

SOMOS

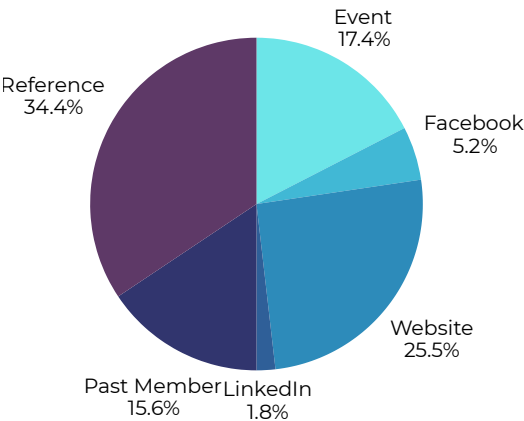
Stories of Our Community

LA CHAMBA

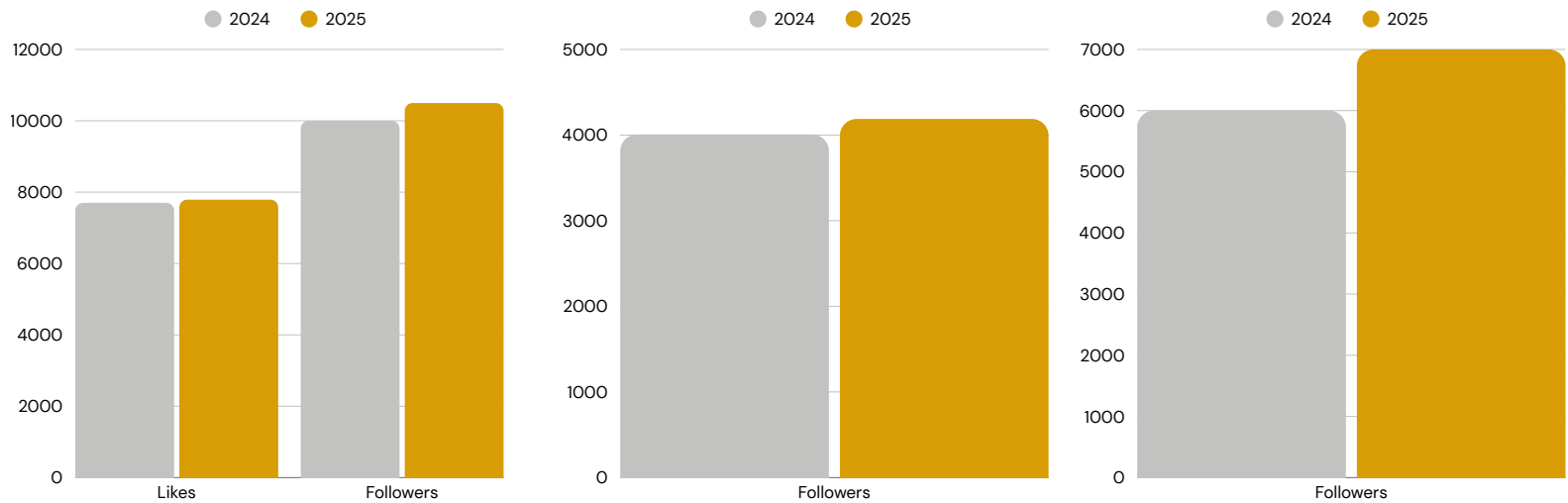
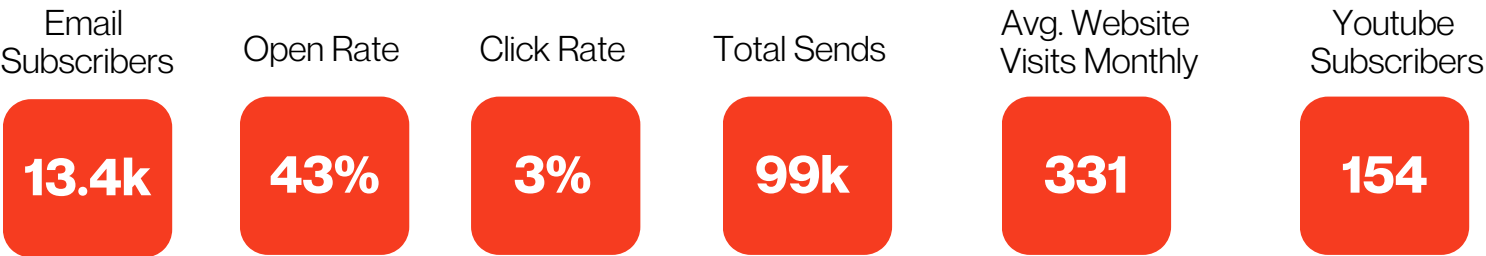


Online Engagement

How did you hear about us?



Email and Newsletter



About Somos La Chamba

The Fort Worth Hispanic Chamber of Commerce (FWHCC) is excited to propose a new podcast series titled "Voces de Fort Worth". This podcast aims to highlight and celebrate the diverse voices of business owners, legislators, and influential leaders impacting North Texas, particularly Fort Worth's Hispanic community. Through engaging interviews and storytelling, the podcast will bring forth interesting and impactful stories that will educate, inspire, and empower listeners to become more involved in the Fort Worth community.



Mission and Vision

The "Somos La Chamba" podcast series will:

- **Elevate Voices:** Highlight business owners, policymakers, community leaders, and other influential figures who are making an impact in Fort Worth and beyond.
- **Inspire Engagement:** Share stories and lessons from those creating positive change, with the goal of encouraging listeners to take action and get more involved in their community.
- **Educate the Community:** Provide practical insights on topics such as entrepreneurship, economic development, civic participation, and community building, with a focus on the Hispanic and minority communities in North Texas.
- **Promote the Chamber's Mission:** Use the podcast as a platform to further the mission of the Fort Worth Hispanic Chamber of Commerce, which is to foster and promote economic growth and development for Hispanic businesses and the greater Fort Worth area.

Mission

The "Somos La Chamba" podcast, presented by the Fort Worth Hispanic Chamber of Commerce, is committed to amplifying the voices of business owners, legislators, and influencers who are making a positive impact in North Texas. Through inspiring stories and insightful conversations, we aim to educate and empower the Hispanic and wider Fort Worth community, fostering economic growth, civic engagement, and community development.

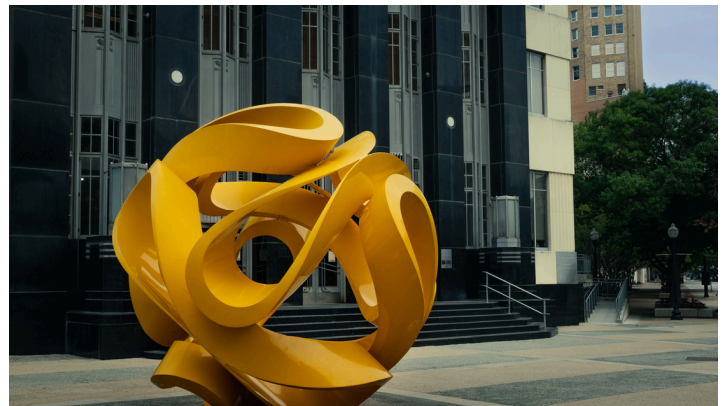
Vision

Our vision is to create a dynamic platform where the diverse stories and experiences of Fort Worth's Hispanic community are shared, celebrated, and transformed into actionable insights. By connecting individuals, businesses, and community leaders, "Somos La Chamba" strives to inspire a future where economic prosperity and civic participation are accessible to all, and where the contributions of the Hispanic community are recognized as a cornerstone of Fort Worth's continued success.

Target Audience

The target audience for the "Voces de Fort Worth" podcast series will include:

- Business Owners and Entrepreneurs: Individuals looking for inspiration, resources, and connections in the Fort Worth community.
- Civic-Minded Individuals: People who are passionate about creating change and who are seeking ways to get involved in community and government initiatives.
- Fort Worth Residents: Local citizens interested in learning about the stories behind local businesses, leaders, and community-building initiatives.
- Young Professionals and Emerging Leaders: People looking for mentorship, leadership insights, and entrepreneurial guidance.
- Members of FWHCC: Chamber members who want to stay informed about the latest developments in the community and learn about resources that will help their businesses grow.



Podcast Format and Structure

Title: Somos La Chamba

Duration: Each episode will be 25– 45 minutes, with potential for longer special edition episodes.

Release Schedule: 1 - 2 Episode per month

Episode Structure:

1. Introduction: Brief overview of the episode, sponsor mention, and introduction of the guest.
2. Guest Interview: In-depth conversation with a featured business owner, legislator, or community leader. Topics covered will range from personal journeys, business advice, leadership experiences, and current initiatives impacting Fort Worth.
3. Community Highlight: 5-10 minute segment highlighting community events, initiatives, or opportunities for involvement in Fort Worth. This will also include updates from the FWHCC.
4. Q&A/Listener Involvement: As the podcast grows, we will introduce segments where listeners can submit questions in advance to be addressed by the guest.
5. Conclusion and Call to Action: Episode wrap-up, resources for further engagement, and promotion of upcoming events or the next episode.

Podcast Host:

- FWHCC will rotate host from different podcast channels.
- Rotating co-hosts from the chamber, special guest co-hosts, or selected young leaders from the community.

Sample Episode Topics

1. Business Spotlight: Featuring successful entrepreneurs and business owners in Fort Worth. How did they grow their businesses, and what advice do they have for others?
2. Legislative Impact: Interviews with local legislators discussing current policies, their impact on the Hispanic community, and how business owners can engage in advocacy.
3. Community Heroes: Highlighting individuals who have made a lasting impact on Fort Worth's Hispanic community through their leadership, mentorship, or philanthropic efforts.
4. Pathways to Civic Engagement: A discussion with community organizers and city officials about how individuals and businesses can contribute to the Fort Worth community through civic participation.
5. Building Wealth in Fort Worth: Featuring financial experts and business owners who discuss how to build generational wealth within the Hispanic community and promote economic empowerment.

Marketing and Promotion Strategy



Goal #1

Increase YouTube Channel
Subscribers



Goal #2

Increase Marketing Revenue



Goal #3

Increase website traffic



Goal #4

Increase Engagement and Retention

To ensure the podcast series reaches a wide audience, we will employ a multi-channel promotion strategy:

1. Social Media Campaigns: Promoting each episode across FWHCC's social media platforms (Facebook, Instagram, LinkedIn, and Twitter), with shareable content including episode clips, quotes, and guest spotlights.
2. Email Newsletter: Including podcast updates and new episode releases in FWHCC's monthly newsletters to members and subscribers.
3. Cross-Promotion with Guests: Asking podcast guests to share episodes within their networks, further expanding reach.
4. Website Integration: Adding a dedicated page for the podcast on the FWHCC website, complete with episode listings, show notes, and downloadable resources mentioned in the episodes.
5. Local Media Partnerships: Exploring potential collaborations with local media outlets to promote the podcast series.
6. Event Integration: Promoting the podcast at FWHCC events and inviting event attendees to tune in for future episodes.

Proposed Timeline

PHASE 1

Get Pilot
Project
Approval

PHASE 2

Create
Branding Kit
for all episodes

PHASE 3

Pre-Record 6-
Episodes
(One Season)

PHASE 4

Create
Marketing
Material for
Release

PHASE 5

Kick-Off Party
and
Networking

Sponsorship Opportunities

The podcast presents an excellent opportunity for local businesses to reach a targeted and engaged audience. We propose offering sponsorship packages at various levels, including:

Shared Episode Sponsor – \$175

Share an episode with another sponsor at a lower entry rate. Includes a brand mention during the episode and logo placement on promotional materials alongside your co-sponsor.

Episode Sponsor – \$350

Sponsor one full episode with exclusive brand mention at the beginning and end, plus logo placement on all promotional materials.

Season Sponsor – \$1,500

Sponsor an entire season (5 episodes) with recurring brand mentions in every episode, logo placement throughout, and exclusive content rights such as advertisements.



For inquiries, contact us.

www.fwhcc.org

