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Gameplan Creative Launches Ensemble Español Spanish Dance Theater “40th Anniversary’s “Flamenco Passion” Marketing Campaign



The Illinois Hispanic Chamber of Commerce, Goldman Sachs 10,000 Small Businesses Alumni and Negocios Now Lead to an Important Collaboration

CHICAGO —Gameplan Creative, an award-winning Chicago-based marketing, branding and video production agency has developed a branding campaign for Ensemble Español Spanish Dance Theater’s landmark 40th Anniversary celebration, culminating in three “Flamenco Passion” performances at the North Shore Center for the Performing Arts in Skokie, June 17-19. The Illinois

Hispanic Chamber of Commerce (IHCC), along with two Goldman Sachs 10,000 Small Businesses Alumni, join in a dynamic collaboration between nonprofit and for-profit sectors.

Gameplan Creative’s Managing Partner, Patricia Aguilar and Ensemble Español’s Executive Director Jorge Perez are both alumni of Goldman Sachs *10,000 Small Businesses* program. The program provides a combination of education, capital, and support services to grow small businesses. Chicago is one of 14 locations for *10,000 Small Businesses* in the United States. “Our common status as alumni of the program provided a way for us to get to know each other and ultimately do business together,” says Aguilar. “Gameplan Creative saw in Ensemble Español an exciting opportunity to use our high end creative services in a new area for the performing arts.”

“The IHCC’s mission is to engage and empower entrepreneurs to create a better world through coaching, connecting, creating and collaborating, says Omar Duque, President & CEO, IHCC.

“The connection and collaboration between IHCC members Ensemble Español and Gameplan Creative is a great success story and we’re extremely pleased to see how a simple introduction has quickly led to a long lasting partnership.”

“40 years is a notable achievement for any performing arts organization but especially for a dance company,” says Ensemble Español’s Executive Board Chair George Diaz. “As we celebrate this landmark anniversary and enter an important new era we are honored to have Gameplan Creative, the Goldman Sachs 10,000 Small Businesses program and Illinois Hispanic Chamber of Commerce in our court; plus Negocios Now, the award-winning news source for Hispanic business as a media sponsor.”

“As a unique Hispanic business publication, from the beginning Negocios Now understood the symbiotic relationship between businesses and non-profit organizations,” says Clemente Nicado, President and CEO, [Nicado Publishing Company, Inc.](#) “We believe it is our responsibility to herald the achievements of Latino ventures, so we are very pleased to lend our support to Ensemble Español at this very exciting time.”

For tickets or more information about Ensemble Español’s Flamenco Passion performances at the North Shore Center for the Performing Arts in Skokie June 17-19, visit northshorecenter.org/ee40.

<http://negociosnow.com/gamelan-creative-launces-esemble-espanol-spanish-dance-theater-40th-anniversary-flamenco-pasion-marketing-campaing/>