

LATINA HISTORY DAY

The Resilience of HOPE

30th ANNUAL CONFERENCE | MARCH 10-13, 2021

———— A 4 DAY VIRTUAL EVENT ————



**Virtual Sponsorship
Opportunities**

Latina History Day Background



Latina History Day (LHD) brings together approximately 1,000 women to recognize the historic and current achievements of Latinas, while embracing Latina culture. Attendees participate in forums on career advancement, current community issues, and financial empowerment. HOPE has been instrumental in securing California's local, county, state, and congressional officials to declare the second Friday in March (during Women's History Month) Latina History Day. In 2021, LHD is going virtual and with it comes the potential to reach a wider audience than ever before! The virtual event will bring all of the excitement and opportunities for face-to-face connection that our beloved in-person gathering provides via stellar keynotes, concurrent workshops, virtual networking rooms and our treasured Comadre Network expo. **We will achieve this high-quality event through Hopin, an innovative virtual conference platform.**

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, to supporting the next generation of Latina leaders through our youth programming.

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

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 during the keynote sessions and engage in break-out workshops covering issues such as career advancement, economic empowerment and community issues. The conference ends with our beloved "Comadre Network" where small businesses and companies 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.

Why invest in Latinas and HOPE

Latinxs are estimated to possess \$1.74 trillion in purchasing power, and account for nearly half of the population growth in the U.S. (Nielsen). Latinas account for 9% of the total U.S. population at 29.6 million. In California one in five people are Latina and 50% of all children in K-12 are Latinx in California (HOPE's 2021 Economic Status of Latinas Report).

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 26,800 followers and our website receives over 240,000 page views per year.

Learn more about this year's event at www.events-latinas.org/lhd2021.

CONFERENCE AGENDA*

March 10-12

9-11:30 am PST Daily

March 13 - Youth Day

9:30-12:30 am PST

9-10 am

Welcome • Sponsor Remarks •
Keynote

10-11 am

Concurrent Workshops •
2 Options Daily

11-11:30 am

Comadre Network Expo &
Networking

The Comadre Network offers an afternoon of networking with California's most dynamic, inspiring, and successful Latinas.

The Comadre Network will feature virtual Latina vendor booths showcasing arts, crafts, and services. Corporate sponsors also receive booth space. This is an excellent opportunity to advance your company with promotional items or materials. The virtual booths are customizable and allow for face-to-face interactions with conference attendees.

The Conference

Day 1 | Wednesday, March 10 Inspire Through Art & Culture

We're tapping leading Latina creatives for some seriously uplifting and inspiring performances and workshops. This day is all about setting intentions, gaining new perspectives, and re-charging our batteries.

DAY 2 | Thursday, March 11 Build Wealth

Whether it's building your personal wealth through investment and entrepreneurship, or building up the capacity of our communities and organizations, let's talk money! Groundbreaking Latina entrepreneurs and financial experts will join us to dive into all things wealth and financial resilience.

DAY 3 | Friday, March 12 Empower Your Career & Community

For us community is everything, and our careers are a big part of how we uplift and empower others! The culmination of Latina History Day will focus on how career and community intersect, with a special emphasis on education and inclusive leadership development. We'll hear from Latina powerhouses on how they get it all done while remaining true to self and community.

March 13 | Youth Leadership Day (Ages 15-21 only)

Our Youth Day is all about empowerment and cultural celebration for Latina teens and young adults ages 15-21. This free day of the conference will feature keynote speeches on culture and identity and workshops that build foundational skills like financial literacy, mental health, and career exploration.

Keynotes Speakers



Day 1

DENICE FROHMAN

Poet • Performer • Educator



Day 2

BEATRIZ ACEVEDO

Cultural Strategist •
Entrepreneur • Thought
Leader



Day 3

ALICIA MENENDEZ

Journalist • Multimedia
Storyteller



Day 4

ARIANNA DAVIS

Digital Director for O, The
Oprah Magazine • Author

*Schedule subject to change without notice.



\$30,000 CO-TITLE SPONSOR *Industry Exclusive - 2 sponsorship slots made available.*

VISIBILITY BENEFITS

- Prime recognition as Co-Title Sponsor with hyperlinked sponsor logo displayed prominently on HOPE's website (home page and event page).
- Recognition as Co-Title Sponsor with hyperlinked sponsor logo displayed prominently on the [Hopin virtual event platform](#) Registration landing page (open to public) and on virtual Reception page (specific to registrants).
- Logo placement on HOPE Facebook and Twitter cover photos and on primary promotional graphics for the event shared on HOPE social media channels (Facebook, Twitter, Instagram, LinkedIn).
- Customized shareable acknowledgement on social media (designed and approved by HOPE).
- Sponsor logo displayed prominently on 6 conference mass emails to HOPE's 10,000 person database (Starting January 2021).
- Recognition as Co-Title Sponsor in event media release and mention in radio PSA (dependent on media partner and confirmation of Media partner).

CONFERENCE BENEFITS (DAY OF)

- Speaking opportunity during main program of Day 1 (March 10, 2021).
- Virtual Workshop Sponsor (Designed by HOPE with sponsor input). Hyperlinked sponsor logo displayed prominently on Hopin breakout Session landing page and on session banner.
- Co-Title Sponsor logo displayed prominently on screen banner overlay during main-stage program.
- Dedicated Comadre Network Expo booth with options to feature pre-recorded video or live video, customizable call to action buttons, and dedicated chatrooms. Large, customizable Sponsor branded booth banner prominently displayed on Hopin reception page.
- Sponsor acknowledgment/recognition during main program.
- 20 virtual conference adult registrations (March 10-12) and 5 youth registrations (March 13).

\$25,000 – PLATINUM SPONSOR *Industry Exclusive - 3 sponsorship slots made available*

VISIBILITY BENEFITS

- Recognition as Platinum Sponsor with hyperlinked sponsor logo displayed prominently on HOPE's website (event page).
- Recognition as Platinum Sponsor with hyperlinked sponsor logo displayed prominently on the [Hopin virtual event platform](#) Registration landing page (open to public) and on virtual Reception page (specific to registrants).
- Customized shareable acknowledgement on social media (designed and approved by HOPE) published to HOPE social media channels (Facebook, Twitter, Instagram, LinkedIn).
- Sponsor logo displayed prominently on 5 conference mass emails to HOPE's 10,000 person database (Starting January 2021).
- Recognition as Platinum Sponsor in event media release.

CONFERENCE BENEFITS (DAY OF)

- Speaking opportunity during main program of Day 2 (March 11, 2021).
- Virtual Workshop Sponsor (Designed by HOPE with sponsor input). Hyperlinked sponsor logo displayed prominently on Hopin breakout Session landing page and on session banner.
- Dedicated Comadre Network Expo booth with options to feature pre-recorded video or live video, customizable call to action buttons, and dedicated chatrooms. Large, customizable Sponsor branded booth banner prominently displayed on Hopin reception page.
- Sponsor acknowledgment/recognition during main program.
- 20 virtual conference adult registrations (March 10-12) and 5 youth registrations (March 13).

\$15,000 – DIAMOND SPONSOR

VISIBILITY BENEFITS

- Recognition as Diamond Sponsor with hyperlinked sponsor logo displayed prominently on HOPE's website (event page).
- Recognition as Diamond Sponsor with hyperlinked sponsor logo displayed prominently on the [Hopin virtual event platform](#) Registration landing page (open to public) and on virtual Reception page (specific to registrants).
- Diamond Sponsor tier acknowledgement on HOPE social media channels (Facebook, Twitter, Instagram, LinkedIn) with shareable customized graphic.
- Sponsor logo displayed prominently on 3 conference mass emails to HOPE's 10,000 person database (Starting January 2021).

CONFERENCE BENEFITS (DAY OF)

- Virtual Workshop Sponsor (Designed by HOPE with sponsor input). Hyperlinked sponsor logo displayed prominently on Hopin breakout Session landing page and on session banner.
- Dedicated Comadre Network Expo booth with options to feature pre-recorded video or live video, customizable call to action buttons, and dedicated chatrooms. Medium, customizable Sponsor branded booth banner prominently displayed on Hopin reception page.
- Sponsor acknowledgment/recognition during main program.
- 15 virtual conference adult registrations (March 10-12) and 5 youth registrations (March 13).

Sponsorship Levels Continued on next page.



\$7,500 – EMERALD SPONSOR

VISIBILITY BENEFITS

- Recognition as Emerald Sponsor with hyperlinked sponsor logo displayed on HOPE's website (event page).
- Recognition as Emerald Sponsor with hyperlinked sponsor logo displayed on the Hopin virtual event platform Registration landing page (open to public) and on virtual Reception page (specific to registrants).
- Emerald Sponsor tier acknowledgement on HOPE social media channels (Facebook, Twitter, Instagram, LinkedIn) with shareable customized graphic.
- Sponsor logo displayed on 3 conference mass emails to HOPE's 10,000 person database (Starting January 2021).

CONFERENCE BENEFITS (DAY OF)

- Dedicated Comadre Network Expo booth with options to feature pre-recorded video or live video, customizable call to action buttons, and dedicated chatrooms. Medium, customizable Sponsor branded booth banner prominently displayed on Hopin reception page.
- 10 virtual conference adult registrations (March 10-12) and 5 youth registrations (March 13).

\$5,000 - SAPPHIRE SPONSOR

VISIBILITY BENEFITS

- Recognition as Sapphire Sponsor with hyperlinked sponsor logo displayed on HOPE's website (event page).
- Recognition as Sapphire Sponsor with sponsor logo displayed on the Hopin virtual event platform.
- Sponsor logo displayed on 2 conference mass emails to HOPE's 10,000 person database (Starting February 2021).
- Sapphire Sponsor tier acknowledgement on HOPE social media channels (Facebook, Twitter, Instagram, LinkedIn) with shareable customized graphic.
- Sponsor logo displayed on 1 conference mass email to HOPE's 10,000 person database (Starting January 2021).

CONFERENCE BENEFITS (DAY OF)

- Dedicated Comadre Network Expo booth with options to feature pre-recorded video or live video, customizable call to action buttons, and dedicated chatrooms. Medium, customizable Sponsor branded booth banner prominently displayed on Hopin reception page.
- 10 virtual conference adult registrations (March 10-12) and 5 youth registrations (March 13).

\$2,500 - RUBY SPONSOR

- Recognition as Ruby Sponsor with hyperlinked sponsor logo displayed on HOPE's website (event page).
- Sponsor logo displayed on 1 conference mass email to HOPE's 10,000 person database.
- Dedicated Comadre Network Expo booth with options to feature pre-recorded video or live video, customizable call to action buttons, and dedicated chatrooms. Small, customizable Sponsor branded booth banner prominently displayed on Hopin reception page.
- 5 virtual conference adult registrations (March 10-12) and 5 youth registrations (March 13).

\$1,500 - PEARL SPONSOR

- Recognition as Pearl Sponsor with hyperlinked company name displayed on HOPE's website (event page).
- Dedicated Comadre Network Expo booth with options to feature pre-recorded video or live video, customizable call to action buttons, and dedicated chatrooms. Small, customizable Sponsor branded booth banner prominently displayed on Hopin reception page.
- 5 virtual conference adult registrations (March 10-12) and 5 youth registrations (March 13).

Sponsorship Confirmation.

For inclusion in a minimum of 1 (one) electronic promotion/invitation, virtual platform logo placement and other marketing materials, please respond by February 26, 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 30th ANNUAL LATINA
HISTORY DAY CONFERENCE IN THE
FOLLOWING CATEGORY:**

- ☐ \$30,000 CO-TITLE SPONSOR
- ☐ \$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 submit the following information to
Maya Gomez-O'Cadiz at mocadiz@latinas.org:*

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
linkedin.com/company/hopelatinas

LOGO SPECIFICATIONS

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



WWW.LATINAS.ORG

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