



RESOLVED.RESILIENT.RECHARGED. **LATINA HISTORY DAY 2020**

29TH ANNUAL CONFERENCE
MARCH 13, 2020

CO-TITLE SPONSORS



ESTÉE
LAUDER
COMPANIES

Millennium Biltmore Hotel • 506 S. Grand Ave. • Los Angeles, CA 90071

EVENTS-LATINAS.ORG/LHD2020

SPONSORSHIP OPPORTUNITIES

Latina History Day

(LHD) brings together approximately 1,000 women to recognize the historic and current achievements of Latinas, while embracing the Latina culture. Attendees participate in forums on career advancement, current community issues, and financial empowerment. HOPE has been instrumental in securing local, county, state, and congressional officials to declare the second Friday in March (during Women's History Month) Latina History Day.

Why you should sponsor

The Latina History Day Conference provides sponsors with countless opportunities from seeking professional development trainings for their rising talent, searching for top notch employees, building or reinforcing their brand among Latina professionals, and supporting the next generation of Latina leaders through our youth and college sessions.

The thousands of participants who have attended the Latina History Day Conference leave with a uniquely educational and rewarding experience. Attendees hear from industry leaders at the breakfast and lunch keynotes and engage in break out workshops covering issues such as career advancement, political climate and community issues. The conference ends with our famous "Comadre Network Exhibit Area" where small businesses and corporations highlight their newest products or promote employee opportunities to their target demographic—Latinas! This exclusive forum allows sponsors to connect face-to-face with Latina professionals as well as support HOPE's mission.

INCOME

40.5%

Earn \$50,000 -
\$99,999 annually

EDUCATION

40% have a
BA/BS

27% Have an
MA/MS
or higher

AGE

38% Ages
25-34

20% Ages
35-44

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 History Day Conference garners over 6 million media impressions.
- There are currently over 50,000 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.

Workshops

CONFERENCE AGENDA*

Registration

7:30 am — 2:00 pm

Breakfast Program

8:30 am — 9:45 am

Concurrent Workshops

9:45 am — 12:20 pm

Career Track

Community Track

Financial / Empowerment Track

Youth Leadership Series

(High School Students only)

Luncheon

12:30 pm — 2:30 pm

The luncheon is an uplifting celebration of our legacy of leadership, strength, courage, wisdom, & determination featuring inspirational keynote speakers.

Comadre Network & Exhibit Area

2:00 p.m. — 5:00 p.m.

The Comadre Network offers an afternoon of networking with California's most dynamic, inspiring, and successful Latinas. This is an excellent opportunity to advance your company with promotional items or materials. The Comadre Network also features an exhibit area of unique arts and crafts vendors, book signings, and vital information to empower conference participants.

**Schedule subject to change without notice.*

Career Track

The workshops in this track focus on the different aspects of a Latina's career. They cover topics such as small business improvement, Latinas in corporate America and balancing home and career life.

Community Track

Community track workshops address pressing issues affecting Latinx communities. Past workshops have covered how to effectively participate on boards and commissions, getting involved in local politics, and implementing local strategies for economic recovery from the Great Recession.

Financial / Empowerment Track

The financial workshops assist Latinas in gaining the tools to become financially empowered. Past workshops have covered financial planning and goal setting to not only lead a debt-free life but to be able to invest in oneself and one's community. Examples of topics covered are addressing the changes in the housing market and the incredible rise of Latina-owned businesses transforming communities.

Youth Leadership Track

The youth leadership track lays the foundation for high school-aged Latinas to lead a successful, self-sufficient life that will ultimately allow for economic and political parity through a college education. Workshops cover topics such as how to navigate college admission and student life, financial empowerment, the importance of civic participation and the promotion of healthy living.





Sponsorship Opportunities

\$30,000 CO-TITLE SPONSOR - SOLD OUT!

Industry Exclusive at this level

VISIBILITY BENEFITS

- Prominent logo recognition as a Co-Title sponsor at the Celebrating Latina Leadership Luncheon on custom made conference signage, all printed materials, step and repeat, and commemorative program book / event app.
- Latina profile (Celebrating Latina Talent) on HOPE event app.
- Ample visibility of logo, and hashtag OR handle on signage, promotional materials and on HOPE's social media outlets (Facebook, Twitter, Instagram) and website.
- Corporate logo visibility on the HOPE Facebook cover photo, HOPE website (home page and event page) and link to your website.
- Logo visibility on 6 conference e-blasts (starting December 2019).
- Highlighted in 1 HOPE e-blast.
- Mention in radio PSA's (dependent on media partner and confirmation of media partner).
- Photo opportunity with VIPs.

CONFERENCE BENEFITS (DAY OF)

- Speaking opportunity at the Celebrating Latina Leadership Luncheon.
- Workshop Sponsor (Designed by HOPE with sponsor input).
- Two (2) VIP tables: tables of 10.
- 20 conference registrations.
- VIP table placement in the Comadre Network Exhibit Area.
- Podium acknowledgment/recognition.

\$25,000 – PLATINUM SPONSOR

Industry Exclusive at this level - only 3 sponsorship slots made available

VISIBILITY BENEFITS

- Prominent logo recognition as a Platinum sponsor at the breakfast program and on custom made conference signage, all printed materials, and commemorative program book / event app.
- Latina profile (Celebrating Latina Talent) on HOPE event app.
- Corporate logo visibility on HOPE's Facebook, HOPE website (home page and event page) and link to your website
- Logo visibility on 4 conference e-blasts (starting December).
- Highlighted in 1 HOPE e-blast.
- Photo opportunity with VIPs.

CONFERENCE BENEFITS (DAY OF)

- Speaking opportunity during the breakfast.
- Workshop Sponsor (Designed by HOPE with sponsor input).
- Two (2) tables: 1 VIP seating, table of 10 and (1) Preferred Seating, table of 10 at the breakfast and the Celebrating Latina Leadership Luncheon.
- 20 conference registrations.
- VIP table placement in the Comadre Network Exhibit Area.
- Podium acknowledgment/recognition.



Sponsorship Opportunities

\$15,000 – DIAMOND SPONSOR

Six available

VISIBILITY BENEFITS

- Logo recognition as a Diamond sponsor on custom made conference signage, all printed materials, and commemorative program / event app.
- Corporate logo visibility on HOPE's Facebook, HOPE website (home page and event page) and link to your website.
- Logo visibility on 3 conference e-blasts (starting December).

CONFERENCE BENEFITS (DAY OF)

- Workshop Sponsor (Designed by HOPE with sponsor input) / or other type of speaking opportunity at the Comadre Network but not during the breakfast or lunch.
- 1 VIP seating, table of 10 at breakfast and the Celebrating Latina Leadership Luncheon.
- 10 conference registrations.
- VIP table placement in the Comadre Network Exhibit Area.
- Podium acknowledgment/recognition.

\$7,500 – EMERALD SPONSOR

VISIBILITY BENEFITS

- Logo recognition as an Emerald Sponsor on custom made conference signage, all printed materials, and commemorative program / event app.
- Logo visibility on 3 conference e-blasts (starting December).

CONFERENCE BENEFITS (DAY OF)

- 1 Preferred seating, table of 10 at breakfast and the Celebrating Latina Leadership Luncheon.
- 10 conference registrations.
- Preferred table placement in the Comadre Network Exhibit Area.

\$5,000 - SAPPHIRE SPONSOR

VISIBILITY BENEFITS

- Logo recognition as a Sapphire Sponsor on custom made conference signage, all printed materials, and commemorative program / event app.
- Logo visibility on 2 conference e-blasts (starting December).

CONFERENCE BENEFITS (DAY OF)

- 1 Preferred seating, table of 10 at breakfast and the Celebrating Latina Leadership Luncheon.
- 10 conference registrations.
- Preferred table placement in the Comadre Network Exhibit Area.

2,500 - RUBY SPONSOR

- Logo recognition as Ruby sponsor on all printed materials, official signage, and commemorative program / event app.
- Reserved seating at breakfast and Celebrating Latina Leadership Luncheon.
- 2 tickets for special VIP session (sponsors exclusive).
- 5 conference registrations.
- Table in the Comadre Network Exhibit Area.

\$1,500 - PEARL SPONSOR

- 2 conference registrations.
- Table in the Comadre Network Exhibit Area.
- Name recognition in the program book / event app.

Sponsorship Confirmation.

*For inclusion in electronic invitation communications, please respond by
December 10, 2019.*

*For inclusion in program book, signage and all other marketing materials,
please respond by February 14, 2020.*

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 29th ANNUAL LATINA
HISTORY DAY CONFERENCE IN THE
FOLLOWING CATEGORY:**

- ☐ \$30,000 CO-TITLE SPONSOR - SOLD OUT
- ☐ \$25,000 PLATINUM SPONSOR
- ☐ \$15,000 DIAMOND SPONSOR
- ☐ \$7,500 EMERALD SPONSOR
- ☐ \$5,000 SAPPHIRE SPONSOR
- ☐ \$2,500 RUBY SPONSOR
- ☐ \$1,500 PEARL SPONSOR

☐ \$ TOTAL ENCLOSED

☐ PLEASE INVOICE ME

Signature

MEDIA RECOGNITION

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:
facebook.com/hopelatinas
twitter.com/hopelatinas
instagram.com/hopelatinas

LOGO SPECIFICATIONS

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

WWW.LATINAS.ORG



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