

# LATINOS *in* SPORTS

CONVENINGS | CONTENT | CAREERS

POWERED BY

Hispanic  
Executive



**Impact**<sup>x</sup>  
**Sports**

# THE UPSHOT

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Multi-tiered platform celebrating the positive impact of **LATINOS IN SPORTS.**

Joint venture created by industry leaders in professional sports, media, and marketing.

Latino executives seek forums to connect and engage with their peers, and this highly curated dynamic experience will deliver value to attendees, speakers, and sponsors.

Launch event will take place during **FORMULA 1 WEEKEND IN MIAMI**, followed by a second high-stakes event in 2024.

PROTAGONIST



**XAVIER A. GUTIERREZ**

*President and CEO*  
Arizona Coyotes

**XAVIER A. GUTIERREZ** is the CEO of the Arizona Coyotes, first Latino CEO in NHL history, and the only Latino currently leading a major American sports team. He is also the Founder of ImpactX Sports Group, LLC.

Gutierrez is a Harvard College graduate and JD from Stanford Law School. His 30-plus-year career spans leadership in private equity, finance, real estate, law, and sports.

He has served on the boards of, and been honored by, the Commercial Bank of California; Janus International Group (NYSE: JBI); Trinitas Capital Management; Suma Wealth; Aspen Institute Latinos & Society; SEO; Hispanic Scholarship Fund; and Milken Institute.

In the past year alone, Gutierrez has been profiled in AdWeek, Bloomberg, CNN, CNBC, Fast Company, and Forbes.

PROTAGONIST



**PEDRO A. GUERRERO**

CEO, Guerrero

Publisher, *Hispanic Executive*

**PEDRO A. GUERRERO** is the CEO of Guerrero, an executive advancement company at the intersection of media, professional networks, and executive search.

Founded in 2006, Guerrero's media portfolio includes noteworthy brands such as Hispanic Executive and its podcast, The Latino Majority. In 2015 he co-founded The Alumni Society, the premier professional network for Latinos alumni from top Colleges and Universities. In 2021 he founded Guerrero Search a retained executive search firm that helps companies find high-performing talent with a mission to diversify senior leadership teams.

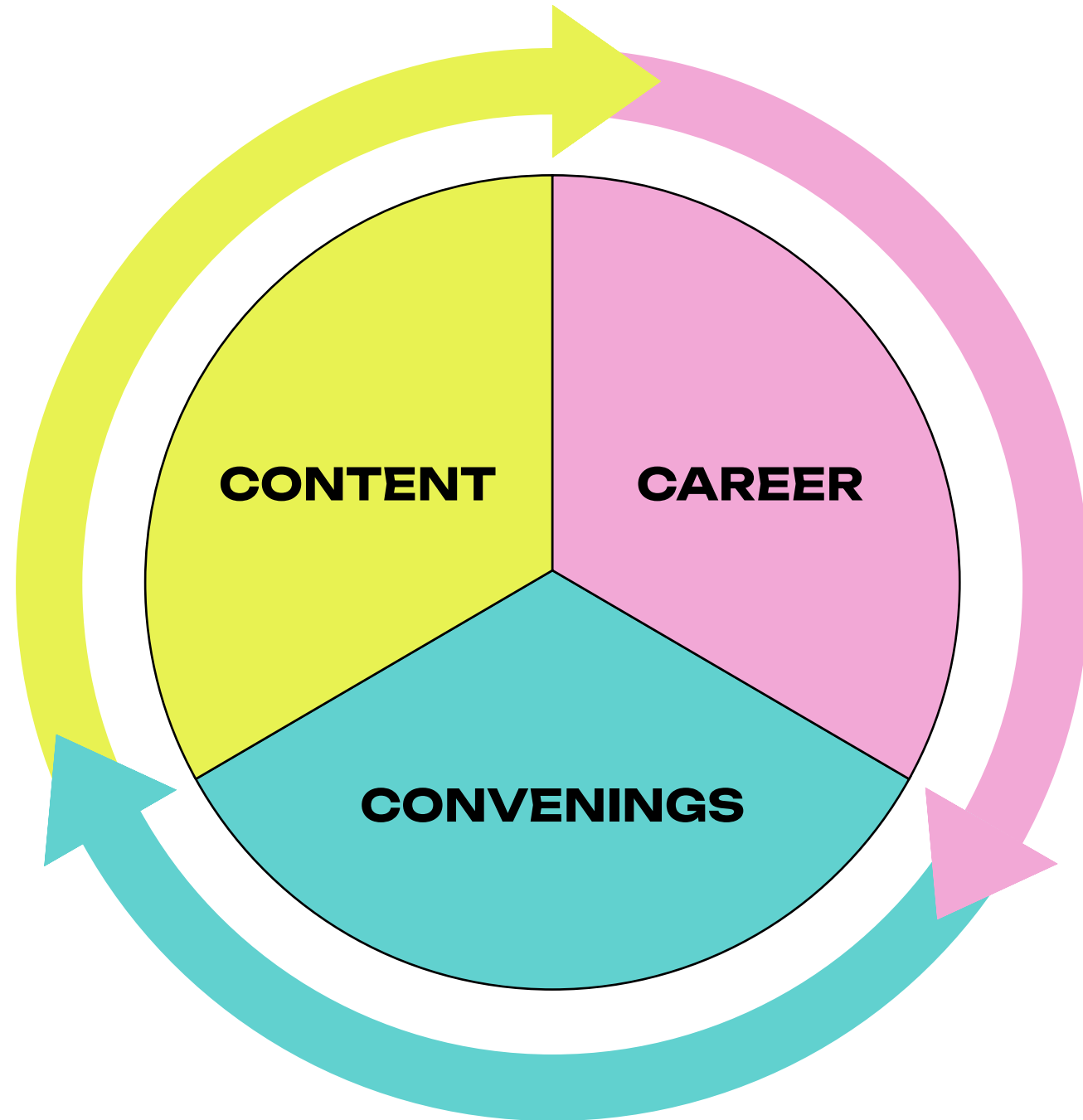
He is a director for Northbrook Bank & Trust, a Wintrust Community Bank (NASDAQ: WTFC) and a member of the board of trustees for the Ravinia Music Festival where he serves on its governance committee.

He is a member of the Commercial Club of Chicago and a member of the Economic Club of Chicago. In 2017, he was recognized as a "Business Leader of Color" by Chicago United. He is a founding member of Angeles Investors, a member of the Latino Corporate Directors Association and a member of the National Association of Corporate Directors.

He holds a bachelor's degree from Bowdoin College, where he received a Mellon Mays Undergraduate Fellowship and an MFA from the School of the Art Institute of Chicago.

# PLATFORM EXTENSIONS

# MULTITIERED APPROACH





## OFFICIAL SANCTIONED EVENT DURING FORMULA 1 CRYPTO. COM MIAMI GRAND PRIX

**FRIDAY, MAY 3, 2024**

6:00 P.M.–8:30 P.M. ET

PÉREZ ART MUSEUM MIAMI



- 60-85 attendees, comprised of senior-level decision makers from leagues, teams, brands
- Cocktails and passed hors d'oeuvres
- Fireside Chat with award recognitions of top Latino power players in sports





- CNBC is confirmed as content and distribution partner for the platform, beginning with Miami F1 event
- National Media Correspondent Alex Sherman will Moderate Fireside Chat
- Editorial coverage pre, during and post event

# INVITED GUESTS

# SAMPLE

This sample list includes compelling figures in the sports world, with whom we have longstanding relationships:

**KC SULLIVAN**

*President*

CNBC

**PHILIPPE MOGGIO**

*General Secretary & CEO*

Concacaf

**JOSÉ E. FELICIANO**

*Founder of Clearlake Capital and  
Co-Owner of Chelsea Football Club*

**STEPHEN ESPINOZA**

*President, Sports & Event Programming  
Showtime Networks*

**BORIS GARTNER**

*CEO*

LaLiga North America

**ANDY MONTERO**

*VP of Retail Business & Development*

Miami Heat

**MONICA GIL**

*Nike Board Member and Chief Administrative & Marketing  
Officer for NBCUniversal Telemundo Enterprises*

**DAVID ENRIQUEZ**

*Head of IT*

Miami Marlins

**LUIS SILBERWASSER**

*Chairman of Sports*

Warner Bros. Discovery

**HECTOR LEAL**

*VP of Production & Creative for Sports Partnerships*

TelevisaUnivision

# BENEFITS

# PRESENTING PARTNER

**\$50,000**

- Branding in all event communications and marketing assets onsite, promotion as presenting sponsor
- Category exclusivity
- 5 tickets to Latinos in Sports event
- Branded step-and-repeat with your organization's logo and *Hispanic Executive* logo
- Attendee report pre- and post-event
- Guaranteed speaking opportunity for appointed leader from your organization (in collaboration with *Hispanic Executive* team and programming needs)
- Opportunity to distribute a promotional gift item to attendees

- Guaranteed feature opportunity for 2 leaders of your organization to be highlighted in *Hispanic Executive's* Latinos in Sports general content and/or fall campaign
- Promotional toolkit with graphics
- Inclusion in 1 dedicated e-blast to subscriber base promoting event, sponsorship and feature content.
- Inclusion in post-event recap with promotion as presenting sponsor on [HispanicExecutive.com](http://HispanicExecutive.com)
- Minimum 5 social media posts across *Hispanic Executive's* social channels with inclusion of your organization's presenting sponsorship

**LATINOS** *in Sports*

# BENEFITS

# GRANDSTAND PARTNER

**\$35,000**

- Branding and inclusion in all event communications and marketing assets onsite, promotion as grandstand sponsor
- 3 tickets to Latinos in Sports event
- Branded step-and-repeat with your organization's logo and *Hispanic Executive* logo
- Attendee report pre- and post-event
- Opportunity to distribute a promotional gift item to attendees

- Guaranteed feature opportunity for 1 leader of your organization to be highlighted in *Hispanic Executive's* Latinos in Sports general content
- Inclusion in post-event recap with promotion as grandstand sponsor in HispanicExecutive.com
- Promotional toolkit with graphics
- Minimum 2 social media posts across *Hispanic Executive's* social channels with inclusion of your organization's grandstand sponsorship

**LATINOS** *in Sports*

**\$20,000**

- Branding and inclusion in all event communications and marketing assets onsite, promotion as champion sponsor
- Branded step-and-repeat with brand logo
- 2 tickets to Latinos in Sports event
- Attendee report pre- and post-event
- Promotional toolkit with graphics

**LATINOS** *in Sports*

**Impact<sup>x</sup>**  
**Sports**

# JOIN THE MOVEMENT

[LATINOSINSPORTS.COM](http://LATINOSINSPORTS.COM)

Hispanic Executive