

25TH ANNUAL **LATINA ACTION DAY**

CALIFORNIA MUSEUM
WEDNESDAY | MAY 22, 2019
1020 O STREET | SACRAMENTO, CA 95814



EVENTS-LATINAS.ORG/LAD2019

SPONSORSHIP OPPORTUNITIES

HISPANAS ORGANIZED for POLITICAL EQUALITY

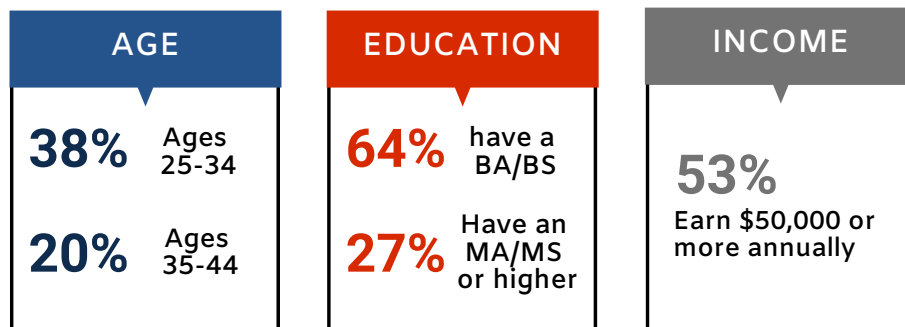


About Latina Action Day

For 25 years, **Hispanas Organized for Political Equality (HOPE)** has convened **400 Latina leaders** from all regions of California in Sacramento for an annual public policy issues conference: **Latina Action Day**. This one day conference is designed to facilitate dialogue between Latina corporate and community leaders and elected officials on public policy affecting Latinas in California. Through town-halls and workshops, HOPE presents up to date information, analysis, and access to decision makers on critical issues such as access to healthcare, higher education, and the California state budget.



Attendee Demographics



Why invest in Latinas and HOPE

Latinxs are estimated to possess \$1.7 trillion in purchasing power, and account for nearly half of the population growth in the U.S. (Nielsen). One in 5 people in California are Latina and 50% of all children in K-12 are Latinx in California (HOPE's ESLR 2017).

Media/Social Media

- The Latina Action Day Conference garners over 500,000 media impressions.
- There are currently over 60,000 impressions of sponsor logos among HOPE's database.
- HOPE's social media presence extends to over 17,000 fans and followers and our website receives over 240,000 page views per year.



CONFERENCE SCHEDULE & DETAILS*

10:00 AM
REGISTRATION

10:30 - 11:30 AM
ADVOCACY 101:
INTRODUCTION TO POLICY

11:30 AM - 1:00 PM
WELCOME TO SACRAMENTO
LUNCHEON

1:00 – 2:30 PM
GENERAL SESSION PART I

1:00 – 3:30 PM
YOUTH TOWN HALL
(YOUTH ONLY)

2:30 – 3:30 PM
GENERAL SESSION PART II

3:30 – 4:00 PM
PREPARING FOR
CAPITOL VISITS
(TRAINING AND BRIEFING)

4:00 – 5:00 PM
CAPITOL VISITS
ENGAGE AND EDUCATE 120
LEGISLATIVE OFFICES

6:00 – 8:00 PM
CELEBRATING LATINA
LEADERSHIP RECEPTION

* Subject to change without notice.

Programming

GENERAL SESSION

A truly unique conference, HOPE's Latina Action Day offers participants the opportunity to actively advocate on behalf of Latinas and their communities on the issues that impact their lives. Latina Action Day is an integral tool in support of HOPE's mission to ensure political and economic parity for Latinas. The opportunity to meet with California's elected officials has given participants the confidence to discuss important issues.

While the specific topics of discussion at Latina Action Day will vary from year to year, the message is always the same. As Latina leaders, it is important that we answer the "Call to Action."

YOUTH SESSION

The Latina Action Day youth session provides a platform where the youngest up and coming Latina leaders have an opportunity to discuss varying topics and advocate for change on issues that are the most important to them, such as healthy living, access to healthcare, teen pregnancy, education, civic engagement and more. Led by participants of the HOPE Youth Leadership Program, they engage in a Youth Town Hall and have an opportunity to meet with, educate, and provide recommendations that will bring about measurable change to both Senate and Assembly members representing their communities.



SPONSORSHIP OPPORTUNITIES

25TH ANNUAL LATINA ACTION DAY

MAY 22, 2019

\$25,000 – CO-TITLE SPONSORSHIP / MEDIA SPONSORSHIP

- Recognition as a Co-Title Sponsor with company name or logo prominently displayed at the Celebrating Latina Leadership Reception, custom made conference banner, on all printed materials, press releases, official signage, commemorative program, and event app.
 - Speaking opportunity at Celebrating Latina Leadership Reception.
 - Prominent placement on social networks such as Facebook and Twitter.
 - Photo opportunity with elected officials.
 - 10 VIP conference registrations which include the Luncheon and the Celebrating Latina Leadership Reception.
 - Corporate logo on the HOPE website home page and conference event page with link to company website.
 - Corporate logo on 5 HOPE e-newsletters highlighting the Latina Action Day conference.
 - 10 tickets to HOPE's Anniversary Awards Dinner Event in Los Angeles.
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\$20,000 – EXECUTIVE CLUB SPONSOR

- Recognition as an Executive Club sponsor with company name or logo prominently displayed at the Celebrating Latina Leadership Reception, custom made conference banner, on all printed materials, press releases, official signage, commemorative program, and event app.
 - Prominent placement on social networks such as Facebook and Twitter.
 - Co-host of a Special Session (pending availability).
 - Photo opportunity with elected officials.
 - 10 VIP conference registrations which include the Luncheon and the Celebrating Latina Leadership Reception.
 - Corporate logo on HOPE website conference event page with link to company website.
 - Corporate logo on 3 HOPE e-newsletters highlighting the Latina Action Day conference.
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\$7,500 – LEGISLATIVE CLUB SPONSOR

- Recognition as a Legislative Club Sponsor with company name or logo prominently displayed on custom made conference banner, on all printed materials, press releases, official signage, and commemorative program.
- Recognition during key program events.
- Photo opportunities with elected officials.
- 10 Preferred conference registrations which include the Luncheon and the Celebrating Latina Leadership Reception.
- Corporate logo on HOPE website conference event page with link to company website.
- Corporate logo on 2 HOPE e-newsletters highlighting the Latina Action Day conference.

SPONSORSHIP OPPORTUNITIES

25TH ANNUAL LATINA ACTION DAY

MAY 22, 2019

\$5,000 - SENATE CLUB SPONSOR

- Recognition as a Senate Club Sponsor with company name or logo displayed on custom made conference banner, on all printed materials, official signage, and commemorative program.
 - Recognition during key program events.
 - 10 Preferred conference registrations which include the Luncheon and the Celebrating Latina Leadership Reception.
 - Corporate logo on HOPE website conference event page.
 - Corporate logo on 1 HOPE e-newsletter highlighting the Latina Action Day conference.
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\$3,000 – ASSEMBLY CLUB SPONSOR

- Recognition as an Assembly Club Sponsor with company name or logo displayed on custom made conference banner, on all printed materials, official signage, and commemorative program.
- 10 Reserved conference registrations which include the Luncheon and the Celebrating Latina Leadership Reception.
- Corporate logo on HOPE website conference event page.

Key Sponsor Deadlines

*For inclusion on second electronic correspondence,
please respond by March 25, 2019*

*For inclusion in program book, signage and all other
marketing materials, please respond by April 22, 2019*

**For more information please contact Helen Torres at
(213) 622-0606 or htorres@latinas.org.**



Sponsorship Confirmation.

For more information please contact Helen Torres at (213) 622-0606 or htorres@latinas.org.

COMPANY INFORMATION

Company/Organization Name

Name

Title

Address

City

State

ZIP

Email

Mobile No.

Make checks payable to "HOPE"

634 S. Spring St., Suite 920

Los Angeles, CA 90014

PLEASE INCLUDE US AS A SPONSOR
OF THE 25th ANNUAL LATINA
ACTION DAY CONFERENCE IN THE
FOLLOWING CATEGORY:

- ☐ \$25,000 CO-TITLE/MEDIA SPONSOR
- ☐ \$20,000 EXECUTIVE CLUB SPONSOR
- ☐ \$7,500 LEGISLATIVE CLUB SPONSOR
- ☐ \$5,000 SENATE CLUB SPONSOR
- ☐ \$3,000 ASSEMBLY CLUB SPONSOR

☐ \$ TOTAL ENCLOSED

☐ PLEASE INVOICE ME

Signature

MEDIA RECOGNITION

As a Co-Title, or Executive Sponsor you are guaranteed social media visibility.

To ensure proper media recognition please provide the following information:

SOCIAL MEDIA

- Provide company webpage, social media handles, and relevant hashtags
- Like, Friend and Follow HOPE on social media:
<https://www.facebook.com/hopelatinas>
<https://twitter.com/hopelatinas>
<https://instagram.com/hopelatinas>

LOGO SPECIFICATIONS

- EPS and PNG file preferred
- High resolution (300dpi)
- Acceptable formats: JPG, JPEG

Email logos and social media handles to:
Pricila Novoa, pnovoa@latinas.org

WWW.LATINAS.ORG

HOPE is a 501 (C)(3) nonprofit, nonpartisan organizations, federal tax ID #95-4718409





HISPANAS ORGANIZED FOR POLITICAL EQUALITY

MISSION

HOPE® is a nonprofit, nonpartisan organization committed to ensuring political and economic parity for Latinas through leadership, advocacy, and education to the benefit of all communities and the status of women.

OUR WORK

Leadership

HOPE Leadership Institute® (HLI)

The HLI is the first and only statewide leadership program specifically designed for Latinas in California. The goal of the Institute is to train Latinas in vital leadership and advocacy skills, enabling them to create fundamental change within their local neighborhoods and across California. Over 520 Latina professionals have completed the HLI.

HOPE Binational Public Service Fellowship

The HOPE Binational Fellowship, launched in the summer of 2018, is an executive leadership program for outstanding Latina professionals who, through increased competence in national and global economic and security issues, are in a position to make urgent and long-lasting improvements in the lives of Latinas in the United States and all communities.

HOPE Youth Leadership Program® (HYLP)

The HYLP is a statewide development program designed to prepare low-income, high school-age Latinas for a self-sufficient future that will allow for economic and political parity through a college education. The objectives of the HYLP include college preparation, financial empowerment, enhanced civic participation, and the promotion of healthy living. HYLP participants have a 98% High School graduation rate and 92% enroll in college.

HOPE College Leadership Program (HCLP)

Piloted in 2016, the HCLP is designed to engage Latina college students and recent grads (age 18-24) to support them in developing their leadership, advocacy and professional skills through training and access to a professional network. The goal of HCLP is to ensure college completion and successful workforce integration.

Advocacy

"HOPE has proven to be a critical element of the civil rights coalitions that have formed to protect California and other states from the harms of proposals, such as Propositions 187 and 209, which target the Latino community. The broad and powerful HOPE network remains a strong protection against those who would demonize our community."

Thomas A. Saenz
President and General Counsel, MALDEF

Latina Action Day® (Sacramento)

Mobilizes Latina leaders statewide to voice their concerns on issues impacting Latinas and their communities through a full day policy conference and capitol visits.

Latina Empowerment Days (Statewide)

Through an annual series of workshops throughout California, Latina Empowerment Days aim to identify, train, and mentor a powerful network of Latinas about important issues affecting them, their families, and communities. Empowerment Days equip Latinas to advocate for themselves on issues such as economic parity, civic engagement and access to affordable healthcare.

Education

"As California grows increasingly diverse, HOPE is providing a critical voice to Latinas to develop their talents and help build a better future for our state. HOPE's data and research on the status of Latinas in the areas of education, health care, the economy and civic participation help decision makers assess progress and develop innovative solutions for California's many challenges."

Mark Baldassare
President and CEO, Public Policy Institute of California

Latina History Day™ (Los Angeles)

Annual conference established to celebrate Latina history and provide a forum for important issues such as health, education and economic empowerment.

State of Latinas Reports

- 2019 Too Big to Ignore: Latina Microbusiness Owners
- 2017 Economic Status of Latinas Report (ESLR)
- 2013 Economic Status of Latinas Report (ESLR)
- 2009 Missing: Latinas in Executive Leadership
- Positions in California Corporations
- 2009 Public Opinion Study of California Latina
- Electorate: Study of high propensity Latina voters and their use of new media
- 2008 The Presidential Election and the Latina Vote
- 2005 Fostering the Growth of Latina Leadership
- 2004 Celebrating 15 Years of Leadership, Advocacy, and Education
- 2003 State of Latinas in California

Awards

2018 HIPGiver Gender Equity Award | Hispanics in Philanthropy
2017 Champion in Education Award | The Los Angeles Latino Chamber of Commerce
2015 Community Partnership Award | Southern California Edison

2014 Latino Spirit Award, Achievement in Community Empowerment
California Latino Legislative Caucus

2014 Medallion Award | National Association of Secretaries of State
2013 Small Business Advocate of the Year | California Hispanic Chamber
2013 Advocate of the Year | Latina Style Magazine

HOPE Board of Directors

Officers

Board Chair: Rosie Arroyo, California Community Foundation

CEO: Helen Iris Torres

1st Vice Chair: Yammilette G. Rodriguez, Youth Leadership Institute

2nd Vice Chair: Lupita Sanchez Cornejo, AT&T

Treasurer: Elizabeth Atlee, CBRE Legal

Secretary: Vanessa Cajina, KP Public Affairs

Members

Laura Arciniega, The Raben Group

Erica Cabrera, PG&E

Nora Dominguez, Ed.D. University of La Verne

Lennies Gutierrez, Comcast

Nicolina Hernandez, Sempra Energy

Evelin Martinez, Bank of America

HOPE Founding Members

Founding President: Maria Contreras-Sweet, Former Administrator for the U.S. Small Business Administration

Gilda Bojorquez-Gjurich, Critical Connections

Carmela Locayo, National Association for the Hispanic Elderly

Minnie Lopez-Baffo, SoCalGas (Retired)

Olga E. Moreno, Bona Fide International

Maria Salinas, President, Los Angeles Chamber of Commerce