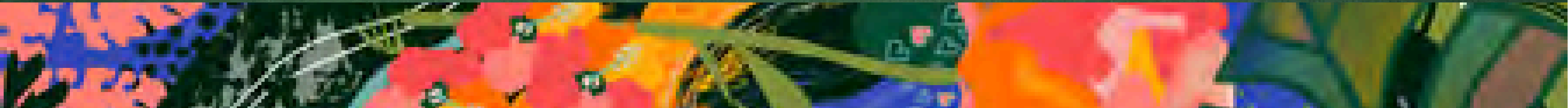


Invest Where the Growth IS

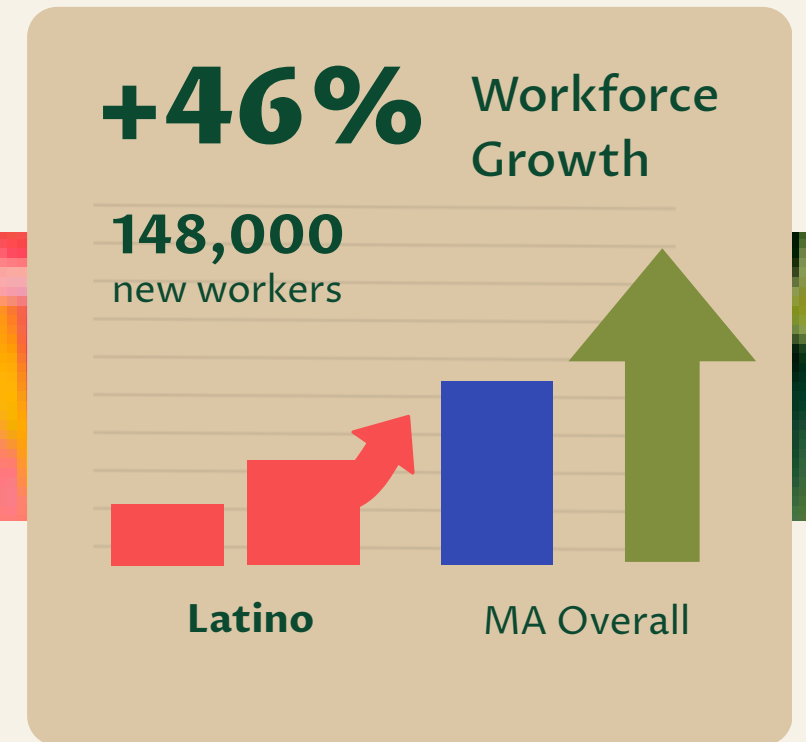
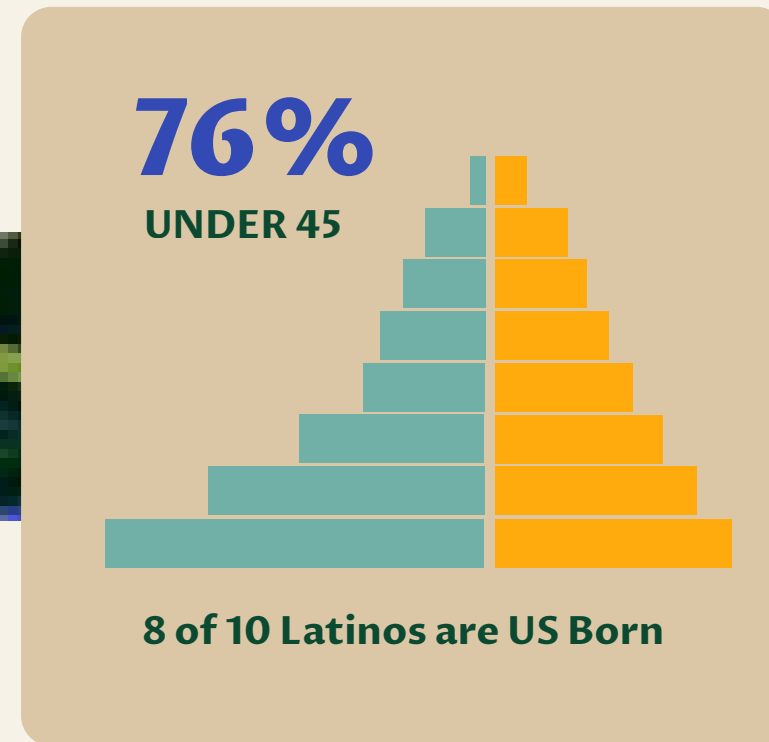
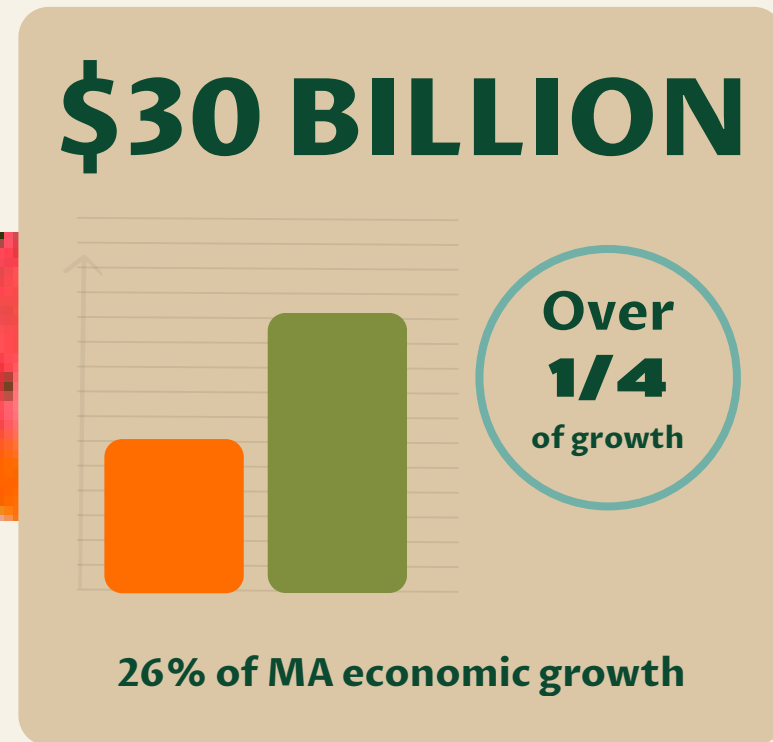
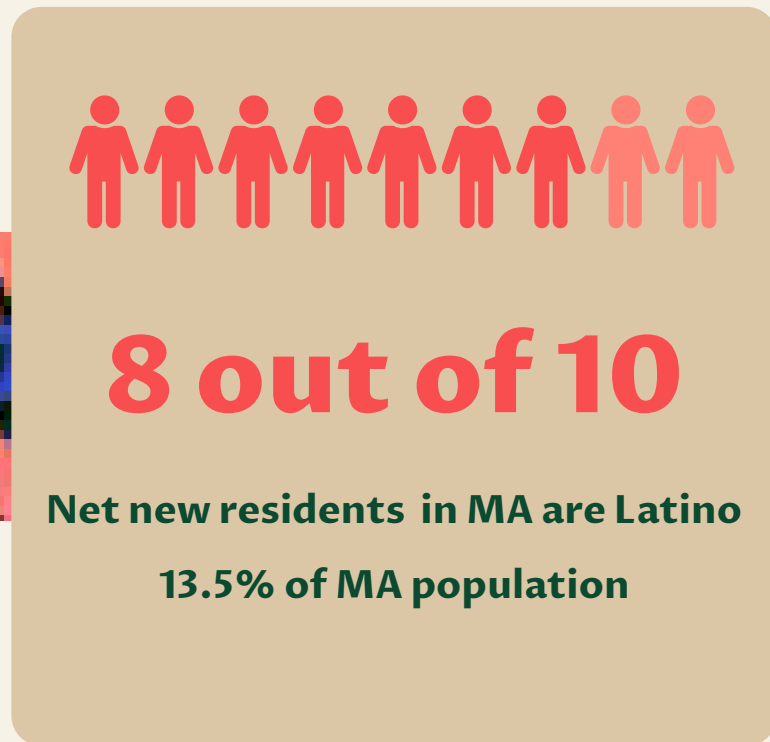


Amplify Latino eXcellence in Massachusetts



THE OPPORTUNITY

In the Last Decade



Latinos are the Present & Future:

Talent, Consumers, Entrepreneurs, Taxpayers, and Voters



*Source: Massachusetts Taxpayers Foundation, ¡VAMOS MASSACHUSETTS! Hispanic/Latino Economic Impact Report (2025).

WHY ALX IS ESSENTIAL—NOT OPTIONAL

ALX is a Force Multiplier



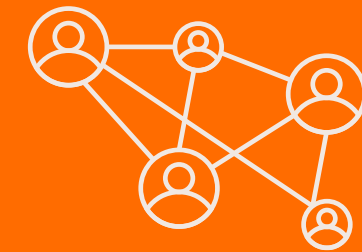
LEADERSHIP REPRESENTATION

ALX is a respected platform that translates potential into power



ECONOMIC POWER

ALX is the connective tissue of upstream economic infrastructure



POLICY & ADVOCACY

ALX is a trusted community anchor with measurable impact

ALX Strengthens Collective Capacity



Entrepreneurs into Employers



Talent into Representation



Data into Narrative



Visibility into Capital Flow





VISIBILITY CREATES POWER

Recognition is not symbolic.
It is structural.

Access to Networks

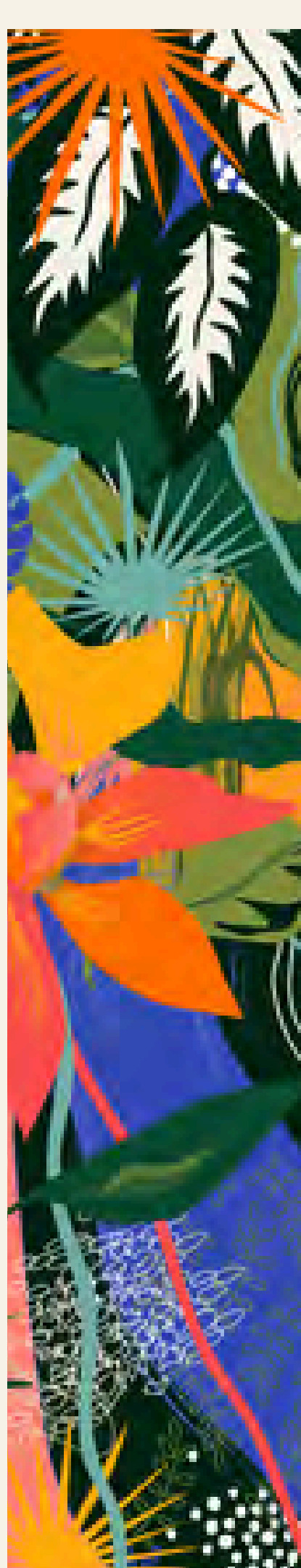
Connections that accelerate
growth and influence.

Access to Decision-Making

Seats at tables where policy and
investment are shaped.

Access to Capital

Opens doors to funding, contracts,
and partnerships.



WHY PARTNER WITH ALX

Strategic investment. Structural impact.



PROXIMITY TO TALENT & CONSUMER PIPELINE

Access a vibrant and engaged network of professionals across sectors. Latinos are Massachusetts' fastest-growing economic force as talent and consumers.

ALX strengthens:

- Latino leaders (future talent)
- Latino business owners (future suppliers)
- Latino civic actors (future policy shapers)

ALX convenes cross-sector leaders and provides trusted access to a growing talent & consumer base.

Innovation often comes from proximity to new markets. ALX provides that proximity.



GROWTH STRATEGY & RISK MITIGATION

ALX positions your organization alongside long-term demographic growth.

Massachusetts faces:

- Labor shortages
- Aging population
- Regional economic disparities

ALX is a catalyst for the competitiveness of MA because it is building a future that reflects the people who power it.

Investment in ALX is not just culturally relevant; it's about future proofing your brand.



BRAND & INSTITUTIONAL IMPACT

ALX connects Latino leaders and entrepreneurs statewide — positioning your brand at the center of trust and growth. In polarized times, relationships matter.

If Latino-owned businesses scale:

- They create jobs
- They increase purchasing power
- They expand tax base
- They increase B2B supply chains

ALX accelerates their growth and our partners benefit from long-term community stability.

Investment in ALX is not transactional. It is brand trust architecture.

PARTNERSHIP LEVELS

VISIONARY



Lead the movement. Visionary partners shape ALX's strategic direction and help us amplify impact across all three pillars.

Recognition & Visibility:

- Featured as Visionary Partner across all ALX communications
- Dedicated feature in annual impact report
- Logo placement on ALX website homepage
- Recognition in all major ALX publications and campaigns
- ROI Briefing with ALX leadership

Tickets to ALX Signature Events: **Early Access, Reserved, VIP**

STRATEGIC PARTNER



Drive innovation and equity through high-impact collaboration. Strategic Partners fuel our work at scale help us elevate more leaders, reach more entrepreneurs, and advance more policy wins.

Recognition & Visibility:

- Featured as Strategic Partner in ALX communications
- Logo placement on ALX website
- Recognition in reports & newsletters
- Inclusion in social media campaigns
- ROI Briefing with ALX Leadership

Tickets to ALX Signature Events: **Priority Tickets**

PREMIER



Elevate the experience and expand visibility across key audiences. Premier Partners play a vital role in sustaining our core programs and prevents crises before they occur.

Recognition & Visibility:

- Featured as Premier Partner in ALX materials
- Logo on ALX website
- Recognition in newsletters and impact updates
- Social media acknowledgment

Tickets for ALX Signature Events: **Preferred Tickets**

COMMUNITY ALLY



Demonstrate corporate leadership and commitment to economic mobility. Community Allies build the strength that helps Latino communities endure and advance.

Recognition & Visibility:

- Listed as Community Ally on ALX website
- Recognition in newsletters
- Social media acknowledgment

Tickets for ALX Signature Events: **General Premium Tickets**



THE ROI OF INFRASTRUCTURE

ALX Operates at the
Intersection of Growth
and Stability

\$30B

economic growth

Source: Massachusetts Taxpayers Foundation, ¡VAMOS MASSACHUSETTS!
Hispanic/Latino Economic Impact Report (2025).



49%

workforce growth

Source: Massachusetts Taxpayers Foundation, ¡VAMOS MASSACHUSETTS!
Hispanic/Latino Economic Impact Report (2025).

27,080

network reach

Source: We Are ALX internal engagement data (2025).

1,700+

businesses served

We Are ALX program data, cumulative since founding.

LET'S BUILD THE FUTURE TOGETHER

The time is **NOW** to invest where the growth is.

ALX combines trust, data, and cultural fluency. We build economic power that outlasts any grant cycle.

ALX strengthens **economic development and growth.**

For partnership inquiries or to design a customized collaboration, please contact:

Eneida Román

Eneida@wearealx.org



Unlocking the full potential of the Latino community through economic prosperity, leadership representation, and policy advocacy.

THANK YOU

