Listings
- ✓ Calendar & Map Placement
- ✓ Priority Review & Approval
- ✓ Newsletter Feature Eligibility
- ✓ Group Promotion Eligibility

### Unlimited Activation Host Pass — \$1,500

- ✓ Unlimited Event Submissions
- ✓ Featured "Official Host" Badge
- ✓ Priority Platform Placement
- ✓ Newsletter Feature Eligibility
- ✓ Social Media Highlight Eligibility
- ✓ Premium Calendar Placement

## Nonprofit Activation Rates

*GHCC Nonprofit Membership Required*

Package	Rate
Nonprofit Single Activation	\$75
Nonprofit Multi-Event Bundle (5)	\$250
Nonprofit Unlimited Host Pass	\$500

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## MEMBERS-ONLY DIGITAL PLATFORM FEATURES

- ✓ Business Marketplace Listings
- ✓ Event Promotion Tools
- ✓ Watch Party Registration System
- ✓ Interactive Event Calendar & Citywide Map
- ✓ Procurement Opportunity Postings (RFPs/RFIs)
- ✓ Vendor Resource Center
- ✓ Supplier Diversity Tools
- ✓ Bilingual Platform Access
- ✓ Partner & Sponsor Portal

## LIMITED AVAILABILITY

As we approach the global spotlight on Atlanta, opportunities are limited and reserved for GHCC members on a first-come basis.

## BECOME A MEMBER & PARTNER

Georgia Hispanic Chamber of Commerce  
membership@ghcc.org  
sponsorships@ghcc.org  
SomosFutbolGA.com

# SOMOS FÚTBOL

GEORGIA by GHCC

Please complete this form and email it to [sponsorships@ghcc.org](mailto:sponsorships@ghcc.org) for more info. Please call 404929 9998 ext 224. Please print or type: (your name will appear on printed materials as listed below)

Company \_\_\_\_\_ Contact \_\_\_\_\_

Address \_\_\_\_\_ Ste \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Cell phone \_\_\_\_\_

Authorizing Agent \_\_\_\_\_ E-mail \_\_\_\_\_

Signature \_\_\_\_\_

Method of payment Check \_\_\_\_\_ Visa \_\_\_\_\_ Master \_\_\_\_\_ Discover \_\_\_\_\_ American Express \_\_\_\_\_

Name on card \_\_\_\_\_ Exp date \_\_\_\_\_

Card Number \_\_\_\_\_ V-code \_\_\_\_\_ Zipe code \_\_\_\_\_

Name on card \_\_\_\_\_ Exp date \_\_\_\_\_

Amount \$ \_\_\_\_\_ Authorized Signature \_\_\_\_\_

Please indicate your level of support below for Somos Fútbol Georgia by GHCC

Title Sponsor \_\_\_\_\_ \$50,000

Supporting Sponsor \_\_\_\_\_ \$25,000

Community Sponsor \_\_\_\_\_ \$7,500

Local Business Partner \_\_\_\_\_ \$1,250

Small Business Champion \_\_\_\_\_ \$2,500

Single Activation Pass \_\_\_\_\_ \$250

Multi-Activation Bundle \_\_\_\_\_ \$750

Unlimited Activation Host Pass \_\_\_\_\_ \$1,500

Nonprofit Single Activation \_\_\_\_\_ \$75

Nonprofit Multi-Event Bundle (5) \_\_\_\_\_ \$250

Nonprofit Unlimited Host Pass \_\_\_\_\_ \$500

Unable to attend but enclosed my contribution of \$ \_\_\_\_\_