



HISPANAS ORGANIZED *for* POLITICAL EQUALITY
presents

31st ANNIVERSARY AWARDS CELEBRATION

DECEMBER 3, 2020

A VIRTUAL GALA IN CELEBRATION
OF LATINA LEADERSHIP

SPONSORSHIP OPPORTUNITIES



31st Anniversary Awards Celebration

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THURSDAY, DECEMBER 3, 2020

About HOPE's Anniversary Awards Celebration

HOPE's Anniversary Awards Celebration is a gathering of HOPE's supporters and community partners. This year marks the organization's 31st year of working towards our mission of ensuring the economic and political parity of Latinas, and our first ever virtual Awards Celebration. During Program, HOPE will present the Ray of HOPE and Spirit of HOPE Awards to distinguished Latinas who exemplify outstanding leadership and community service. The celebration will gather an anticipated 500 attendees for an exciting virtual community event.

Why sponsor? Demonstrate your support of Latina Leadership during a difficult time in our nation.

Because of the impact COVID-19 has had on HOPE's operations, driving our events and leadership programming online for the remainder of 2020 and into 2021, the Anniversary Awards Celebration will be vital to raising essential funding for HOPE's work this year. HOPE has quickly adapted to meet the needs of the present moment by playing a crucial role in uplifting and nurturing Latina leadership everywhere. Your support will help sustain HOPE's mission by ensuring we continue our leadership programs for Latina high school and college students, as well as professional community leaders. Help us continue to build the next generation of strong and civically-minded leaders.

Audience & Reach

The Anniversary Awards Celebration is an exclusive forum that will allow sponsors to connect with HOPE's network of partners as well as support HOPE's mission to advance Latina leadership.

✦ Media/Social Media Impact

- The HOPE Anniversary Awards dinner garners over **1 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 24,000 followers** and our website receives over **250,000 page views** per year.

✦ Audience

INCOME	EDUCATION	AGE
40.5% Earn \$50,000 - \$99,999 annually	40% have a BA/BS	38% 25-34
	27% have an MA/MS or higher	20% 35-44

Why invest in Latinas and HOPE

Latinos 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 52% of K-12 students enrolled in all California schools were Latino. Latinas also represent the largest young population in California, holding the key to the future of our state (HOPE's Economic Status of Latinas Report 2020).



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SPONSORSHIP OPPORTUNITIES

UNDERWRITER OF HOPE'S 31st ANNIVERSARY DINNER - \$30,000

Only 1 sponsorship opportunity remaining at this level, industry exclusive.

- Prime recognition as UNDERWRITER sponsor with company name and/or logo on all digital promotional materials and press releases.
- Logo displayed on Remo (virtual event platform) stage and floorplan during the entirety of the virtual event.
- YouTube Live Main Program intro screen logo recognition.
- Logo placement on special save the date e-vite.
- Premium logo placement on speaker and honoree virtual background "step-and-repeat."
- 2+ months of corporate logo visibility on the HOPE Facebook cover photo, HOPE website (home page and event page) and link to company website.
- Prominent logo in 5 HOPE e-mail blast to the HOPE database.
- Company executive featured as 31st Anniversary Awards Honorary Committee Chair.
- Speaking opportunity during virtual program.
- Main program acknowledgement/recognition.
- VIP virtual greenroom access with honorees.
- Customized acknowledgement and Community Statement on HOPE's social media (designed and approved by HOPE).
- 16 VIP virtual access passes with special HOPE gift.

TITANIUM SPONSOR - \$20,000

- Recognition as a TITANIUM sponsor with company name and/or logo on all digital promotional materials.
- Logo displayed on Remo (virtual event platform) stage and floorplan during the entirety of the virtual event.
- YouTube Live Main Program intro screen logo recognition.
- 2+ months of corporate logo visibility on the HOPE event website.
- Logo placement on special save the date e-vite.
- Logo placement in 4 HOPE e-mail blast to the HOPE database.
- Company Executive featured as 31st Anniversary Awards Honorary Committee Co-chair.
- Customized acknowledgement on social media (designed and approved by HOPE).
- Main program acknowledgement/recognition.
- 16 VIP virtual access passes with special HOPE gift.

GOLD SPONSOR - \$15,000

- Recognition as a GOLD Sponsor with company name and/or logo on on all digital promotional materials.
- Logo displayed on Remo (virtual event platform) stage and floorplan during the entirety of the virtual event.
- YouTube Live Main Program intro screen logo recognition.
- Logo Placement on special save the date e-vite.
- 2+ months of corporate logo visibility on the HOPE event website.
- Logo placement in 3 HOPE e-mail blast to the HOPE database.
- Company Executive featured as a 31st Anniversary Awards Honorary Committee Member.
- Gold Sponsor tier acknowledgement on HOPE social media.
- Main program acknowledgement/recognition.
- 8 VIP virtual access passes with special HOPE gift.



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SPONSORSHIP OPPORTUNITIES

SILVER SPONSOR - \$10,000

- Recognition as a SILVER Sponsor with company name and/or logo on all digital promotional materials.
 - Logo displayed on Remo (virtual event platform) floorplan during the entirety of the virtual event.
 - YouTube Live Main Program intro screen logo recognition.
 - Logo Placement on special save the date e-vite.
 - 2+ months of corporate logo visibility on the HOPE website (event page).
 - Logo placement in 2 HOPE e-mail blasts to the HOPE database.
 - Silver Sponsor tier acknowledgement on HOPE social media.
 - Main program acknowledgement/recognition.
 - 8 VIP virtual access passes with special HOPE gift.
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BRONZE SPONSOR - \$7,500

- Recognition as a Bronze Sponsor with company name and/or logo on all digital promotional materials.
 - Logo Placement on special save the date e-vite.
 - 2+ months of corporate logo visibility on the HOPE website (event page).
 - Logo placement in 1 HOPE e-mail blast to the HOPE database.
 - Bronze Sponsor tier acknowledgement on HOPE social media.
 - Main program acknowledgement/recognition.
 - 8 VIP virtual access passes.
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CRYSTAL SPONSOR - \$5,000

- Recognition as a Crystal Sponsor with company name and/or logo on the HOPE website (event page) for up to 2+ months.
 - Crystal Sponsor tier acknowledgement on HOPE social media.
 - Logo placement in 1 HOPE e-mail blast to the HOPE database.
 - 8 standard virtual access passes.
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CONGRATULATORY ELECTRONIC AD - \$3,500

- Congratulatory Electronic ad with logo and message, designed by HOPE. Displayed on HOPE event website.
 - 4 standard virtual access passes.
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RESERVED "TABLE" OF EIGHT- \$1,500

- 8 standard virtual access passes.

Sponsorship Confirmation

- For inclusion in electronic save the date, please respond by October 19, 2020.
- For inclusion in formal electronic invitation and other online marketing materials, please respond by October 26, 2020.
- For inclusion in a minimum of one email promotion and day-of graphics, please respond by November 20, 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
HOPE'S 31st ANNUAL ANNIVERSARY
AWARDS CELEBRATION IN THE
FOLLOWING CATEGORY:

- ☐ \$30,000 UNDERWRITER SPONSOR
One opportunity remaining at this level
- ☐ \$20,000 TITANIUM SPONSOR
- ☐ \$15,000 GOLD SPONSOR
- ☐ \$10,000 SILVER SPONSOR
- ☐ \$7,500 BRONZE SPONSOR
- ☐ \$5,000 CRYSTAL SPONSOR
- ☐ \$3,500 CONGRATULATORY ELECTRONIC AD
- ☐ \$1,500 RESERVED "TABLE" OF 8

☐ \$ 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 & follow @HOPELatinas on social media:

 facebook.com/hopelatinas

 twitter.com/hopelatinas

 instagram.com/hopelatinas

LOGO SPECIFICATIONS

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



www.Latinas.org

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