

Event Sponsorship Opportunities

 **FISO** *Community Foundation*
EMPOWERING BUSINESSES THROUGH RELATIONSHIPS

IN PARTNERSHIP WITH MEGAMIXBUSINESSEXPO™



SOUTHERN CALIFORNIA



Dear Esteemed Business Leader,

OFFICERS

PRESIDENT

Alexis Salamanca

TREASURER

Joanna Jimenez

SECRETARY

Carina Rivera

ADVISORY BOARD

Danny Chen

Denise Mejia

Sheryl Turner

Joseph Moose

Luis Pages

OUR MISSION

To empower businesses through relationships by fostering effective development of innovative, inclusive, and diverse educational solutions

We are thrilled to announce a landmark partnership between the Ofiso Community Foundation and Megamix Expo, two organizations dedicated to fostering growth and opportunity within the Southern California business community.

This collaboration represents a significant step forward in our shared mission to empower local businesses and entrepreneurs through meaningful connections and impactful events.

Ofiso Community Foundation is committed to **“Empowering Businesses Through Relationships,”** and this partnership with Megamix Expo, a premier event organizer, allows us to expand our reach and impact. Together, we are creating a powerful platform for entrepreneurs, contractors, and business professionals to connect, learn, and grow. Our combined efforts will provide unparalleled opportunities for networking, brand visibility, and business development.

Through a diverse portfolio of events, including the flagship **Megamix Business Expo, BuildSmart Contractors Expo, Latinos Unidos, and the FaithForward Network Christian Business Expo**, we connect our partners with a vibrant and engaged audience. Our events span across Los Angeles, San Gabriel Valley, the Inland Empire, and Antelope Valley, reaching a diverse demographic of business leaders and consumers. As detailed in the attached document, our reach extends through multiple channels, including the Digital Connect Magazine, App Connect, extensive social media presence, and a press release network with a reach of over million monthly users.



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We invite you to explore the attached sponsorship opportunities and discover how your organization can benefit from this exciting partnership. From entry-level packages to exclusive Diamond-level co-branding, there is an opportunity for every budget and marketing objective. By partnering with us, you will not only gain significant brand visibility but also contribute to the economic empowerment of our local communities.

We are confident that this partnership will create unparalleled value for our sponsors.

We look forward to the possibility of collaborating with you to achieve mutual success and build a stronger business ecosystem in Southern California.

Sincerely,

Ofiso Community Foundation
and Megamix Expo Team

Executive Summary

MEGAMIX BUSINESS EXPO™ PLATFORM 2026-2027

The Megamix Business Expo, in partnership with the Ofiso Community Foundation, represents Southern California's premier platform for connecting enterprise sponsors with a highly engaged audience of business owners, contractors, professionals, and community leaders. Designed to move beyond passive logo placement, our sponsorship packages offer measurable lead generation, digital multi-channel promotion, and deep regional saturation across key economic hubs.

By the Numbers: The Megamix Business Impact

- **5 Flagship Events Across 2 Major Regions:** Spanning Los Angeles County, the San Gabriel Valley, the Inland Empire, and the Antelope Valley.
- **6,000+ Expected Attendees:** A highly targeted demographic consisting of 57% prime-working-age professionals (30–51 years old) with direct purchasing and decision-making authority.
- **150M+ Digital & Media Reach:** Extensive visibility through a national press release network, the Digital Connect Magazine, App Connect, and a social media footprint exceeding 650,000 impressions per event.
- **150+ Premium Streaming Publishers:** High-level sponsorship tiers include advanced targeting via FLX Connected TV (CTV), Over-the-Top (OTT) video, and Streaming Audio, reaching audiences down to the zip-code level.

Strategic Value for Corporate Partners

We provide a turn-key solution for major brands, financial institutions, health systems, and enterprise service providers seeking to establish a trusted community presence. Whether your goal is brand visibility, B2B lead generation, or civic leadership, the Megamix Business Expo delivers an unparalleled opportunity to educate, consult, and grow alongside Southern California's vibrant business ecosystem.



is proud to support a diverse portfolio of events
that empower local businesses and entrepreneurs.



LOS ANGELES COUNTY • SAN GABRIEL VALLEY

5 EXPOS - 2 CITY EVENTS

BUSINESS ENTREPRENEURS, CONTRACTORS AND CHRISTIAN BUSINESSES
FOCUSED EVENTS ACROSS SOUTHERN CALIFORNIA

WHY SPONSOR THE MEGAMIX BUSINESS EXPO

The Megamix Business Expo gives sponsors direct access to a values based business audience that is actively looking for trusted resources, practical solutions, and new relationships. This event platform is designed to help sponsors move beyond passive logo placement and into meaningful audience engagement.

Sponsors will have the opportunity to educate, consult, and connect with attendees who are seeking support in areas such as business funding, financial resources, housing and homeownership, AI tools and training, business services, grants, marketing, and lead generation.

Increase Qualified Local Visibility

Connect with Southern California business community through strong local business organizations.

Sponsor Value	What It Means for Your Organization
Qualified Local Visibility	Place your brand in front of Los Angeles County / San Gabriel Valley entrepreneurs, professionals, community members, and resource seekers.
Lead Generation Opportunities	Use QR codes, sponsor offers, consultation forms, booth engagement, and digital campaigns to generate measurable interest.
Trusted Community Positioning	Align your brand with a community focused on access, business growth, and economic empowerment.
Multi-Channel Promotion	Gain visibility through email, social media, event web pages, Megamix AppConnect, onsite signage, stage recognition, and digital marketing assets.
Extended Campaign Value	Continue sponsor visibility before the events, onsite during the event, and after the event through recap content and follow-up campaigns.

Events Overview

Sponsors will connect with an audience of entrepreneurs, small business owners, professionals, community members, service providers, and decision makers seeking funding, AI tools for businesses, business growth resources, and strategic partnerships. Expected attendance, email reach, social media reach, and campaign impressions will be shared with sponsors as part of the event marketing plan.

					
Event Name	Business & Contractors Expo	Christian Business Expo	Business & Contractors Expo	Health Fair Expo	Legal-Connect Business Expo
Date	Thursday, Sept. 17 2026	Saturday, Oct. 24 2026	Saturday, March 6 2027	Saturday, Abril 17 2027	Thursday, July 22 2027
Event Time	3PM - 8PM	12PM - 6PM	9AM - 6PM	8AM - 3PM	12PM - 7PM
Venue	The Venue	NewLife	Downey - Aylesva	UWest	TBD
Audience	Business owners, entrepreneurs, individuals, professionals, community members, and resource providers	Faith Based Business owners, entrepreneurs, families, professionals, community members, and resource providers	Business owners, entrepreneurs, individuals, professionals, community members, and resource providers	Business owners, entrepreneurs, families, professionals, community members, and resource providers	Business owners, professionals, individuals, community members, entrepreneurs and resource providers
Core Theme	Workshop Speakers Business funding, Contractors, Business solutions, launch, grow, scale programs, AI tools, CRMs, grants, and lead generation	Workshop Speakers Business funding, Business solutions, launch, grow, scale programs, AI tools, CRMs, grants, and lead generation	Workshop Speakers Business funding, Contractors, Business solutions, launch, grow, scale programs, AI tools, CRMs, grants, and lead generation	Workshop Speakers Beauty, Health, Wellness, screens, Supplementals, Medical & Clinical Preventive Care, Life Style, Gyms, Mental Health, Planning	Workshop Speakers Business Law Personal Injury Workers' Comp Immigration Criminal, Contract, Property, Family, Tax, Bankruptcy Law
Expected Attendance	500	2000	2000	1000	500
Estimated Email Reach	32K	78K	78K	78K	54K
Estimated Social Media Impressions	10M	35M	35M	35M	35M
Sponsorship Commitment Deadline	August 1, 2026	Sept. 1, 2026	January 26, 2027	February 1, 2027	May 1, 2027
Sponsor Asset Deadline	August 7, 2026	Sept. 7, 2026	February 1, 2027	February 7, 2027	May 7, 2027

Audience and Sponsor Fit

The Megamix Business Expo Platform is especially relevant for organizations that want to reach business owners, professionals, and community members who are actively seeking resources that can help them grow, stabilize, launch, finance, promote, or expand their businesses network.

Sponsor Category	Strong Fit Because Attendees May Be Seeking
Banks, credit unions, CDFIs, and lenders	Business funding, personal financial resources, credit education, grants, and capital access.
Real estate, mortgage, and housing organizations	Homeownership support, mortgage readiness, housing education, and credit improvement.
AI, software, and technology providers	Productivity tools, automation, marketing technology, AI training, and business workflow solutions.
Insurance, legal, tax, and professional services	Trusted advisors for business protection, compliance, planning, and operational growth.
Workforce, education, and training providers	Professional development, business education, upskilling, and entrepreneurship support.
Marketing, media, and lead-generation companies	Brand visibility, sales growth, digital campaigns, content creation, and customer acquisition.
Health systems, civic programs, and community organizations	Community engagement, resource access, and economic impact visibility.

Marketing and Technology Assets Available to Sponsors

As a sponsor of The Megamix Business Expo Platform, your organization receives more than event-day recognition. Sponsors can gain access to a combination of marketing and technology assets designed to increase visibility, support engagement, and extend sponsor value across the full event cycle.

The sponsorship package is designed to help your brand connect with entrepreneurs, small business owners, professionals, service providers, and decision-makers before, during, and after the events. Depending on the sponsorship level, sponsor promotion may include digital advertising, email marketing, social media recognition, event web placement, onsite signage, QR-code lead capture, paid media opportunities, creative asset support, and performance reporting.

Available Asset	Sponsor Benefit
Digital Advertising Promotion	Increase sponsor awareness through targeted display, social, video, paid search, streaming media, or related digital campaigns when included in the selected tier.
Sponsor Email Features	Gain visibility through event announcements, app, sms registration reminders, sponsor spotlights, and post-event follow-up emails.
Social Media Recognition	Receive sponsor highlights, tagged posts, event countdowns, live coverage, and recap content.
Video and Streaming Opportunities	Extend sponsor visibility through premium video placements such as connected TV, OTT, YouTube, pre-roll video, or other streaming opportunities when included.
Geofencing and Location-Based Targeting	Reach event attendees and nearby business audiences through location-based campaign strategies when included.
QR Code and Lead Capture Tools	Drive attendees to sponsor offers, booking pages, downloadable resources, consultation forms, event giveaways, or special promotions.
Creative Asset Support	Support sponsor campaigns with digital ad units, video creative, audio creative, HTML email design, and branded promotional materials when included.
Performance Reporting	Receive available campaign insights such as impressions, clicks, engagement, email performance, QR activity, traffic, and other measurable results based on campaign scope.

Before the event, sponsors can be promoted through digital advertising, email marketing, social media, and registration campaigns that build awareness and anticipation.

During the event, sponsors can receive event-day recognition through signage, stage mentions, booth activations, QR codes, live social content, and attendee engagement opportunities, and App Connect messages.

After the event, sponsor visibility can continue through recap emails, social media highlights, retargeting campaigns, lead follow-up, and Community events follow ups

Event Sponsorship Tiers

The following sponsorship tiers are designed to meet a range of marketing objectives, visibility needs, and budget levels. Each tier provides a different level of brand exposure, onsite engagement, digital promotion, and sponsor recognition.

Sponsorship Benefit	 COMMUNITY SPONSOR	 BUSINESS SPONSOR	 BUILDER SPONSOR	 PREMIER SPONSOR	 PRESENTING PARTNER
Sponsorship Investment	\$2,500	\$5,000	\$10,000	\$25,000	\$50,000
Events Participation	1	1	1	2	3
Logo on event flyer and red-carpet backdrop	Standard	Enhanced	Premium	Priority	Presenting
Sponsor listing on event web page	Basic	Enhanced	Premium	Priority	Presenting
Website business directory placement	Main Bold	Featured	Premium	Priority	Presenting
Onsite booth exhibitor area	8' x 8'	8' x 12'	8' x 16'	10' x 15'	10' x 20'
Event stage verbal recognition Spotlight	Booth	Individual	Individual	Opening & During	Opening During & Close
Email newsletter sponsor banner per event	1	2	3	5	8
Social media recognition	1 post	3 posts	4 posts/event	6 posts/event	10 posts/event
VIP lounge in-person admission tickets	2	4	6	10	20
Megamix Business Digital Connection	Directory	Directory	1/2 Page Ad	Full Page Ad	Article*
Online Interactive Map Video Link	Standard	Enhanced	Premium	Priority	Presenting
Workshop/seminar speaker opportunity	—	5 Minutes	10 Minutes	Workshop	Workshop
Company name added to press release	—	Biz Name	Quote	Introduction	Paragraph
Website homepage banner advertising	—	—	1 Month	3 Months	1 Year
Retractable banner design and print	—	—	Registration	On Stage	On Stage
Geofencing during event/retargeting	—	—	—	Included	Included
Live TV Interview Vision Latina Network				6 Minutes 1 Event	6 Minutes 1 Event
FLXNews Streaming Audio targeted by audience Messaging can run across premium streaming audio and podcast publishers (Pre/Post Events)†	—	—	—	Included	Included, based on availability 1 Event
First right of category exclusivity	—	—	—	—	Included
App Connect Advertising Banner	—	—	—	—	Included
FLX Creative Team Commercial or Video Spot Used for CTV, OTT, Tubi, pre-roll, (Pre/Post Event Available)‡	—	—	—	—	Included All Events
FLX Connected TV and OTT Advertising Sponsor messaging can appear across connected TV and streaming environments through premium full-episode player inventory and access to 150+ premium publishers (Pre/Post Event Available)‡	—	—	—	—	Included, based on availability 1 Event
FLX Live Sports Video Commercial Sponsor campaigns may align with live sports inventory, including major sports categories such as MLB, college football, college basketball, NBA, NHL, tennis, motorsports, soccer, and golf, based on availability. (Pre/Post Event Available)‡***	—	—	—	—	Included, based on availability 1 Event
FLX ADVANTAGE          	BECOME A SPONSOR	BECOME A SPONSOR	BECOME A SPONSOR	BECOME A SPONSOR	BECOME A SPONSOR

† Benefit Available pre/post event, this is a dual sponsorship benefit. Sponsor can select upto 1 zip code for stream/video delivery. *Megamix Business Digital Connection's article must be provided by Sponsor. **Advertising Design included on App Connect thru Sponsor benefits. *** Video Commercial Design Cost Included.

Tier Descriptions—Brand Exposure

Community Sponsor — \$2,500

BECOME A SPONSOR



The Community Sponsor tier is designed for organizations that want a meaningful presence at the Megamix Business Expo events while demonstrating support for local entrepreneurs, professionals, and community members. This tier is ideal for professional service firms, local businesses, nonprofit organizations, consultants, and community resource providers that want to gain visibility and show support for business access and economic opportunity.

- ✓ 8' x 8' Expo Booth (64 sq/ft)
- ✓ 2 Sponsor Badges
- ✓ Business Directory Guide/Web
- ✓ 1 Email Campaigns Banner
- ✓ Social Media Reel Spotlight
- ✓ Event Recognition Spotlight
- ✓ 6' Table and 2 Chairs
- ✓ 2 Admission VIP Lounge Tickets
- ✓ Logo on Event Flyer & Backdrop
- ✓ Logo on website Sponsor page
- ✓ Online Interactive Map Video Link

• Social Media content must be submitted by sponsor, introducing company, services and megamix expo participation.

Best for: First-Time and continue exhibitors, Local businesses, consultants, nonprofit partners, small to medium professionals, service firms, and community resource organizations.

Business Sponsor — \$5,000

BECOME A SPONSOR



The Business Sponsor tier provides stronger sponsor identity and expanded lead-generation support. It is appropriate for organizations offering business services, funding resources, homeownership support, insurance, financial education, workforce resources, professional training, or local programs that want to be seen as active partners in helping people move forward.

- ✓ 8' x 12' Expo Booth (96 sq/ft)
- ✓ 4 Sponsor Badges
- ✓ Business Directory Guide/Web
- ✓ 2 Email Campaigns Banner
- ✓ Social Media Reel Spotlight
- ✓ Event Recognition Spotlight
- ✓ Company Name mentioned in press release
- ✓ 6' Table and 2 Chairs
- ✓ 4 Admission VIP Lounge Tickets
- ✓ Logo on Event Flyer & Backdrop
- ✓ Logo on website Sponsor page
- ✓ Online Interactive Map Video Link
- ✓ Speaker Opportunity (5 minutes)

Best for: Financial educators, insurance providers, workforce partners, training organizations, lenders, and business-service providers.

Megamix Business Expo Sponsorship Package | Ofiso Community Foundation

Builder Sponsor — \$10,000

BECOME A SPONSOR



The Business Sponsor tier is built for sponsors seeking a highly visible role in the event experience. It is recommended for organizations that want to be recognized as active contributors to entrepreneurship, business growth, and lead generation in Los Angeles County. This tier provides stronger digital visibility, expanded social promotion, a larger onsite presence, and a more prominent speaker opportunity.

- ✓ 8' x 16' Expo Booth (128 sq/ft)
- ✓ 6 Sponsor Badges
- ✓ Business Directory Guide/Web
- ✓ 3 Email Campaigns Banner
- ✓ 2 Social Media Reel Spotlight
- ✓ 4 dedicated social media posts
- ✓ Opt-in attendee data analytics
- ✓ Speaker Opportunity 10 minutes
- ✓ Retractable banner design and print place at the registration table
- ✓ 6' Table and 2 Chairs
- ✓ 4 Admission VIP Lounge Tickets
- ✓ Logo on Event Flyer & Backdrop
- ✓ Logo on website Sponsor page
- ✓ Online Interactive Map Video Link
- ✓ Event Recognition Spotlight
- ✓ Company Quote (Press Release)
- ✓ 1 Month Web homepage banner

• Social Media content must be submitted by sponsor, introducing company, services and megamix expo participation.

Best for: Marketing companies, software providers, business consultants, banks, lending partners, professional service firms, and growth-focused organizations.

Premier Sponsor — \$25,000

BECOME A SPONSOR

2 Events; Sponsor gets to choose which events they attend.



The Premier Sponsor tier gives major sponsors a leadership position within Megamix Business Expo events. It is ideal for banks, credit unions, real estate organizations, health systems, education partners, enterprise service providers, civic programs, and major community partners seeking premium visibility, priority recognition, expanded digital promotion, and stronger on-site engagement. This tier also includes a Live TV Interview on Vision Latina Network.

These benefits apply to 2 events total. However, where a single asterisk (*) or double asterisk (**) appears, the benefit is limited to either 1 or 2 uses per sponsorship tier, respectively.

- ✓ 10' x 15' Expo Booth (150 sq/ft)
- ✓ (2) 6' Table and 4 Chairs

- ✓ 8 Sponsor Badges
- ✓ Business Directory Guide/Web
- ✓ 8 Email Newsletter Banners
- ✓ Social Media Reel Spotlight
- ✓ 6 dedicated social media posts
- ✓ Company Introduction (Press Release)
- ✓ Access Opt-in attendee data analytics
- ✓ Workshop Speaking Opportunity
- ✓ 6 Months Web home page banner
- ✓ *Live TV Interview Vision Latina Network
- ✓ *Geofencing Banners during event/retargeting
- ✓ Event Recognition Spotlight Opening & During Event
- ✓ 2 issues Megamix Business Digital Connection Full Page Ad
- ✓ Retractable banner designed and printed placed on the Stage
- ✓ *FLX Streaming Audio targeted by audience, nearly 2,000 premium audio and podcast publishers.
- ✓ 10 Admission VIP Lounge Tickets
- ✓ Logo on Event Flyer & Backdrop
- ✓ Logo on website Sponsor page
- ✓ Online Interactive Map Video Link

• Social Media content must be submitted by sponsor, introducing company, services and megamix expo participation.

Best for: Banks, credit unions, health systems, education institutions, real estate organizations, enterprise service providers, and civic partners.

Presenting Partner — \$50,000

BECOME A SPONSOR

3 Events; Sponsor gets to choose which events they attend.



The Presenting Partner tier provides premier sponsor positioning and the highest level of visibility across Megamix Business Expo events. It includes presenting-level recognition, top logo placement, and opening, during-event, and closing recognition throughout the event, as well as workshop speaking opportunities.

This tier offers a comprehensive, multi-channel advertising solution centered on FOX News Streaming Audio and the broader FLX platform, designed to deliver sponsor messaging across a wide array of digital audio and video environments.

The audio component ensures brand presence within premium streaming audio and podcasts, including pre- and post-event placements, while the visual elements are bolstered by a dedicated FLX Sponsor Commercial or Video Spot. The video strategy extends across Connected TV (CTV), Over-the-Top (OTT) services such as Tubi, and pre-roll inventory, leveraging a vast

network of over 150 premium publishers for full-episode player placements. Additionally, this tier provides unique opportunities to align with high-demand live sports inventory — including MLB, NBA, NHL, college football and basketball, and more — with the added benefit of first-right category exclusivity to ensure the sponsor's message stands out in a competitive marketplace.

These benefits apply to 2 events total. However, where a single asterisk (*) or double asterisk (**) appears, the benefit is limited to either 1 or 2 uses per this sponsorship tier, respectively.

- ✓ 10' x 20' Expo Booth (200 sq/ft)
- ✓ 10 Sponsor Badges/event
- ✓ Business Directory Guide/Web
- ✓ Up to 1 Yr Web homepage banner
- ✓ Up to 24 Email Newsletter Banners
- ✓ Up to 25 total social media posts
- ✓ Opt-in attendee data analytics
- ✓ Workshop Speaking Opportunity
- ✓ Logo on Website Sponsor & Home page
- ✓ *Live TV Interview Vision Latina Network 1 Event
- ✓ 1 Year App Connect Advertising Banner
- ✓ **Geofencing Banners during event/retargeting
- ✓ Event Recognition Spotlight Opening, During and Closing Event
- ✓ 2 Issues Megamix Business Digital Connection Article + Lead Gen. Form
- ✓ Up to 6 Retractable banners designed and printed placed on the Stage & Registration table
- ✓ ***FLX Access to Creative Team for Commercial or Video files
- ✓ *FLX Connected TV & OTT Advertising, 150+ premium publishers
- ✓ *FLX Streaming Audio targeted by audience, nearly 2,000 premium audio and podcast publishers.
- ✓ *FLX Live Sports Video Commercial, choose 1 live sports inventory, including major sports categories such as MLB, college football, college basketball, NBA, NHL, tennis, motorsports, soccer, and golf, based on availability
- ✓ (2) 6' Table and 4 Chairs
- ✓ 15 VIP Lounge Tickets/Event
- ✓ Presenting Logo on Event Flyer
- ✓ Presenting Logo on Backdrop
- ✓ Social Media Reel Spotlight
- ✓ Online Interactive Map Video Link
- ✓ Paragraph added to Press Release
- ✓ First right of category exclusivity

- Social Media content must be submitted by sponsor, introducing company, services and megamix expo participation.

Best for: Major brands, corporate partners, financial institutions, enterprise sponsors, foundations, civic leaders, and organizations seeking presenting-level market visibility and community leadership.

Sponsor Add-On Opportunities — \$1,000

BECOME A SPONSOR

The App Connect Registration Banner is a high-visibility digital placement featured prominently within the event registration app, displayed to every attendee and prospective registrant as they sign up for Megamix Business Expo events.

Available Asset	Sponsor Benefit
APP Connect Registration Banner	This interactive banner serves as a direct touchpoint between the sponsor's brand and an actively engaged audience — individuals who are already invested in attending, networking, and doing business. Unlike passive advertising, the Registration Banner captures attention at the most intentional moment of the user journey, offering clickable, branded exposure that can drive traffic to a sponsor's website, landing page, or promotional offer. It is an ideal placement for sponsors seeking measurable digital engagement alongside their event presence.

Sponsor Add-On Opportunities — \$1,500

BECOME A SPONSOR

Add-on opportunities allow sponsors to customize their event visibility and create more direct engagement with attendees. Add-ons may be limited and should be reserved early to ensure placement and production availability.

Available Asset	Sponsor Benefit
Retractable Banner Presenting Panel Lead Generation 2 Events	Your business retractable banner will be placed near the presenting panel seating area. This add-on includes banner design, printing, and a sponsor lead-generation form that can be forwarded to your email. It also includes an advertising banner on the event web page for three months.
Attendee Badge Connection 2 Events	Your company name, logo, and QR code will be placed on the back of each attendee event badge. The QR code may link to your offer, booking page, lead form, downloadable resource, or sponsor landing page. This add-on also includes an advertising banner on the event web page for three months.

Sponsor Add-On Opportunities — \$3,000 [BECOME A SPONSOR](#)

These featured engagement add-ons are designed to create direct interaction with attendees around high-interest business and community topics. Each add-on can be positioned as a branded resource area, demonstration station, or consultation point depending on sponsor goals and event logistics.

Available Asset	Sponsor Benefit
Sponsored Lead Generation Station • Limited availability (1)	A branded area where attendees can scan QR codes, request consultations, enter giveaways, download resources, or receive business resource recommendations. This is ideal for sponsors that want measurable engagement and direct follow-up opportunities.
Funding and Grant Resource Desk • Limited availability (1)	A resource station for business funding, personal financial resources, grant information, lender introductions, and capital-readiness support. This is ideal for banks, credit unions, lenders, CDFIs, grant consultants, and financial education partners.

Sponsor Add-On Opportunities — \$10,000 [BECOME A SPONSOR](#)

FLX Streaming Audio, provides sophisticated, measurable campaigns across a massive network of nearly **2,000 premium audio and podcast publishers**.

Available Asset	Sponsor Benefit
FLX Streaming Audio 	This market-leading platform offers effortless activation and precise targeting capabilities, ensuring your brand connects directly with your best prospects. Through advanced audience-based solutions, sponsors can experiment with dayparts, device mixes, and custom audience segments. Most notably, the platform allows for hyper-local precision with geo-targeting down to the specific zip code level, as well as demographic and lifestyle/behavioral targeting built from over 5,000 data segments. This ensures that whether your audience is listening at home or on the go, your message is delivered to the exact consumer profile and geographic area that matters most to your business, backed by transparent reporting and attribution tracking.

Sponsor Add-On Opportunities — \$10,000 [BECOME A SPONSOR](#)

FLX Connected TV (CTV) and Over-the-Top (OTT) Advertising delivers your brand's message directly to viewers across all screens through a premium, brand-safe streaming environment powered by FOX's industry-leading FLX platform. With 83% of U.S. households owning a smart TV or streaming device, CTV and OTT represent the fastest-growing and most impactful advertising channels available today.

Available Asset	Sponsor Benefit
FLX Connected TV (CTV) and Over-the-Top (OTT) 	FLX connects sponsors with targeted consumers through full-episode player placements — non-skippable, guaranteed inventory — across a curated network of over 150 premium publishers, including priority access to FOX-owned broadcast and cable properties, as well as Tubi, the most-watched free streaming platform in the country. The platform's advanced targeting capabilities allow sponsors to reach custom audiences built from over 5,000 data segments and 23,000 individual demographic and behavioral profiles, with geo-targeting precision down to the zip code level. Whether reaching cord-cutters, multicultural audiences, in-market shoppers, or lifestyle-specific consumers, FLX ensures your commercial is seen by the right household at the right time. Transparent reporting through the FLX Dashboard and in-house attribution services provide sponsors with clear, actionable insights on impressions, reach, frequency, and conversions — making every dollar of your investment fully measurable and accountable.

Sponsor Add-On Opportunities — \$15,000 [BECOME A SPONSOR](#)

The FLX Live Sports Video Commercial places your brand at the center of one of the most powerful and high-attention advertising environments in digital media — live sports streaming. As a **Disney Live Certified DSP, FLX** provides sponsors with direct access to premium live sports inventory across top-tier leagues and events, **including MLB, NBA, NHL, college football, college basketball, golf, tennis, motorsports, and soccer**, with hundreds of games available each month.

Available Asset	Sponsor Benefit
FLX Live Sports Video Commercial 	Live sports audiences are among the most engaged and loyal viewers in all of streaming, making this placement an exceptional opportunity for sponsors seeking maximum brand impact and recall. Your commercial is delivered through leading virtual multichannel video programming distributors (vMVPDs), ensuring broad reach across connected TV households actively tuned in to live game action. Sponsors can further refine their audience by targeting ads at the DMA, metro, or state level, with full transparency on impressions, game locations, and distribution through the FLX Dashboard. For brands looking to align with the passion, energy, and community of live sports, the FLX Live Sports Video Commercial delivers unmatched visibility in a premium, brand-safe environment that commands attention.



FLX IS A CTV VIDEO DISTRIBUTION PLATFORM



83%
of U.S. Households
Have a Smart TV
and /or a Streaming
Device

Sources:
Hub Entertainment
Research

FLX delivers commercials to targeted consumers via streaming on-demand programming on connected TVs and devices

FLX WORKS WITH TRUSTED DATA PARTNERS



Epsilon

IN | MARKET

ACXIOM

Polk**EQUIFAX**

FLX accesses audience data collected from IP addresses by our trusted data partners to create a custom target audience

FLX WORKS WITH TRUSTED DATA PARTNERS

FLX connects you directly with your best prospects as they watch their favorite television programs across our 150+ premium publishers. Over 23,000 Individual Demos and Behaviors are Available to Create a True Custom Audience

Geo-targeting • Demographic targeting • Lifestyle/behavioral targeting • In-market shoppers

Sponsor Deliverables and Asset Checklist

To ensure sponsors receive full promotional value, sponsor assets should be submitted 45 days before any event. Earlier submission is recommended for sponsors seeking inclusion in pre-event digital campaigns, printed materials, press releases, badge placement, or custom creative.

Available Asset	Sponsor Benefit
High-resolution logo & Sponsor website URL	Event flyer, web page, signage, sponsor graphics, badge placement, and promotional materials. Event web listing, directory placement, QR-code destination, and digital advertising
Sponsor contact person and Description	Production coordination, approval, reporting, and event-day communication. Website listing, email features, directory placement, and sponsor spot-lights
Preferred call-to-action	Lead forms, QR-code campaigns, sponsor offers, booking pages, or consultation requests.
Digital Advertising & Creative Production Digital advertising deliverables, encompassing streaming campaigns, video spots, email banners, and social media graphics where applicable	For all commercial production, a pre-production meeting is required prior to the start of any creative work. This meeting is dedicated to confirming scripts, concepts, messaging direction, and brand alignment to ensure the final product accurately represents the sponsor's vision and objectives. Following the production phase, a final approval from the sponsor is mandatory before initiating any Television, Channel Television, or Streaming Video campaign. No campaign will be activated until written approval has been received, ensuring full transparency and sponsor confidence at every stage of the process.

Reserve Your Sponsorship

BECOME A SPONSOR

Sponsorship opportunities are limited per industry category to ensure maximum visibility. Contact us today to secure your preferred tier and event dates.

Alexis Salamanca

President, Executive Director - Ofiso Community Foundation

Email: alexis@ofisocf.org

Phone: (626) 297-3613

Website: www.ofisocf.org

Once your sponsorship level is confirmed, Ofiso Community Foundation will provide a sponsor advertising invoice, asset submission instructions, and next-step coordination for promotional placement, onsite engagement, and event-day activations.



BECOME A SPONSOR

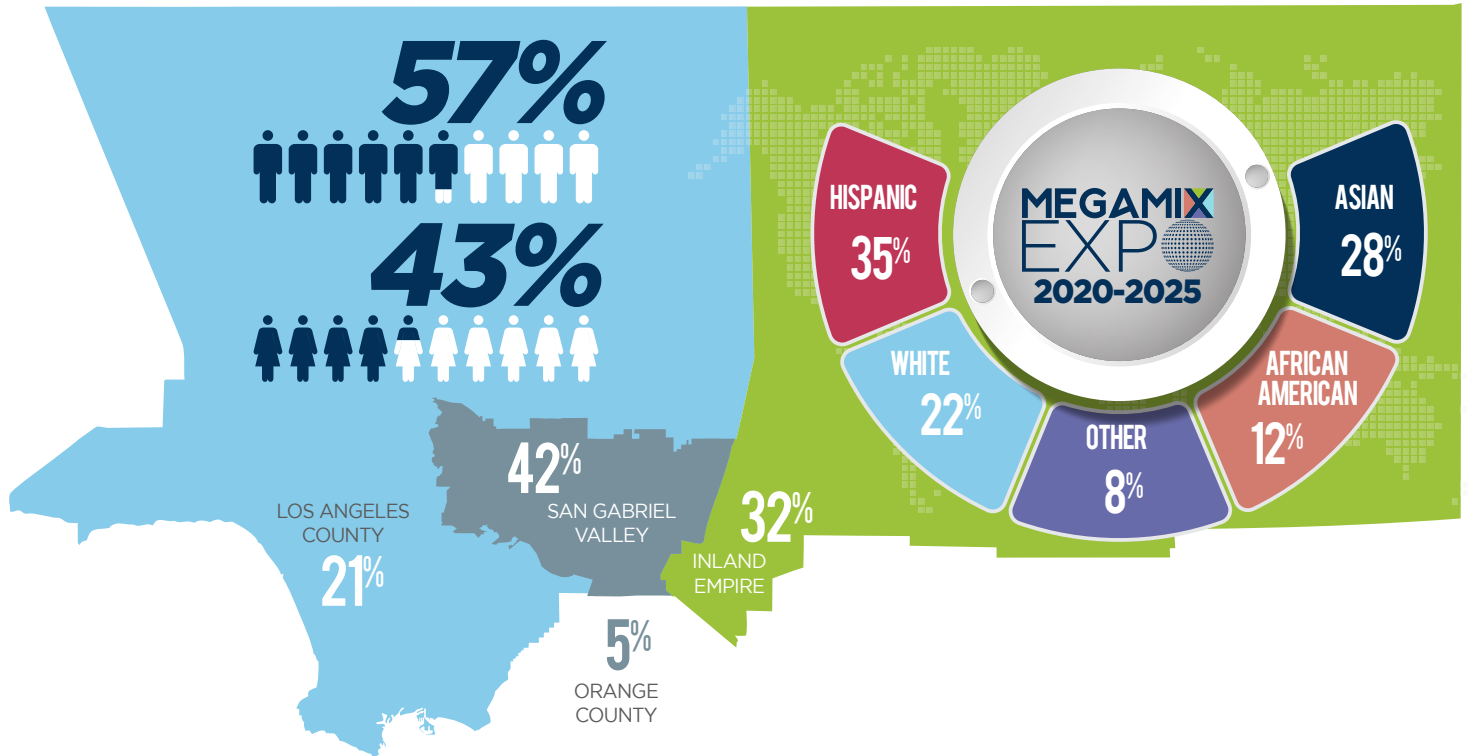
“Reserve Your Sponsorship”

Ofiso Community Foundation is a business organization recognized under Internal Revenue Code Section 501(c)(3).

www.ofisocf.org

MEGAMIX BUSINESS EXPO™

GROW TRAJECTORY—SOUTHERN CALIFORNIA



While initially concentrated in San Gabriel Valley cities like Pasadena and Arcadia, the event's reach has strategically broadened to encompass a wider territory, a balanced regional distribution, with SanGabriel Valley maintaining leadership at 42% while successfully penetrating the Inland Empire market at 32%

**JANUARY 30
2020**
OFFICE & SCHOOL SUPPLY
BUSINESS EXPO
SAN GABRIEL VALLEY
HILTON LOS ANGELES/SAN GABRIEL

98 EXHIBITORS 528

**JUNE 30
2022**
SAN GABRIEL VALLEY
MEGAMIX
EXPO
HILTON LOS ANGELES/SAN GABRIEL

82 EXHIBITORS 873

**FEBRUARY 2
2023**
SAN GABRIEL VALLEY
MEGAMIX
EXPO
HILTON LOS ANGELES/SAN GABRIEL

104 EXHIBITORS 1,211

**FEBRUARY 8
2024**
MEGAMIX
EXPO.com
SAN GABRIEL VALLEY

128 EXHIBITORS 2,186

**MARCH 12-13
2025**
MEGAMIX
EXPO.com
SAN GABRIEL VALLEY

161 EXHIBITORS 1,09

**JULY 27
2023**
Health, Beauty
WELLNESS
MEGAMIX
EXPO
HILTON LOS ANGELES/SAN GABRIEL

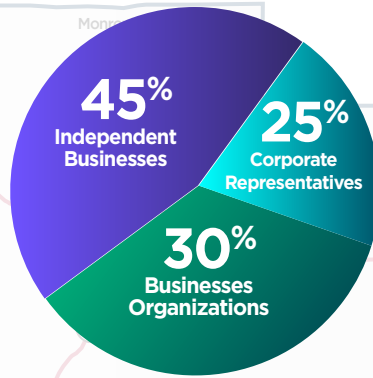
**AUGUST 7-8
2024**
MEGAMIX
EXPO.com
INLAND EMPIRE
102 EXHIBITORS 874

SAN GABRIEL VALLEY

58%



42%



53%

PRIME WORKING AGE (30YRS - 51 YRS)

25%

SENIOR PROFESSIONALS (52YRS - 74 YRS)

22%

YOUNG PROFESSIONALS (18YRS - 30 YRS)

Powerful Demographic Mix:

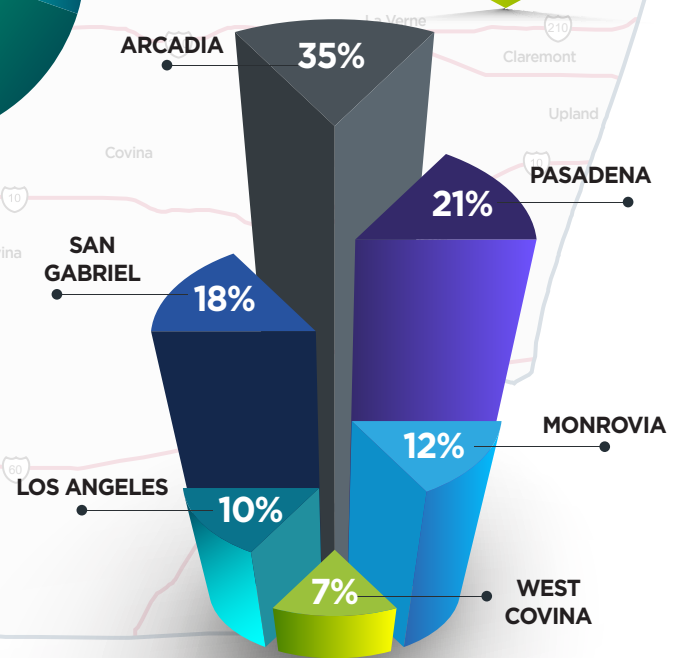
53% Prime-Age Professionals: Your core target with spending and decision-making authority.

Strategic Balance: A healthy mix of seasoned executives and emerging young talent.

Extended Regional Reach: Notable attendance from Monrovia, West Covina, and the greater Los Angeles area.

Deep Regional Saturation:

Commanding SGV Presence: 74% of attendees hail from Arcadia (35%), Pasadena (21%), and San Gabriel (18%).



12%

HEALTHCARE & WELLNESS

23%

TECHNOLOGY & IT

30%

PROFESSIONAL SERVICES

26%

CONSTRUCTION & PROPERTY

4%

FOOD

AUGUSTS 27 2025

BUILDSMART
LOS ANGELES CONTRACTORS EXPO

60 EXHIBITORS
LIMITED SEATING 345

APRIL 22 2026

MEGAMIX EXPO
BUILDSMART
SAN GABRIEL VALLEY

35 EXHIBITORS 497

OCTOBER 24 2026

Faith
FORWARD NETWORK
MEGAMIX BUSINESS EXPO
PRAY, LEARN, GROW

APRIL 17 2027

MEGAMIX
BUSINESS EXPO
HEALTH FAIR

JULY 24 2025

BUILDSMART
PALM SPRINGS CONTRACTORS EXPO

15 EXHIBITORS
LIMITED SEATING 118

MARCH 25 2026

MEGAMIX EXPO
BUILDSMART
INLAND EMPIRE

25 EXHIBITORS 316

SEPTEMBER 17 2026

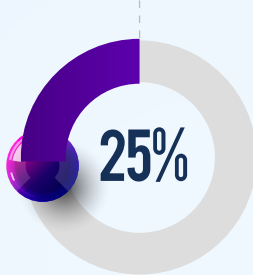
MEGAMIX EXPO
BUILDSMART
ANTELOPE VALLEY

MARCH 6 2027

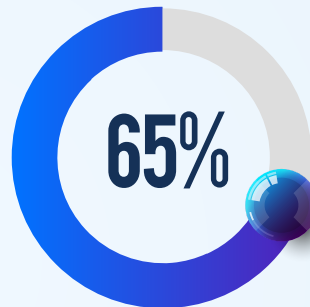
Latinos Unidos
MEGAMIX EXPO DE NEGOCIOS
DOWNEY, CALIFORNIA

SAN GABRIEL VALLEY

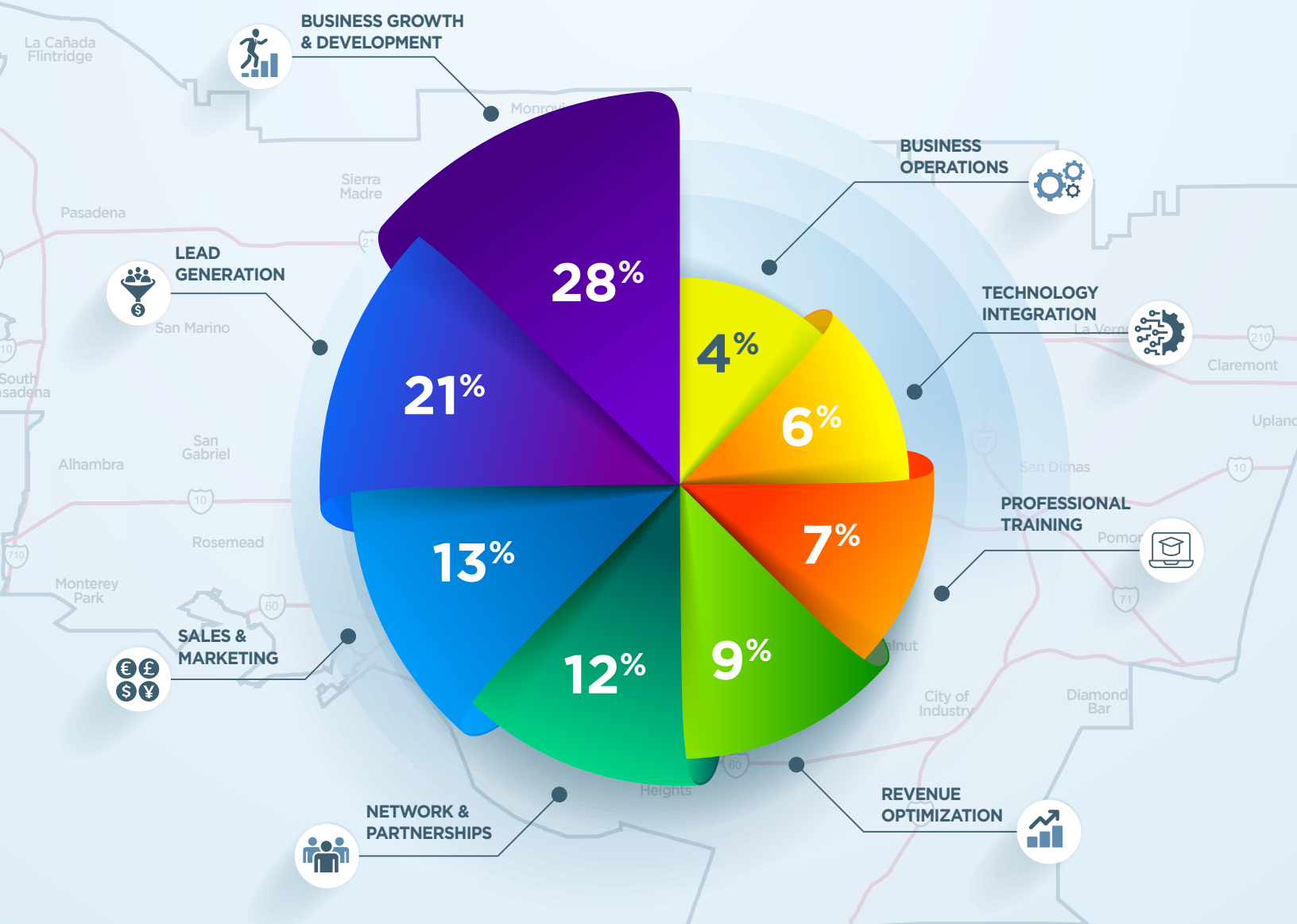
MEDIUM BUSINESS
(11-50 EMPLOYEES)



SMALL BUSINESS
(1-10 EMPLOYEES)



LARGE BUSINESS
(50+ EMPLOYEES)



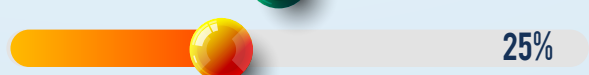
GROWTH & REVENUE



PROFESSIONAL DEVELOPMENT



OPERATIONS & CONTRACTS



57%

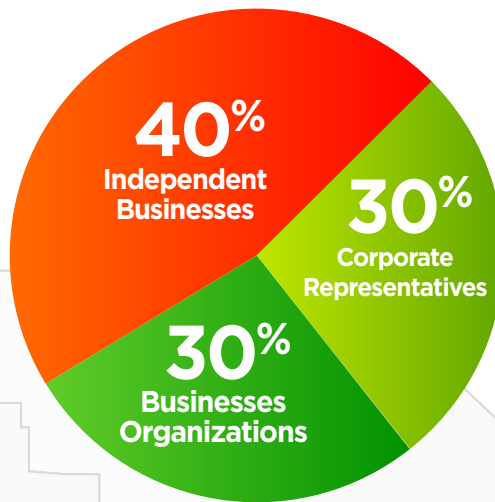
PRIME
WORKING AGE
(30YRS - 51 YRS)

31%

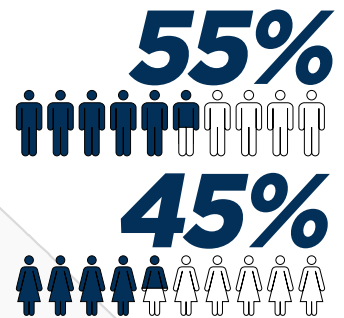
SENIOR
PROFESSIONAL
(52YRS - 74 YRS)

12%

YOUNG
PROFESSIONALS
(18YRS - 30 YRS)



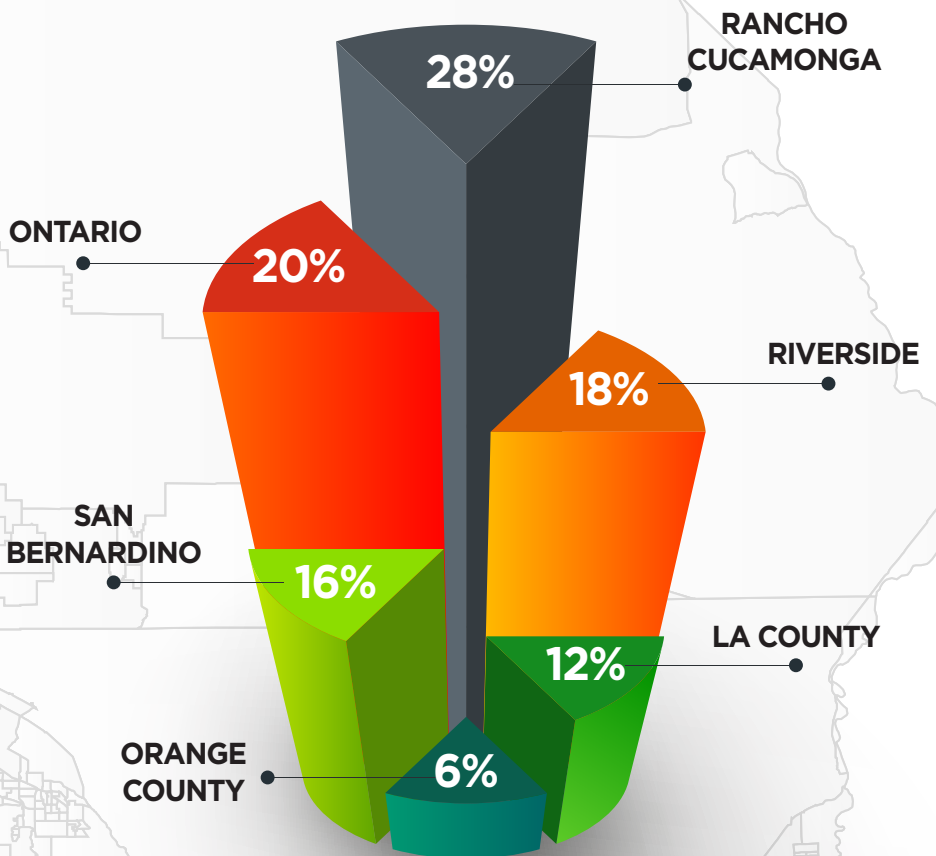
INLAND EMPIRE



Prime Audience, Dominant Reach:

We deliver a high-value audience of core professionals (57% in prime working age), with deep penetration across Southern California.

Our strongest foothold is in the Inland Empire, led by Rancho Cucamonga (28%), Ontario (20%), and Riverside (18%), with notable presence in LA and Orange County.



HEALTHCARE
& WELLNESS

10%

TECHNOLOGY
& IT

25%

PROFESSIONAL SERVICES

35%

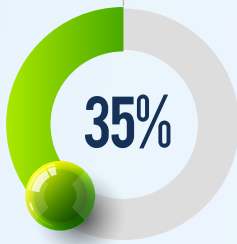
CONSTRUCTION
& PROPERTY

24%

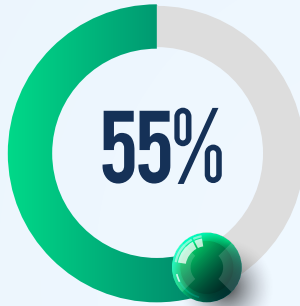
EDU

6%

MEDIUM BUSINESS
(11-50 EMPLOYEES)



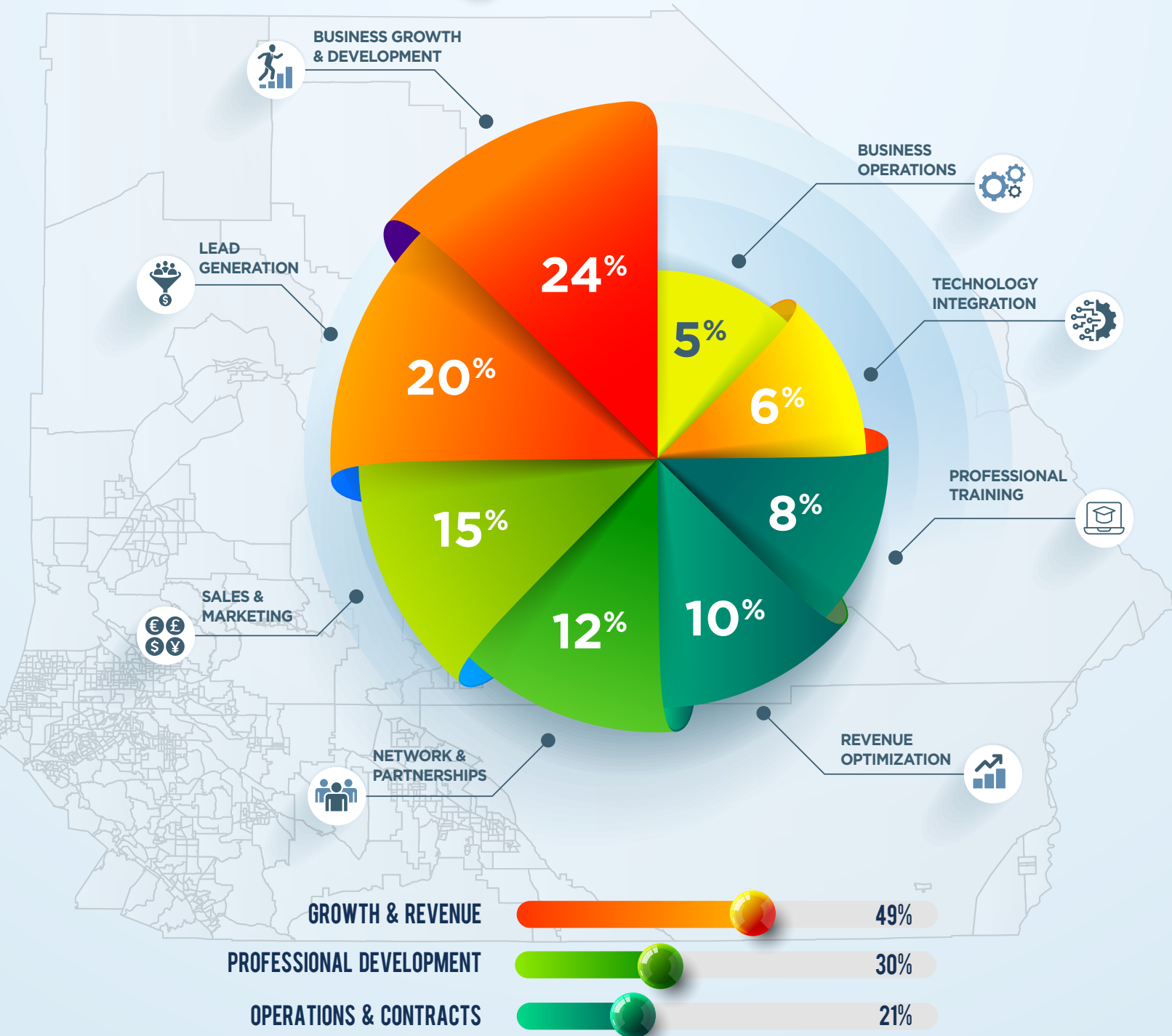
SMALL BUSINESS
(1-10 EMPLOYEES)

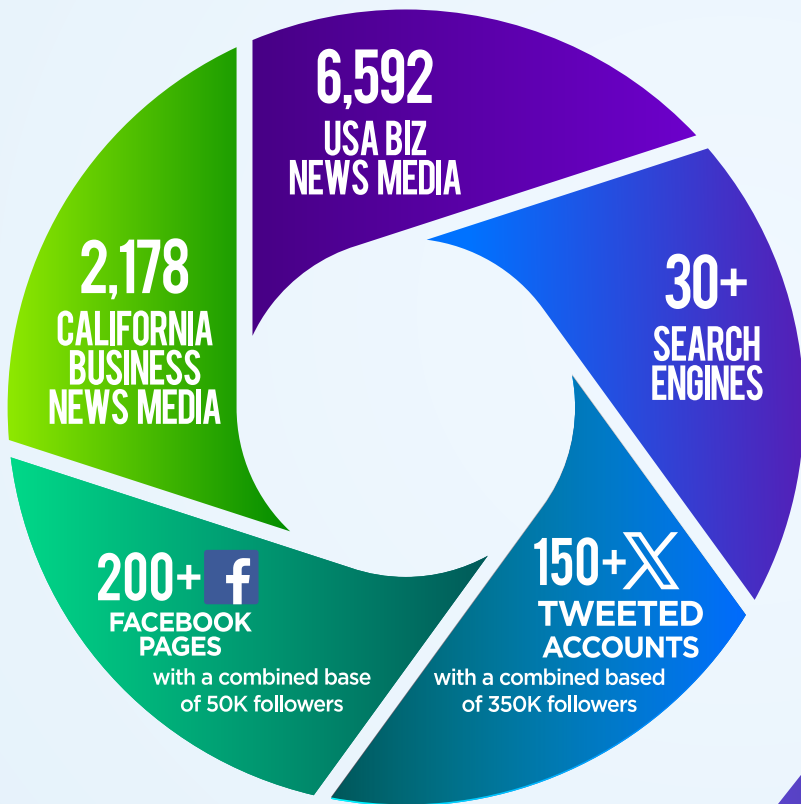


LARGE BUSINESS
(50+ EMPLOYEES)



INLAND EMPIRE





News Media, Press Release, Web and Targeted Media Distribution

Press release will be shown on ABC, NBC, FOX, CBS, CW affiliate sites and dozens of radio station sites across the country with more than 150 million monthly unique users.

MEGAMIX
EXP**.com**
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PARTNERSHIPS



OFISO SOLUTIONS
 BRANDING, MARKETING, PRINTING & BUSINESS ESSENTIALS

W LIFE | WORKS
 TRANSFORMATIONAL TRAININGS

El Clasificado

台灣時報
 CHINESE L.A. DAILY NEWS

ASIAN JOURNAL PUBLICATIONS

BNI Together Everyone Achieves More
TEAM Referral Network

8sian

Over 450K
 SOCIAL MEDIA MENTIONS

High Concentration
 OF FAMILY-OWNED BUSINESSES

Strong Representation
 OF ASIAN & LATINO-OWNED BUSINESSES

Prominently Featured
 ACROSS MULTIPLE PLATFORMS