



Helping small businesses lift off!

The 7th Annual
**SILVER
SOIRÉE**

*Celebrating New Mexico Entrepreneurs
Proceeds support the HOPE Loan Fund*

**Friday, October 1, 2021
Casa Esencia
Albuquerque, NM**

 **WESST**

THE PLACE TO START & GROW YOUR BUSINESS

The HOPE Fund

Helping Open Possibilities for Everyone

BIPOC (Black, Indigenous, People of Color) business owners possess a strong entrepreneurial spirit, but business ownership rates trail those of nonminority groups and failure rates are high. WESST is committed to supporting diverse entrepreneurs as they overcome obstacles to business ownership by providing consulting, training and access to capital.

Historic trends contribute to racial gaps in entrepreneurship and business performance, especially when it comes to accessing business capital. Diverse entrepreneurs tend to start their businesses with less capital compared to their nonminority counterparts. Lack of initial wealth, financial literacy, education and managerial experience also present barriers for diverse entrepreneurs who try to **access capital**.

To address racial and income inequities, WESST

launched the HOPE Fund (Helping Open Possibilities for Everyone) in 2020, a “no barriers to accessing capital” approach for people of color and low-wealth New Mexicans. In addition to providing 0% interest, no fee loans with an opportunity to have a portion of the loan principal forgiven, the HOPE Fund will also surround borrowers with supportive capacity-building business services to increase the likelihood of long-term business success.

In 2021, all proceeds from the Silver Soiree will be utilized to grow and strengthen the HOPE Fund. Your support is key to helping WESST continue making capital accessible for marginalized entrepreneurs. Please help us continue to support small businesses by facilitating access to no-cost capital for diverse entrepreneurs who have had significant challenges in accessing small business capital.



 **WESST**
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Silver Soirée Sponsorship

PRESENTING SPONSOR



Platinum Sponsorship - \$15,000

- Platinum Sponsor recognition on all pre- and post-event marketing and promotional collateral
- Platinum Sponsor listing and logo on all event signage
- Platinum Sponsor logo placement and link from the event page on WESST website and in all social media
- Opportunity to provide marketing and giveaways for attendees
- Logo recognition in the Albuquerque Journal post-event thank you ad
- Recognition at the WESST Enterprise Center in Albuquerque as a 2021 Program Sponsor
- 20 tickets to the event

Gold Sponsorship - \$10,000

- Gold Sponsor recognition on all pre- and post-event marketing and promotional collateral
- Gold Sponsor listing and logo on all event signage
- Gold Sponsor logo placement and link from the event page on WESST website and in all social media
- Logo recognition in the Albuquerque Journal post-event thank you ad
- Recognition at the WESST Enterprise Center in Albuquerque as a 2021 Program Sponsor
- 16 tickets to the event

Silver Sponsorship - \$5,000

- Silver Sponsor listing on all event signage and post-event recognition
- Silver Sponsor logo placement and link from the event page on WESST website and in all social media
- 10 tickets to the event

Bronze Sponsorship - \$2,500

- Bronze Sponsor listing on select event signage
- Bronze Sponsor logo placement and link from the event page on WESST website and in all social media
- 4 tickets to the event



Creating Impact, Changing Lives

For 32 years, WESST has been a home to entrepreneurs. We provide a support system of consulting, training and lending to help clients successfully strengthen and grow their businesses through sustainable sales, financial knowledge and job creation.

Since our inception, WESST's services have played an important role in contributing to the growth of New Mexico's economy. In 2020, WESST's services were especially critical. The global pandemic presented a litany of challenges for many of us, but small businesses were particularly impacted. WESST continued serving clients through remote consultations and trainings that helped small business owners survive and thrive.

The repercussions of our local and national economy coming to a virtual halt will undoubtedly result in economic hardships for years to come. At WESST, we are staying focused on how we can continue to be of assistance to small business clients so they can pursue the American Dream and create economic impact.

We hope you will join us in lifting up WESST's entrepreneurs and the bright future that they are building for our community.

32 Years of Impact

5,588
new jobs

40,703
clients
served

2,614
business
starts

\$9,153,632
loaned

891 loans

For More Information or Questions:

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