



**BUSINESS
ALIANZAS**
CONNECT · BUILD · LEAD

Partners, Sponsors & Members

Forging inclusive business relationships

www.businessalianzas.com/membership

OVERVIEW

Puente Cultural Integration, LLC, is the leading bilingual small business consulting firm in the State of Michigan providing technical assistance to immigrant, Black & Brown, and women entrepreneurs, partnering with the agencies, nonprofits, government entities, and banking partners that serve them. Bridget Espinosa, the CEO and lead consultant for Puente, is an educator and entrepreneur with over two decades of experience bridging language and cultural gaps. The Puente Team provides equitable program development and bilingual entrepreneurial coaching, leading more than 100 hours of workshops in both Spanish & English, directly serving over 200 small business clients, mostly Latino and women entrepreneurs. See www.puenteci.com or [LinkedIn](#) for more details.

Puente is seeking collaborative partners to continue bilingual training, educational programs, networking events with business and language support services. Our target audiences are businesses owned by Spanish-speaking immigrants in Metro Detroit, low- and moderate-income minorities and women business owners who hire other low/moderate-income residents serving primarily low/moderate-income communities.

We currently partner with Global Detroit and New Michigan Media if a nonprofit 501(c)3 fiduciary is required.

Puente leads [Business Alianzas](#), a new referral network organization of 125+ members, that helps forge relationships with their clients, primarily immigrant / Latino and women-owned micro-businesses.

GOALS

- 1** Ensure equitable access to entrepreneurial and financial education - along with business services such as financing, insurance and accounting - for immigrant, women, Hispanic/Latino, Black & Brown business owners and aspiring entrepreneurs.
- 2** Provide bilingual (Spanish) outreach, workshops, individualized follow-up and technical assistance to small business owners, leveraging collaborative partnerships with other public and private (non-profit) agencies that serve our immigrant communities in Detroit, Wayne County, & the State of Michigan.
- 3** Provide opportunities for partners to build relationships with business owners to support the growth of their businesses.



www.businessalianzas.org

Powered by Puente Cultural Integration

Email: team@puenteci.com

Business Phone: 248-919-8440 (text or leave message)
@MySWOffice 6310 Michigan Ave. Detroit, MI 48210



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SCHEDULED EVENTS & WORKSHOPS

Monthly Entrepreneurial Workshops,
Woman-Owned Initiatives,
Quarterly Programs/Networking Events

<https://businessalianzas.org/events/>

QUARTERLY / MONTHLY EVENT SPONSORSHIPS 2022

Approximate Budgets:

In-Person Quarterly Event. \$7,500
Approximately 50-75 attendees
+ Space Rental, Refreshments, Entertainment
(2-3 hrs)

Virtual Workshops/Events \$3,500
Approximately 20-30 attendees
Includes 1 hr workshop, Bilingual Outreach Team, Promotion & Post-Event Bilingual Marketing & Outreach, Bilingual Zoom Hosting, Interpreting as needed/as appropriate, Live-Streaming of event, Attendance, Data, Reporting

In-Person Workshop. \$5,000
Approximately 15-25 attendees
All Virtual Workshop deliverables + Space Rental, Refreshments (1-2 hrs)

Happy Hour Conexión with Business Alianzas. \$5,000
Approx. 25-40 attendees

Cafecito with Business Alianzas Networking \$2,500
Approximately 15-25 attendees

All Sponsorships include a 12 month membership as a Business Alianzas Partner

\$15,000 Gold Presenting Quarterly Program Sponsor - Exclusive
Logo on all Digital & Print Marketing for 4 Events; Keynote Speaker / Presenter

\$10,000 Silver Partner Quarterly Program Sponsor*
Logo on 3 Events + Presenter

\$7,500 Bronze Collaborator Quarterly Program Sponsor*
Logo on 3 Events + Introduction

\$6,000 Women Alianzas Initiative Sponsor for Women-Owned Businesses*
Logo on 2+ Events, Table & TA

\$5,000 Conexion Partner Monthly Event Sponsor or Presenter
(can be exclusive)
Logo on 1 Event or Workshop + Presenter

\$2,500 Cafecito Partner Monthly Event Sponsor or Presenter*
Logo on 1 Event + Presenter

**(may not be exclusive)*



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Who are Business Alianzas Members?

- Contractors / Contratistas (HCA 2.0)
- Small Business Owners / Dueños de Pequeños Negocios
- Women-Owned Business Enterprises / Emprendedoras
- Home-based businesses
- Side-hustles, gig economy, musicians, & artists
- Realtors & Developers
- Aspiring investors
- Service Providers
- Nonprofit Partners in workforce or economic development
- Banking Partners
- Food Truck Owners – FoodTruckX.com

Memberships

12 Months Referral Network, Technical Assistance, Workshops + Exclusive Membership Database

Level	Price	Benefits
Alianzas Partner*	\$1,500	Includes up to five (5) appointments/hours of program development or consulting. Can include FoodTruckX.com & multiple business entities.
Premium Business Member	\$1,000	Includes up to five (5)+ appointments/hours of direct 1:1 coaching, bilingual services, or technical assistance from Puente team. Incl. 2 tickets to all events. Can include FoodTruckX.com & multiple business entities. Robust referrals and promotion on social media.
Small & Micro Business & Start-Up Members	\$150-\$500	Benefits vary by level. See businessalianzas.org/membership/ for details. Our Partners help to subsidize our small business and startups so that we can keep their fees accessible.
Nonprofit Member	\$150	Our nonprofit partners can join us and receive discounts on all events. We invite you to set-up a table at our quarterly events for an additional fee.
Individual Member	\$99	Join us to network, forge relationships, receive referrals and learn.

**Founding Partnerships & Memberships were available through August 1st, 2021.*



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