



24TH ANNUAL  
**LATINA ACTION DAY**

MAY 23, 2018  
SHERATON GRAND SACRAMENTO





# 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 BENEFIT ALL COMMUNITIES AND THE STATUS OF WOMEN.

## VISION

LATINAS INSPIRING, EMPOWERING AND ENGAGING LEADERSHIP TO STRENGTHEN COMMUNITIES.

## OUR WORK

### LEADERSHIP

“Prior to HYLP I wasn’t someone who necessarily stood out as a leader. I knew that I wanted to attend college and make something of myself but I didn’t know how. Through the program I was able to see firsthand the success of other Latinas and that opened my eyes to realize that I could also accomplish that. I was given not only the guidance to move forward and make my dream of going to college possible, but also the motivation to work hard. Being exposed to so many different professional women and outlets has allowed me to take a chance and continue on my educational journey.”

Maria Lupita Riestra, HYLP’07, CSUSB ’12, currently pursuing a Masters in Social Work at USC.

**HOPE Leadership Institute® (HLI)**  
The HOPE Leadership Institute (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.

**HOPE Youth Leadership Program™ (HYLP)**  
The HOPE Youth Leadership Program (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.

### 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.

**HOPE. ACT** builds Latina access and influence through the power of online and offline networking. It aims to identify, train, and mentor a powerful network of Latinas about important issues affecting them, their families, and communities.

**HOPE. ACT. VOTE** galvanizes the HOPE network to action by providing information on key legislation, connecting them to their elected representatives and an online platform for policy discussion.

**HOPE. ACT. HEALTH** a Public Education Campaign ensuring that the Latino community is fully empowered to participate in the expansion of health care insurance programs provided by the Patient Protection and Affordable Care Act (ACA).

### 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, theeconomy 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**
- 2017 The Economic Status of Latinas (ESLR)
  - 2013 The Economic Status of Latinas (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

- 2017 Champion in Education Award, by Los Angeles Latino Chamber of Commerce
- 2015 Community Partnership Award, by Southern California Edison
- 2014 Latino Spirit Award Honoree, Achievement in Community Empowerment by 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

OUR AUDIENCE

23.8% between the ages of 18 - 24

**37.5 %** between the ages of **25-34**

**19.5%** between the ages **35-44**

19.2% ages of 45+

**100% WOULD RECOMMEND HOPE EVENTS TO A FRIEND!**

**40 %** HAVE EARNED A **BA/BS**

**27%** HAVE EARNED AN **MA/MS OR HIGHER**

**SOCIAL MEDIA AUDIENCE REACH**

**550,000 +**

**40.5%** EARN **\$50,000 - \$99,999 ANNUALLY**

**14%** EARN MORE THAN **\$100,000 ANNUALLY**

## WORKSHOPS

## General Session

A truly unique conference, HOPE's Latina Action Day offers participants the opportunity to actively advocate on behalf of not only other Latinas but on behalf of 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.



## CONFERENCE SCHEDULE & DETAILS\*

10:00 a.m.  
Registration

10:30 - 11:30 a.m.  
Advocacy 101: Introduction to  
policy

11:30 a.m. - 1:00 p.m.  
Welcome To Sacramento  
Lunch

1:00 p.m. - 2:30 p.m.  
General Session Part I

1:00 p.m. - 3:30 p.m.  
Youth Town Hall (for youth  
only)

2:30 p.m. - 3:30 p.m.  
General Session Part II

3:30 p.m. - 4:00 p.m.  
Preparing for Capitol Visits  
(Training and briefing)

4:00 p.m. - 5:00 p.m.  
Capitol Visits  
Engage and Educate 120  
Legislative Offices

6:00 p.m. - 8:00 p.m.  
- Celebrating Latina  
Leadership Reception

\*Subject to change without notice

## SPONSORSHIP OPPORTUNITIES

**\$20,000 – CO-TITLE SPONSORSHIP / MEDIA SPONSORSHIP  
(Industry exclusive)**

- Recognition as a 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, and commemorative program.
- 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

**\$15,000 – 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, and commemorative program.
- 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

**\$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

**\$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

**Logo Specifications**

Below are the criteria for logo files, any of the following will work:

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

**Social media Specifications**

As a Co-Title, or Executive Sponsor you are guaranteed social media visibility. To best promote your company/organization please provide the following information:

- Twitter and/or Instagram handle
- Any hashtags
- Facebook and/any hyperlinks

Remember when promoting on your own sites to use #HOPELAD18 #LATINACTIONDAY

- Like, Friend and Follow HOPE
- <https://www.facebook.com/hopelatinas>
- <https://twitter.com/hopelatinas>
- <https://instagram.com/hopelatinas>

SPONSORSHIP CONFIRMATION

For inclusion in Save the Date, please respond by February 5, 2018
For inclusion in postcard, please respond by January 22, 2018
For inclusion on second electronic correspondence, please respond by March 18, 2018
For inclusion in program book, signage and all other marketing materials, please respond by April 27, 2018

COMPANY/ORGANIZATION \_\_\_\_\_

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

EMAIL \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

PLEASE INCLUDE US AS A SPONSOR OF THE 24TH ANNUAL LATINA ACTION DAY CONFERENCE

- \$20,000 Co-Title/Media Sponsor
\$10,000 Executive Club Sponsor
\$7,500 Legislative Club Sponsor
\$5,000 Senate Club Sponsor
\$3,000 Assembly Club Sponsor

\$ \_\_\_\_\_ TOTAL ENCLOSED [ ] Please Invoice me

SIGNATURE \_\_\_\_\_

Please make checks payable to: HOPE
634 South Spring Street, Suite 920
Los Angeles, CA 90014