



THE 26TH ANNUAL **LATINA ACTION DAY**

MONDAY | APRIL 20, 2020

SHERATON GRAND SACRAMENTO HOTEL
1230 J ST, SACRAMENTO, CA 95814

PRESENTED BY



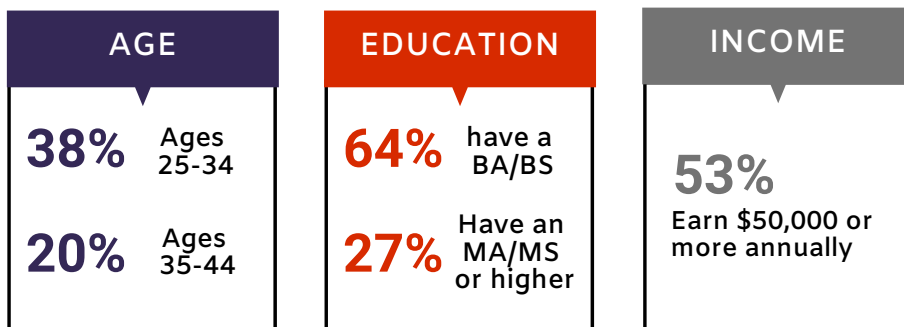
2020 SPONSORSHIP OPPORTUNITIES

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*

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

26TH ANNUAL LATINA ACTION DAY | APRIL 20, 2020

\$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

26TH ANNUAL LATINA ACTION DAY | APRIL 20, 2020

\$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.

\$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 first electronic correspondence, please respond by February 3, 2020.

For inclusion in program book, signage and all other marketing materials, please respond by March 20, 2020.

For more information please contact:

Helen Torres

(213) 448-8250

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 26th 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

To ensure proper media and collateral 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:
facebook.com/hopelatinas
twitter.com/hopelatinas
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 at pnovoa@latinas.org



WWW.LATINAS.ORG

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