



HISPANAS ORGANIZED *for* POLITICAL EQUALITY

31st Annual

Latina Action Day

May 7, 2025 | Sacramento, CA

**SPONSORSHIP PACKAGES
AND OPPORTUNITIES**



About HOPE

Hispanas Organized for Political Equality®

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.

HOPE® prepares and supports Latinas as civic leaders, advocates for policy changes that champion equity for Latinas, and educates the public on the experiences and contributions of Latinas to our economy and society. For over 30 years, HOPE's innovative programming has served 60,000 Latinas and touched the lives of several thousand more through our advocacy efforts.



- **60,000+** Latinas Served Nationwide
- **15+** Annual Events
- **2,000+** Multigenerational Program Graduates
- **1,800+** Nonprofit Board and Appointed Government Positions served by Our Alumnae

About Latina Action Day

For 3 decades, Hispanas Organized for Political Equality ® (HOPE) has convened 400+ Latina leaders from all regions of California in Sacramento for an annual public policy conference: Latina Action Day®. This one day conference is designed to facilitate dialogue between Latina leaders and elected officials in Sacramento on public policy affecting Latinas in our the state. HOPE presents up to date information, analysis, and access to decision makers on critical issues impacting Latinas such as access to healthcare, higher education, and the California state budget.

Through hands-on workshops and capitol visits, participants gain a deeper understanding of important community issues, as well as advocacy experience vital to strengthening their civic participation. 2024 marks the 31st Annual Latina Action Day, cementing HOPE's legacy as a leading advocate for Latinas in California.



Our Audience

Civically engaged, decision-making Latinas from across the state of California come to our event for community, connection and, advocacy.



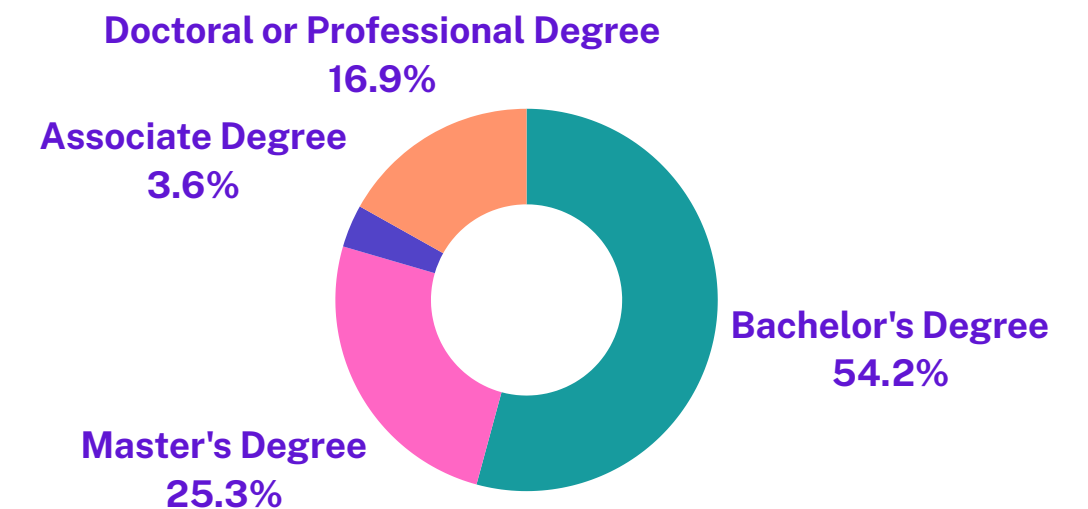
Age

61% ARE 25-44 YEARS OF AGE

Income

67% EARN \$50K OR MORE

Education



Our Reach



47.7K

Followers Across our
Social Platforms



5.5 Million
Media Impressions
Garnered by Latina
Action Day in 2024



11K

Email list of engaged
community members



40K

Monthly Website
Impressions

CONFERENCE SESSIONS

At HOPE's Latina Action Day®, participants merge passion with purpose! This extraordinary conference invites individuals to be catalysts for change by actively championing the causes that empower Latinas and their communities. Participants are encouraged to navigate the pressing issues that shape lives and contribute to building a future of political and economic equity.

Latina Action Day® isn't just a conference; it's a dynamic force propelling HOPE's mission forward. By participating, individuals become integral parts of the commitment to ensuring that Latinas have an influential voice in both politics and economics. They seize the opportunity to engage with California's elected officials, gaining the confidence and knowledge to make a lasting impact not only during the conference but far beyond.



GENERAL TRACK SESSIONS

The heartbeat of Latina Action Day is the unwavering call to action. While the specific session topics may change with each passing year, the consistent message resonates powerfully: as Latina leaders, participants play a pivotal role in answering the call to action and shaping a future where equality and opportunity know no bounds.

Previous Sessions include:



COLLEGE AFFORDABILITY AND PATHWAYS TO HIGHER EDUCATION

Latinas are a significant part of California's college-going population, highlighting their growing influence in the state. However, only 58.6% of Latinos were enrolled in college in 2021, and enrollment among recent high school graduates has declined since the pandemic. Dual enrollment, institutional collaboration, and improved financial aid are vital for closing equity gaps, but more action is needed. This session featured key education leaders discussing California's vision to expand college pathways and support its diverse students.



WOMEN'S HEALTH EQUITY: MATERNAL HEALTH IN FOCUS

Persistent health disparities disproportionately affect communities of color, especially in maternal mortality rates. Black women face rates three to four times higher than White women, while Latinas in California also experience elevated rates, which grew by 44% nationwide during the COVID-19 pandemic. This session brought together state health leaders to discuss strategies for eliminating these disparities and ensuring equitable access to safe, dignified healthcare for all.



LEADING WITH HOPE: SUPPORTING LATINA LEADERS FOR A BETTER CALIFORNIA

Latinas are a demographic force in California, making up 39% of the state's women and leading efforts to build a more equitable future, despite limited philanthropic investment. In this session, prominent researchers and Latina leaders shared key data on Latina leadership, personal experiences, and strategies to strengthen the leadership pipeline to benefit all communities.



EQUITY IN MENTAL HEALTH FOR BLACK WOMEN AND LATINAS

Latinx and Black Americans, young people, women, and those with low incomes face the highest risk of mental health challenges, yet current care systems are not designed to meet the needs of Black women and Latinas. This panel featured experts and researchers sharing new data from HOPE and BWOPA-TILE on the mental health of Black and Latina women in California, along with strategies to improve access to care for these communities.

THE YOUTH TRACK

The Latina Action Day® youth session is a platform amplifying the voices of emerging Latina leaders. Here, young leaders seize the opportunity to engage in meaningful discussions, advocating for change on topics close to their hearts – from access to healthcare and education to civic engagement and beyond.

Facilitated by participants of the HOPE Youth Leadership Program, high school students from across California embark on a journey to cultivate a lifelong passion for advocacy. Within the dynamic setting of the Youth Town Hall and Capitol Visits, students not only meet with but also educate and provide valuable recommendations to Senate and Assembly members.



CONFERENCE SCHEDULE*

Registration Opens

9:00 am

Latina Policy Institute & Advocacy Training

10:00 am – 11:00 am

Welcome to Sacramento Luncheon

11:00 am – 12:10 pm

General Session I

12:10 pm – 1:00 pm

General Session II

1:10 pm – 2:00 pm

General Session III

2:10 pm - 3:00 pm

Youth Town Hall (Youth Only)

12:00 pm – 3:00 pm

Advocacy in Action (Capitol Visits)

3:00 pm – 5:00 pm

Hundreds of Latinas from across California come together to amplify their collective voice and advocate for key legislation that can shape a brighter future for generations of Latinas. United in purpose, they engage with 120 legislative offices to inspire meaningful change.

Celebrating Latina Leadership Reception

5:30 p.m. – 7:00 p.m.

This reception celebrates the remarkable women who are pioneering change and championing their communities. HOPE invites Latina Legislators to select outstanding Latina Advocates from their districts to be recognized for their extraordinary contributions. The reception also offers legislators the opportunity to meet and express their gratitude to Latinas from their districts and across California for coming to Sacramento to raise their voices on issues that matter to the Latina community.

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

Sponsorship Packages

The Latina Action Day Conference provides sponsors with countless opportunities including civic engagement trainings for their rising talent; connecting with top talent; building or reinforcing their brand among Latina professionals and advocates; and supporting the next generation of Latina leaders through our youth track.

01	CO-TITLE SPONSOR	\$25,000
02	EXECUTIVE CLUB SPONSOR	\$20,000
03	CONSTITUTIONAL CLUB SPONSOR	\$10,000
04	LEGISLATIVE CLUB SPONSOR	\$7,500
05	SENATE CLUB SPONSOR	\$5,000
06	ASSEMBLY CLUB SPONSOR	\$3,000

CO-TITLE SPONSOR

Industry Exclusive at this level. Limit of 2.*

\$25,000

VISIBILITY BENEFITS

- Recognition as a Co-Title Sponsor with **company name or logo** prominently displayed at the Celebrating Latina Leadership Reception, **custom made conference banner, all printed materials, press release, official signage, and commemorative program.**
- **Speaking opportunity** during the **Conference Main Program** or the **Celebrating Latina Leadership Reception**, per HOPE's discretion.
- Social media recognition of sponsorship on **social networks such as Facebook and Instagram.**
- Corporate logo on **5 HOPE e-newsletters** highlighting the Latina Action Day conference marketed to **11,000+ Listserv.**
- Corporate logo on the HOPE conference event webpage with link to company website.
- Photo opportunity with elected officials.
- **10 VIP conference tickets** which include the Luncheon and the Celebrating Latina Leadership Reception.
- **10 tickets** to HOPE's **Anniversary Awards Dinner** Event in Los Angeles (December 4, 2025).

***Only 1 available**

EXECUTIVE CLUB SPONSOR

\$20,000

VISIBILITY BENEFITS

- Recognition as a Executive Club Sponsor with **company name or logo** prominently displayed at the Celebrating Latina Leadership Reception, **custom made conference banner, press release, official signage**, and **commemorative program**.
- **Co-host of a General Track Session (pending availability)**.
- Social media recognition of sponsorship on **social networks such as Facebook and Instagram**.
- Corporate logo on **4 HOPE e-newsletters** highlighting the Latina Action Day conference marketed to **11,000+ Listserv**.
- Corporate logo on the HOPE conference event webpage with link to company website.
- Photo opportunity with elected officials.
- Recognition during key program events.
- **10 VIP conference tickets** which include the Luncheon and the Celebrating Latina Leadership Reception.

CONSTITUTIONAL CLUB SPONSOR

\$10,000

VISIBILITY BENEFITS

- Recognition as a **Constitutional Club Sponsor** with **company name or logo** prominently displayed on **official signage**, and **commemorative program**.
- **Social media recognition** of sponsorship on **social networks** such as **Facebook and Instagram**.
- Corporate logo on **conference webpage with link to company website**.
- Corporate logo on **3 HOPE e-newsletters** highlighting the Latina Action Day conference marketed to **11,000+ Listserv**.
- Photo opportunities with elected officials.
- Recognition during key program events.
- **10 Preferred conference tickets** which include the Luncheon and the Celebrating Latina Leadership Reception.

LEGISLATIVE CLUB SPONSOR

\$7,500

VISIBILITY BENEFITS

- Recognition as a **Legislative Club Sponsor** with **company name or logo** prominently displayed on **official signage** and **commemorative program**.
- Corporate logo on **conference webpage** with link to company website.
- Corporate logo on 2 HOPE e-newsletters highlighting the Latina Action Day conference marketed to **11,000+ Listserv**.
- Photo opportunities with elected officials.
- Recognition during key program events.
- **5 Preferred conference tickets** which include the Luncheon and the Celebrating Latina Leadership Reception.

SENATE CLUB SPONSOR

\$5,000

VISIBILITY AND CONFERENCE (DAY OF) BENEFITS

- Recognition as a **Senate Club Sponsor** with **company name or logo** displayed on **official signage** and **commemorative program**.
- Corporate logo on **conference webpage** with link to company website.
- Corporate logo on **1 HOPE e-newsletter** highlighting the Latina Action Day conference marketed to **11,000+ Listserv**.
- Recognition during key program events.
- **5 Preferred conference tickets** which include the Luncheon and the Celebrating Latina Leadership Reception.

ASSEMBLY CLUB SPONSOR

\$3,000

VISIBILITY AND CONFERENCE (DAY OF) BENEFITS

- Recognition as an **Assembly Club Sponsor** with **company name or logo** displayed on **official signage** and **commemorative program**.
- Corporate logo on **conference webpage** with link to company website.
- **5 Reserved conference tickets** which include the Luncheon and the Celebrating Latina Leadership Reception.

Sponsorship Confirmation



Please submit your confirmation to Johanna Bonillo, Director of Administration at jbonillo@latinas.org no later than April 14, 2025.

COMPANY INFORMATION

Company/Organization Name

Name Title

Address

City State ZIP

Email Mobile No.

Signature

PLEASE INCLUDE US AS A SPONSOR OF THE 31st ANNUAL LATINA ACTION DAY CONFERENCE IN THE FOLLOWING CATEGORY:

- \$25,000 CO-TITLE SPONSOR (1 AVAILABLE)
- \$20,000 EXECUTIVE SPONSOR
- \$10,000 CONSTITUTIONAL SPONSOR
- \$7,500 LEGISLATIVE SPONSOR
- \$5,000 SENATE SPONSOR
- \$3,000 ASSEMBLY 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 _____