

HISPANAS ORGANIZED *for* POLITICAL EQUALITY



33<sup>RD</sup> ANNUAL  
LATINA HISTORY DAY

# SOAR

REACH NEW HEIGHTS

MARCH 8, 2024 | LOS ANGELES

JW Marriott Los Angeles L.A. LIVE | 900 W. Olympic Blvd. Los Angeles

## TITLE SPONSORS



# SPONSORSHIP OPPORTUNITITES



## About Latina History Day

**Latina History Day 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.

**Building on the 2023 theme of "Bloom: Come Into Your Own", the 2024 Latina History Day theme invites Latinas to take the next step in their journey - "Soar: Reach New Heights." This year's theme inspires participants to take flight to achieve their biggest dreams and pursue boundless opportunities.**

This year, the historic conference will be held at JW Marriott Los Angeles L.A. LIVE, an exciting and modern venue in the heart of Downtown Los Angeles.

## Why you should sponsor

**The Latina History Day Conference provides sponsors with countless opportunities including 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 - Los Angeles 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, financial empowerment and community issues. The conference ends with our beloved "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.

## Why invest in Latinas and HOPE

Latinos are estimated to possess nearly \$1.9 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, representing the present and future of our state and nation (HOPE's 2020 Economic Status of Latinas Report).

## Media Impact

- **The Latina History Day Conference - Los Angeles 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 41,600 followers with an annual average of 1.5 million impressions.**

## PARTICIPANT DEMOGRAPHICS

### 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

# CONFERENCE AGENDA\*

## REGISTRATION

7:30 am – 2:00 pm

## BREAKFAST PROGRAM

8:30 am – 9:45 am

## Concurrent Workshops

10:00 am – 12:20 pm

- Career Track
- Community Track
- Financial Track
- Empowerment Track
- Youth Track (High School 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

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 is subject to change. HOPE updates the format of the conference to ensure the participants' best experience.

# WORKSHOPS

## Career Track

With a focus on the different aspects of career growth and advancement this track covers topics such as small business improvement, Latinas in corporate America, and balancing personal and career life.

## Community Track

The Community track addresses current 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 and COVID-19 Pandemic.

## Financial Track

The Financial Track assist Latinas in gaining key tools to become financially empowered. Past workshops have covered financial planning and goal setting around debt reduction, investments, addressing changes in the housing market, and the incredible growth of Latina-owned businesses transforming communities.

## Empowerment Track

The empowerment track challenges attendees to reflect on how they show up in their personal, organizational and community roles and identify ways they can amplify their leadership in those spaces. Past topics include lessons on Latinas' growing community and leadership and Latinas leading in the Inclusion, Diversity and Equity space.

## 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.



# LATINA HISTORY DAY SPONSORSHIP OPPORTUNITIES

## **\$30,000 CO-TITLE SPONSOR (LIMIT OF 2 - 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 and/or event app.
- Logo placement on HOPE Facebook and Twitter cover photos, and on primary promotional graphics shared on HOPE social channels (Facebook, Twitter, Instagram, LinkedIn).
- Customized shareable acknowledgement on social media (designed and approved by HOPE).
- Logo placement on the HOPE event webpage with hyperlink to company website.
- Logo visibility on 6 conference e-blasts (starting December 2023).
- Mention in radio PSAs (dependent on media partner and confirmation of media partner).

### **CONFERENCE BENEFITS (DAY OF)**

- Speaking opportunity at the Celebrating Latina Leadership Luncheon.
- Workshop Sponsor (Designed by HOPE with sponsor input).
- Two (2) VIP tables at the Breakfast Program and the Celebrating Latina Leadership Luncheon.
- 20 conference registrations.
- VIP table placement in the Comadre Network Exhibit Area.
- Podium acknowledgment/recognition.
- Photo opportunity with VIPs.
- 2 tickets to special VIP Salon on Thursday, March 7th, non-transferable invitation.

---

## **\$25,000 – PLATINUM SPONSOR (1 AVAILABLE)**

Industry Exclusive at this level – only 3 sponsorship slots made available.

### **VISIBILITY BENEFITS**

- Prominent logo recognition as a Platinum sponsor on custom made conference signage, all printed materials, and commemorative program book and/or event app.
- Logo placement on the HOPE event webpage with hyperlink to company website.
- Customized shareable acknowledgement (designed and approved by HOPE) on HOPE social media channels (Facebook, Twitter, Instagram, LinkedIn).
- Logo visibility on 4 conference e-blasts (starting December 2023).

### **CONFERENCE BENEFITS (DAY OF)**

- Speaking opportunity during the breakfast program.
- Workshop Sponsor (Designed by HOPE with sponsor input).
- Two (2) tables: 1 VIP table of and 1 Preferred table at the Breakfast Program and the Celebrating Latina Leadership Luncheon.
- 20 conference registrations.
- VIP table placement in the Comadre Network Exhibit Area.
- Podium acknowledgment/recognition.
- Photo opportunity with VIPs.
- 2 tickets to special VIP Salon on March 7th, non-transferable invitation.



# LATINA HISTORY DAY SPONSORSHIP OPPORTUNITIES

## \$15,000 – DIAMOND SPONSOR (SOLD OUT)

### VISIBILITY BENEFITS

- Logo recognition as a Diamond sponsor on custom made conference signage, all printed materials, and commemorative program and/or event app.
- Logo placement on the HOPE event webpage with hyperlink to company website.
- Diamond Sponsor tier acknowledgement on HOPE social media channels with shareable customized graphic.
- Logo visibility on 3 conference e-blasts (starting December 2023).

### 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 programs.
- One (1) VIP table at the Breakfast and the Celebrating Latina Leadership Luncheon.
- 10 conference registrations.
- VIP table placement in the Comadre Network Exhibit Area.
- Podium acknowledgment/recognition.
- 2 tickets to special VIP Salon on March 7th, non-transferable invitation.

---

## \$7,500 – EMERALD SPONSOR

### VISIBILITY BENEFITS

- Logo recognition as an Emerald Sponsor on custom made conference signage, all printed materials, and commemorative program and/or event app.
- Logo placement on the HOPE event webpage with hyperlink to company website.
- Emerald Sponsor tier acknowledgement on HOPE social media channels with shareable customized graphic.
- Logo visibility on 3 conference e-blasts (starting December 2023).

### CONFERENCE BENEFITS (DAY OF)

- One (1) Preferred table at the Breakfast Program and the Celebrating Latina Leadership Luncheon.
- 10 conference registrations.
- Preferred table placement in the Comadre Network Exhibit Area.
- 2 tickets to special VIP Salon on March 7th, non-transferable invitation.

---

## \$5,000 - SAPPHIRE SPONSOR

### VISIBILITY BENEFITS

- Logo recognition as a Sapphire Sponsor on custom made conference signage, all printed materials, and commemorative program and/or event app.
- Sapphire Sponsor tier acknowledgement on HOPE social media channels with shareable customized graphic.
- Logo visibility on 2 conference e-blasts (starting December 2023).

### CONFERENCE BENEFITS (DAY OF)

- One (1) Preferred table at the Breakfast Program and the Celebrating Latina Leadership Luncheon.
- 10 conference registrations.
- Preferred table placement in the Comadre Network Exhibit Area.
- 2 tickets to special VIP Salon on March 7th, non-transferable invitation.

---

## \$2,500 - RUBY SPONSOR

- Logo recognition as Ruby sponsor on all printed materials, official signage, and commemorative program and/or event app.
- Reserved seating at the Breakfast Program and the Celebrating Latina Leadership Luncheon.
- 5 conference registrations.
- Table in the Comadre Network Exhibit Area.
- 2 tickets to special VIP Salon on March 7th, non-transferable invitation.

---

## \$1,500 - PEARL SPONSOR

- Name recognition in the program book and/or event app.
- 2 conference registrations.
- Table in the Comadre Network Exhibit Area.
- 2 tickets to special VIP Salon on March 7th, non-transferable invitation.

# Sponsorship Confirmation.

For inclusion in electronic invitation communications,  
please respond by January 20, 2024.

For inclusion in program book, signage and all other marketing materials, please respond  
by February 15, 2024.

**For more information please contact Johanna Bonillo at [jbonillo@latinas.org](mailto:jbonillo@latinas.org).**

## COMPANY INFORMATION

\_\_\_\_\_  
Company/Organization Name

\_\_\_\_\_  
Name Title

\_\_\_\_\_  
Address

\_\_\_\_\_  
City State ZIP

\_\_\_\_\_  
Email Mobile No.

\_\_\_\_\_  
Signature

**PLEASE INCLUDE US AS A SPONSOR OF  
THE 33rd ANNUAL LATINA HISTORY  
DAY- LOS ANGELES CONFERENCE IN  
THE FOLLOWING CATEGORY:**

- ~~30,000 CO-TITLE SPONSOR (SOLD OUT)~~
- 25,000 PLATINUM SPONSOR (1 AVAILABLE)
- ~~15,000 DIAMOND SPONSOR (SOLD OUT)~~
- 7,500 EMERALD SPONSOR
- 5,000 SAPPHIRE SPONSOR
- 2,500 RUBY SPONSOR
- 1,500 PEARL SPONSOR

## PAYMENT

*ACH payment of the sponsorship amount is preferred, however, we do accept payment via check. Please select your payment method and a HOPE staff member will be in touch to provide payment details.*

*Make checks payable to "HOPE"  
634 S. Spring St. Suite 920  
Los Angeles, CA 90014*

- ACH PAYMENT
- PLEASE INVOICE ME
- TOTAL ENCLOSED

## MEDIA RECOGNITION

**To ensure proper media recognition, please send the following information to [avelasco@latinas.org](mailto:avelasco@latinas.org).**

### SOCIAL MEDIA

- Provide company webpage, social media handles, and relevant hashtags.
- Like and Follow HOPE on social media:  
[facebook.com/hopelatinas](https://facebook.com/hopelatinas)  
[twitter.com/hopelatinas](https://twitter.com/hopelatinas)  
[instagram.com/hopelatinas](https://instagram.com/hopelatinas)  
[linkedin.com/hopelatinas](https://linkedin.com/hopelatinas)

### LOGO SPECIFICATIONS

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



[www.latinas.org](http://www.latinas.org)

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