

## Speaking and Events for NAAHP Will Connect Your Brand to the \$44.7 Billion Market of Haitian-Americans



### Reach the Audience of Haitian-Americans with Purchasing Power

#### Live Events

10<sup>th</sup> Annual NAAHP Conference on November 7-9, 2024 in Atlanta

#### Multimedia Campaigns

Including television, radio, print and digital platforms

#### Drive Sales and Traffic

Grow your customer base, increase brand awareness and loyalty among Haitian Americans to generate more engagement

#### Access-to-Audience

Email marketing, social media, blogging, video marketing, podcast and press releases

**“Since its inception, the National Alliance for the Advancement of Haitian Professionals (NAAHP) has done an awesome job connecting the Diaspora and creating opportunities for dialogue, promotion and planning.”**

*Cleve Mesidor*

NAAHP  
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**(347) 772-8723**

# REALLY? HAITIAN-AMERICANS ARE A \$44.7 BILLION MARKET?

**Haitian Americans**



**MEDIAN INCOME**  
\$75,000-\$100,000

**\$44.7 BILLION MARKET**

**Entrepreneurial**

**AGE RANGE 25-50**

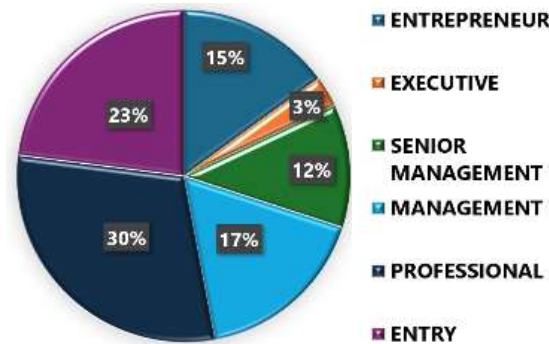
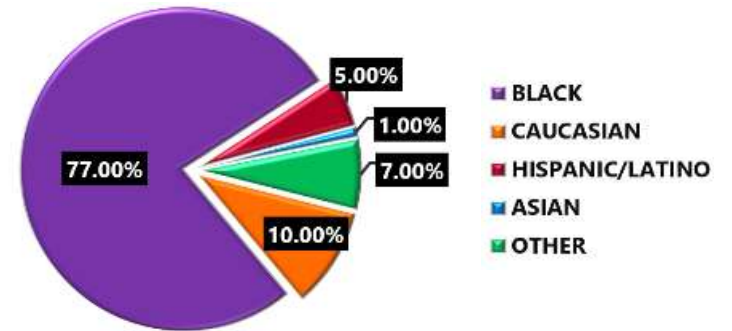
**Connectors and Community-Focused**

**Brand Loyalists**

**Educated**

**Earth-Conscious**

**Want Success for Themselves and Their Families**

## DEMOGRAPHICS OF HAITIAN-AMERICANS WITH PURCHASING POWER



### MEET ANGELINE

30 ▪ CAREER WOMAN ▪ BRAND LOYALIST

- **CAREER:** HIGHER EDUCATION
- **MOTIVATIONS:** BALANCING CAREER AND LIFE, ACHIEVING FINANCIAL SECURITY, PURSUING SUCCESS
- **INTERESTS:** CAREER, COMMUNITY, HAITIAN CULTURE
- **PAIN POINTS:** CAREER/LIFE BALANCE; WORK STRESS, FINANCES, FAMILY RESPONSIBILITIES
- **LOYAL:** BRAND LOYALIST
- **VALUES:** QUALITY, VALUE FOR MONEY, FINANCIAL SECURITY, PERSONAL ACCOMPLISHMENTS, COMMUNITY & FAMILY
- **BUYING HABITS:** CONSIDERS PRICE & QUALITY
- **ENTERTAINMENT:** TELEVISION, MOVIES, SOCIAL MEDIA
- **CONNECTOR:** SHARES OPINIONS ON PRODUCTS WITH OTHERS IN THE HAITIAN-AMERICAN COMMUNITY
- **SOCIAL MEDIA:** FACEBOOK, YOUTUBE, INSTAGRAM, X, AND PINTEREST
- **INFLUENCES:** COMMUNITY, FAMILY & FRIENDS, MEDIA

#### Goals for Sponsors

- Educate Haitian-Americans and organizations about your products and services
- Increase your brand awareness and loyalty
- Grow your customer base and drive your traffic and sales

NAAHP Will Connect Your Brand to the \$44.7 Billion Haitian-American Market




*10<sup>th</sup> Annual*  
**NAAHP CONFERENCE**  
#NAAHPCONF2024

November, 7 to  
November, 9, 2024

Venue: Courtland Grand Hotel  
Atlanta, Georgia

**UNLEASH OUR POWER!**



We cannot wait to see new attendees and old friends as we explore this year's theme: Unleash Our Power! Creating a new paradigm for professional excellence in the Haitian Diaspora and mobilizing for dignified leadership strategies in Haiti.

The 10<sup>th</sup> annual conference is in Atlanta, Georgia. Above all, we invite you to take the journey with us toward a more prominent, influential, united and impactful Haitian diaspora.



## ALL ABOUT NAAHP



### **The NAAHP is a Nonprofit Organization Dedicated to Connecting Professionals and Rebuilding Haiti**

The National Alliance for the Advancement of Haitian Professionals (NAAHP) is a 501(c)(3) non-profit organization established by a diverse group of forward-thinking industry experts, youth leaders, faculty, public and nonprofit sector professionals from Haiti and its global diaspora.

The NAAHP is focused on connecting a global community of peers with career advancement resources as well as fostering transformative relationships between the NAAHP members and committed stakeholders to rebuild Haiti through philanthropy and social entrepreneurship.

The NAAHP Annual Conference is the organization's largest event of the year, one that brings together Haitian professionals and students in the US, Haiti, and elsewhere to network and learn of best practices and emerging trends in leadership, technology, professional development, entrepreneurship, economic development, environmental sustainability, diversity, inclusion and more within the global workforce.

## MOLINA JEAN-LOUIS IS A CHAMPION OF HAITIAN CULTURE IN AMERICA



**Molina Jean-Louis, MSPT, CLT** is Executive Vice President of NAAHP, a Physical Therapist and a Certified Lymphatic Therapist. She received her Bachelor of Science and Master's in Physical Therapy from Long Island University in Brooklyn, New York, and her certification from the Norton School of Lymphedema in Manhattan, New York.

She has worked as a Pediatric Physical Therapist for the NYC Department of Education, as well as in post-operative rehab with the Geriatric population. Her area of interest is Breast Cancer Survivors and Lymphedema sufferers.

Molina is a Native New Yorker born to Haitian parents. They made sure she never forgot her roots and the beauty of her culture. Her mission is to highlight the unsung beauty and accomplishments of modern-day Haiti, Haitians and the Diaspora from a Haitian-American perspective.

## MARIE MYKA TEXAS IS THE NAAHP CO-DIRECTOR OF CONFERENCE PLANNING & IN-PERSON EVENTS

**Marie Myka Texas, MS, MBA** is also the Director of Project Development and Award Management for NAAHP. She is a Healthcare IT Professional currently working in the specialized field of Electronic Health Records and Practice Management Technology.

Myka serves as a Solutions Manager at Altera Digital Health with a focus on Market Segment Management, Value Realization, and Organizational Readiness. She has worked on health innovative software for companies such as GE Healthcare, Microsoft, and Partners Healthcare Corporate IT in Boston.

She holds a bachelor's degree in economics and French from UMASS Amherst, studied abroad at the University of Grenoble in France, holds a master's in software engineering from Brandeis University, and a Healthcare MBA from George Washington University. She has also attended the IAE Business School in Argentina, focusing on the Latin American landscape for Emerging Markets.



## WHY PARTNER WITH NAAHP?

### Measurable Engagement

- NAAHP measures engagement and activation, and **creates customized campaigns**
- **Reach your market:** Access the \$44.7 billion market of Haitian-Americans
- **Promotional opportunities** include pre-marketing, on-site and follow-up campaigns
- **Interactive Contests** to promote your brand

### Media and Extended Reach

- **Multi-media campaign** includes television, radio, strategic alliances, videos and blogs
- **Online marketing campaign** through a variety of media outlets
- **Social media presence** on various platforms such as Facebook, Instagram, X, YouTube and LinkedIn
- **Email marketing** and follow-up
- **Blogs and Podcasts**
- **Press releases** and articles

### Online and Digital Marketing

- **Video and mobile marketing** campaigns



### TOP 10 REASONS TO SPONSOR NAAHP

1. **Drive Sales** to Haitian-Americans with spending power.
2. **Reach the \$44.7 billion market** of Haitian-Americans
3. **Boost Brand Awareness and Loyalty** through product placements, signage, company representatives, traditional and digital media
4. **Speaking and Events for NAAHP** will provide measurable engagement for your brand
5. **Access-to-Audience** through email marketing, masterclasses, social media, videos, blogging and mobile marketing
6. **Increase your media presence** and exposure
7. **Contests and Rewards to Provide Engagement** through multimedia campaigns, including a variety of digital media
8. **Molina Jean-Louis as spokesperson** for your brand
9. **Cause-Marketing Benefits** through the support of a non-profit organization dedicated to charitable works
10. **Award Presentation** as you receive the "Making a Difference Award" with media and photo opportunities

## SPONSOR BENEFITS

- **Branding** to the **\$44.7 billion market** of Haitian-Americans
- **Multi-media campaigns** including television, radio, podcast, print and digital platforms
- **Social media marketing** through various platforms such as Facebook, Instagram, X, YouTube and LinkedIn
- **Increase brand awareness** to Haitian-Americans with tremendous consumer needs
- **Molina Jean-Louis as spokesperson** for your brand
- **Customized contests**, branding and multi-media for maximum engagement
- **Meet and Greets** at live events
- **Interactive benefits:** Name attached to promotions, articles and marketing
- **Email marketing** to loyal people in the community
- **Hyperlink, logo** and message on official website
- **Dedicated campaigns** with pre-marketing and follow-up promotion
- Option to provide **prize giveaways**
- **Enhance your cause-related marketing** through the support of a non-profit organization dedicated to charitable works



## HIGH-END PRESENTERS



*Karine Jean-Pierre,  
White House press  
secretary*



*Dr. Jeff Gardere,  
"America's  
Psychologist"*



*Genevieve Michel-  
Bryan, VP/Broadcast  
Director – BLACK  
ENTERPRISE*



*Karl Racine, former  
Attorney General of  
Washington, D.C.*



## ULTIMATE MARKETING PLAN

- **NAAHP Media Including College Outreach**
- Customized interactive **contests**
- **Extended reach** through **social media**: Facebook, Instagram, X, YouTube and LinkedIn
- **Email** marketing to loyal fans
- **Podcast, blogs and mobile** marketing
- **Newspaper** and magazine articles
- **Press releases** and articles
- **Radio** interviews, advertising and speaking
- **Television appearances**



## SPONSORS & CLIENTS INCLUDE



## LEADERSHIP TEAM



**Jacques M. Jean** is the Founder & CEO of TechFides. A global strategic IT consulting firm with focus on three core services: Enterprise Digitization, IT Performance Management, and IT Mergers, Acquisitions and Divestitures. He is an accomplished business professional with over 20 years of experience in planning and implementing global technology strategies.



**Dr. Marjorie P. Brennan** is a physician specializing in pediatric anesthesiology at Children's National Medical Center and an Assistant Professor of Anesthesiology and Pain Medicine at George Washington University. Her particular areas of interest have included muscle diseases of children and publishing book chapters in Essence of Anesthesia Practice.



**Dr. C. Reynold Verret, PhD**, is President of Xavier University of Louisiana, and previously served as Provost and Chief Academic Officer at Savannah State University, where he led the university's initiatives to build enrollment, enhance the quality and diversity of academic programs and to create cooperative relationships with neighboring institution and with other partners.



**Serge Renaud, MBA, MSA**, is a founding member and currently President of the NAAHP. His primary vision for the organization was to help its members find synergy between career advancement in their chosen field, philanthropy, and social entrepreneurship as a means to engage in Haiti's ongoing rebuilding development efforts.



**Samuel Charles** is a founding member and Finance Executive of NAAHP. A civil engineer by training, he graduated with a Bachelor of Science in Civil Engineering from the New Jersey Institute of Technology, and is currently working for T.Y. Lin International, a Civil and Structural Engineering Firm in the New Jersey/New York area.



**Molina Jean-Louis, MSPT, CLT** is Executive Vice President of NAAHP and a Physical Therapist and a Certified Lymphatic Therapist. She received her Bachelor of Science and Master's in Physical Therapy from Long Island University in Brooklyn, New York, and her certification from the Norton School of Lymphedema in Manhattan, New York.



**Marie Myka Texas, MS, MBA** is also the Director of Project Development and Award Management for NAAHP. She is a Healthcare IT Professional currently working in the specialized field of Electronic Health Records and Practice Management Technology.

## TESTIMONIALS



**"I had the opportunity to attend the NAAHP Leadership Symposium event on Haiti Investment and Education. The topics discussed were engaging and I made invaluable professional connections. I highly recommend NAAHP membership and events."**

*Natasha Nazaire*



**"Since its inception, the National Alliance for the Advancement of Haitian Professionals (NAAHP) has done an awesome job connecting the Diaspora and creating opportunities for dialogue, promotion and planning. The online profiles are informative and a valuable resource for identifying potential partners. I commend Serge Renaud and his team on their due diligence!"**

*Cleve Mesidor*



**"The NAAHP is much needed in the Haitian Community for those aspiring to reach leadership positions in the United States. As a member, I not only recommend NAAHP for its commitment but urge everyone in any career level to join the vision and goals of this group of supporting the ongoing development of leadership among Haitian Professionals."**

*Windia Dieudonne*



**"I'm impressed by NAAHP's dedication towards strengthening and organizing the Haitian communities based both in the US and in Haiti. The NAAHP initiative brings together a solid group of successful and very well prepared Haitian American professionals evolving in the competitive marketplace of the United States of America."**

*Cedric Chauvet*



**"This group of people really cares about the Haitian community as well as giving back to the country. I am very impressed by the caliber of my fellow members."**

*Bruno Surpris*




**"The NAAHP Conference has engaging workshops, panel discussions and networking opportunities. Attendees have the chance to gain valuable insights, develop new skills and establish meaningful connections."**

*Mirlesna Azor*

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## SPONSORSHIP: YEAR-LONG MULTI-BENEFITS PACKAGES

NAAHP gives sponsors a unique opportunity to connect to Haitian-Americans with purchasing power. The following packages are guidelines, and a customized program will be created for each sponsor. All sponsors receive a detailed sponsorship report.

Sponsorship Level	Investment	Benefits	Year-Long Multi-Benefits Packages
Presenting Sponsor	\$100,000 per year	Naming Rights Product Placement International Platform Branding to Audience Visibility Exposure Impressions Connections Engagement Contest Media Surveys Spokesperson's Benefits Dedicated Campaigns	All the benefits of the Connection Sponsor plus: <ul style="list-style-type: none"> <li>• Naming rights as official presenting sponsor of NAAHP</li> <li>• National platform through web branding, speaking, contests and traditional media</li> <li>• International platforms</li> <li>• Multimedia national and local campaigns include television, radio, print and digital platforms</li> <li>• Satellite tours</li> <li>• Dedicated press releases promoting your brand</li> <li>• Access-to-database</li> <li>• Dedicated follow-up campaign</li> <li>• Owned areas</li> <li>• 60-second commercials on the show</li> <li>• Molina Jean-Louis as a spokesperson for your brand</li> </ul>
Connection Sponsor  	\$50,000 per year	Visibility Exposure Impressions Connections Engagement Contest Media Surveys	All the benefits of the Culture Sponsor plus: <ul style="list-style-type: none"> <li>• Inclusion in marketing campaign consisting of email, videos, blogs, mobile and social media</li> <li>• Dedicated campaigns with pre-marketing and follow-up promotion</li> <li>• "Making a Difference Award" will be presented to the sponsor with media and photo opportunities</li> <li>• Mobile app</li> <li>• Inclusion in the official swag bag</li> <li>• Name on blogs</li> <li>• 30-second commercials on the show</li> <li>• Option to provide prize giveaways</li> </ul>

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## SPONSORSHIP: YEAR-LONG MULTI-BENEFITS PACKAGES (CONTINUED)

Sponsorship Level	Investment	Benefits	Year-Long Multi-Benefits Packages
Culture Sponsor	\$25,000 per year	Visibility Exposure Impressions Connections Engagement Contest Surveys	All the benefits of the Community Sponsor plus: <ul style="list-style-type: none"> <li>• Branding on a national resource list</li> <li>• Customized contest for your company</li> <li>• Press releases to local and national media</li> <li>• Speaking opportunities</li> <li>• Distribution of marketing materials</li> <li>• Push notifications</li> <li>• Hashtag campaigns</li> <li>• On-site sales, sampling and couponing opportunities</li> <li>• Customized surveys</li> </ul>
Community Sponsor	\$10,000 per year	Visibility Exposure Impressions	<ul style="list-style-type: none"> <li>• Exhibitor opportunities, signage and your company representatives at the events</li> <li>• Promotion in social media campaigns</li> <li>• Listing in monthly newsletter, calendar, course flyer and on Sponsor &amp; Donate webpages</li> <li>• Formal "thank-you" at the beginning of each training</li> <li>• Sponsor logos on course registration or sign-up pages</li> <li>• Logo inclusion in posters and signage</li> <li>• Virtual event bag</li> <li>• Email blast to proprietary database as well as strategic alliances and joint ventures with organizations</li> <li>• Social media mentions on Facebook, Instagram, X, YouTube and LinkedIn</li> <li>• Enhance your cause-related marketing through support of a non-profit dedicated to charitable works</li> </ul>



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NAAHP is a 501(c)(3) non-profit organization and sponsorships may be tax deductible