



HISPANAS ORGANIZED *for* POLITICAL EQUALITY

34th Annual

# Latina History Day

March 7, 2025 | Los Angeles

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
- **1,700+** Multigenerational Program Graduates
- **1,800+** Nonprofit Board Appointed Government Positions served by Our Alumnae

# Our Reach



**47.7K**

Followers Across our  
Social Platforms



**6 Million**

Media Impressions  
Garnered by Latina  
History Day in 2024



**11K**

Email list of engaged  
community members



**40K**

Monthly Website  
Impressions





# About Latina History Day

Held annually during Women's History Month for the past 34 years, the Latina History Day conference brings together over 1,000 women to recognize the historic and current achievements of Latinas, while embracing Latina heritage. Attendees participate in forums on career advancement, current community issues, and financial empowerment.

Alongside the event, HOPE has been instrumental in securing local, county, state, and congressional officials to declare the second Friday in March as Latina History Day.



# Our Audience

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

Age	55% ARE 25-44 YEARS OF AGE												
Income	40% EARN 100K OR MORE												
Education	68% HAVE EARNED A B.A. OR HIGHER												
Professional Sector	<table><thead><tr><th>Professional Sector</th><th>Percentage</th></tr></thead><tbody><tr><td>Nonprofit</td><td>36%</td></tr><tr><td>Public</td><td>25%</td></tr><tr><td>Private</td><td>16%</td></tr><tr><td>Small Business</td><td>13%</td></tr><tr><td>Student</td><td>10%</td></tr></tbody></table>	Professional Sector	Percentage	Nonprofit	36%	Public	25%	Private	16%	Small Business	13%	Student	10%
Professional Sector	Percentage												
Nonprofit	36%												
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Student	10%												



# Past Latina History Day Speakers

\*partial list\*



Rita Moreno



Eva Longoria



Gina Rodriguez



Sonia Nazario



Erika Sánchez



Sonia Manzano



Ana Navarro



Justina Machado



Gloria Calderón  
Kellet



Cristela Alonzo



Linda Yvette  
Chávez



Alejandra  
Campoverdi



# 34th Annual Latina History Day

## Inspire: Unleash Your Creativity



March 7, 2025

JW Marriot Los Angeles L.A. Live

1,000+ IN-PERSON ATTENDEES | MARKETED TO 11K+

The 2025 Latina History Day theme, "**Inspire: Unleash Your Creativity**," invites Latinas to ignite their creative power and use their unique talents to inspire and change the world. Building on the themes of past years—"Bloom: Come Into Your Own" and "Soar: Reach New Heights"—"Inspire" represents the next chapter in HOPE's empowering journey to uplift all Latinas to lead and make a difference.

In 2025, 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.





# WORKSHOP TRACKS

Attendees engage in concurrent workshops covering topics such as career advancement, leadership, financial success, and community issues. Sponsors have the opportunity to host workshops, solidifying their commitment to issue areas and enhancing their brand's visibility.



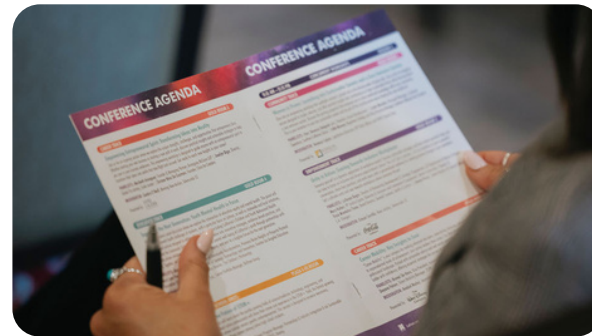
## CAREER TRACK

With a focus on the different aspects of career growth and advancement the Career 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 Latino 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 provides high school-aged Latinas with key tools to build a successful future 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.



# THE COMADRE NETWORK

A dynamic exhibitor space where attendees network, meaningfully connect with sponsors, and support Latina-owned brands.

The Comadre Network and Exhibitor space is the celebratory capstone of the Latina History Day conference, offering a lively exhibit area of unique arts and crafts vendors, book signings, and resource sharing to empower conference participants.

This is an excellent opportunity for sponsors to increase their visibility and build brand awareness. Key opportunities include:

- Showcasing company products, resources or events.
- Promoting corporate hiring opportunities.
- Driving awareness of public services/campaigns that benefit the community.
- Added visibility on Comadre Network Online Directory of businesses, products, services and employee opportunities.
- Supporting Latina Small businesses and encouraging greater representation within your sector.



# SAMPLE AGENDA\*

## **Registration**

7:30 am – 2:00 pm

## **Morning Main Stage Program**

8:30 am – 9:45 am

The Morning Main Stage event sets an inspiring tone for the rest of the day with a featured keynote and the presentation of our Latina Future History Maker honorees.

## **Concurrent Workshops**

10:00 am – 12:20 pm

- **Career Track**
- **Community Track**
- **Financial Track**
- **Empowerment Track**
- **Youth Track (High School only)**

## **Luncheon Main Stage Program**

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**

2:30 p.m. – 5:00 p.m.

The conference ends with our beloved “Comadre Network” where small businesses and corporate brands highlight their newest products or promote employee opportunities to their target demographic – Latinas!

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



# Sponsorship Packages

The Latina History Day Conference provides sponsors with countless opportunities including 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 leadership session.

01	CO-TITLE SPONSOR	\$35,000
02	PLATINUM SPONSOR	\$25,000
03	DIAMOND SPONSOR	\$15,000
04	OPAL SPONSOR	\$10,000
04	EMERALD SPONSOR	\$7,500
05	SAPPHIRE SPONSOR	\$5,000
06	RUBY SPONSOR	\$2,500
07	PEARL SPONSOR	\$1,500

# CO-TITLE SPONSOR

Industry Exclusive at this level. Limit of 2.

**\$35,000**

## VISIBILITY BENEFITS

1. **Prominent logo recognition as a Co-Title sponsor on all major conference collateral** including: Custom step and repeat by the Main Stage, Welcome signage for the Breakfast and Luncheon Main Stage Events, Digital signage in the Main Stage Ballroom, Commemorative program book and/or event app, and Custom Workshop Signage.
2. **Prominent logo recognition as a Co-Title Sponsor on digital marketing materials** including: All event banners and flyers, HOPE Facebook and X cover photos (2 months in advance of event), Primary Social Media promotional graphics, and Custom Instagram Story Filter.
3. **Customized Latina History Day community impact story shared in-feed on HOPE's social media channels** (designed and approved by HOPE).
4. **Logo placement on the HOPE event webpage** with hyperlink to company website.
5. **Logo visibility on all conference e-blasts** (minimum 6) marketed to 11,000+ Listserv.
6. **Mention in radio PSAs** (dependent on media partner and confirmation of media partner).
7. **Recognition as Sponsor of the pre-conference VIP Salon event.**

## CONFERENCE BENEFITS (DAY OF)

1. **Speaking opportunity at the Luncheon Main Stage Event.**
2. **Workshop Sponsor** (Designed by HOPE with sponsor input).
3. **Product placement at Luncheon tables** (with approval of organization).
4. **Two (2) VIP tables at the Morning and Luncheon Main Stage Events** (20 conference registrations).
5. **VIP table placement in the Comadre Network Exhibit Area.**
6. **Podium acknowledgment/recognition.**
7. **Photo opportunity with VIPs.**
8. **Two tickets to the pre-conference VIP Salon event** (non-transferable invitation).



# PLATINUM SPONSOR

Industry Exclusive at this level. Limit of 4 - 2 Available.

**\$25,000**

## VISIBILITY BENEFITS

1. **Prominent logo recognition as a Platinum sponsor on conference collateral** including: Digital signage in the Main Stage Ballroom, Main Foyer signage, Commemorative program book and/or event app, and Custom Workshop or Comadre Network Signage.
2. **Customized recognition of sponsorship shared in-feed on HOPE social media channels** (designed and approved by HOPE).
3. **Logo placement on the HOPE event webpage** with hyperlink to company website.
4. **Logo visibility on 5 conference e-blasts** marketed to 11,000+ Listserv.

## CONFERENCE BENEFITS (DAY OF)

1. **Speaking opportunity during the Morning Main Stage Event or within Workshop** (depending on availability).
2. **Workshop Sponsor** (Limit of 4 - Designed by HOPE with sponsor input).
3. **Product placement at Morning Main Stage Event tables** (with approval of organization).
4. **Two (2) tables: 1 VIP table of and 1 Preferred table at the Morning and Luncheon Main Stage Events** (20 conference registrations).
5. **VIP table placement in the Comadre Network Exhibit Area.**
6. **Podium acknowledgment/recognition.**
7. **Photo opportunity with VIPs.**
8. **Two tickets to the pre-conference VIP Salon event** (non-transferable invitation).

# DIAMOND SPONSOR

Limit of 4.

**\$15,000**

## VISIBILITY BENEFITS

1. **Logo recognition as a Diamond sponsor on conference collateral** including: Digital signage in the Main Stage Ballroom, Main Foyer signage and Commemorative program book and/or event app.
2. **Diamond Sponsor tier acknowledgement shared in-feed on HOPE social media channels.**
3. **Logo placement on the HOPE event webpage** with hyperlink to company website.
4. **Logo visibility on 4 conference e-blasts** marketed to 11,000+ Listserv.

## CONFERENCE BENEFITS (DAY OF)

1. **Choice of:**
  - a. **Workshop Sponsorship** (Limit of 2 - Designed by HOPE with sponsor input)
  - b. **OR Recognition as Comadre Network Exhibitor Space Co-Host** (Limit of 2)
2. **One (1) VIP table at the Morning and Luncheon Main Stage Events** (10 conference registrations).
3. **VIP table placement in the Comadre Network Exhibit Area.**
4. **Podium acknowledgment/recognition.**
5. **2 tickets to the pre-conference VIP Salon event** (non-transferable invitation).



# OPAL SPONSOR

Limit of 4.

**\$10,000**

## VISIBILITY BENEFITS

1. **Logo recognition as a Diamond sponsor on conference collateral** including: Digital signage in the Main Stage Ballroom, Main Foyer signage and Commemorative program book and/or event app.
2. **Diamond Sponsor tier acknowledgement shared in-feed on HOPE social media channels.**
3. **Logo placement on the HOPE event webpage** with hyperlink to company website.
4. **Logo visibility on 4 conference e-blasts** marketed to 11,000+ Listserv.

## CONFERENCE BENEFITS (DAY OF)

1. **Recognition as Sponsor of HOPE's Social Media Wall.\***
2. **One (1) VIP table at the Morning and Luncheon Main Stage Events** (10 conference registrations).
3. **VIP table placement in the Comadre Network Exhibit Area.**
4. **Podium acknowledgment/recognition.**
5. **2 tickets to the pre-conference VIP Salon event** (non-transferable invitation).

### \*SOCIAL MEDIA WALL BENEFITS

A social media wall aggregates and displays user-generated content from various social media platforms in real-time, offering sponsors continuous exposure throughout the event, amplified reach, and access to valuable insights, all while enhancing the overall event experience.

Sample photo, final display may differ.



# EMERALD SPONSOR

**\$7,500**

## VISIBILITY BENEFITS

1. **Logo recognition as an Emerald Sponsor on conference collateral** including: Digital signage in the Main Stage Ballroom, Main Foyer signage and Commemorative program book and/or event app.
2. **Logo placement on the HOPE event webpage** with hyperlink to company website.
3. **Emerald Sponsor tier acknowledgement shared in-feed on HOPE social media channels.**
4. **Logo visibility on 3 conference e-blasts** marketed to 11,000+ Listserv.

## CONFERENCE BENEFITS (DAY OF)

1. **One (1) Preferred table at the Morning and Luncheon Main Stage Events** (10 conference registrations).
2. **Preferred table placement in the Comadre Network Exhibit Area.**
3. **3 tickets to the pre-conference VIP Salon event** (non-transferable invitation).



# SAPPHIRE SPONSOR

**\$5,000**

## VISIBILITY BENEFITS

1. **Logo recognition as an Emerald Sponsor on conference collateral** including: Digital signage in the Main Stage Ballroom, Main Foyer signage and Commemorative program book and/or event app.
2. **Logo placement on the HOPE event webpage** with hyperlink to company website.
3. **Logo visibility on 2 conference e-blasts** marketed to 11,000+ Listserv.

## CONFERENCE BENEFITS (DAY OF)

1. **One (1) Preferred table at the Morning and Luncheon Main Stage Events** (10 conference registrations).
2. **Preferred table placement in the Comadre Network Exhibit Area.**
3. **2 tickets to the pre-conference VIP Salon event** (non-transferable invitation).

# RUBY SPONSOR

**\$2,500**

## VISIBILITY AND CONFERENCE (DAY OF) BENEFITS

1. Logo recognition as an Emerald Sponsor on conference collateral including: Digital signage in the Main Stage Ballroom, Main Foyer signage and Commemorative program book and/or event app.
2. Reserved seating at the Morning and Luncheon Main Stage Events (5 conference registrations).
3. Table in the Comadre Network Exhibit Area.
4. 2 tickets to the pre-conference VIP Salon event (non-transferable invitation).

# PEARL SPONSOR

**\$1,500**

## VISIBILITY AND CONFERENCE (DAY OF) BENEFITS

1. Name recognition in the program book and/or event app.
2. 2 conference registrations.
3. Table in the Comadre Network Exhibit Area.
4. 2 tickets to the pre-conference VIP Salon event (non-transferable invitation).



# Sponsorship Confirmation



For inclusion in early bird promotions, please respond by October 15, 2024.

For inclusion in electronic invitation communications, please respond by January 15, 2025.

For inclusion in program book, signage and all other marketing materials, please respond by February 14, 2025.

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 34<sup>th</sup> ANNUAL LATINA HISTORY DAY- LOS ANGELES CONFERENCE IN THE FOLLOWING CATEGORY:**

- \$35,000 CO-TITLE SPONSOR (LIMIT OF 2)
- \$25,000 PLATINUM SPONSOR (LIMIT OF 4) **2 AVAILABLE**
- \$15,000 DIAMOND SPONSOR (LIMIT OF 4)
- \$10,000 OPAL SPONSOR (LIMIT OF 4)
- \$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 \_\_\_\_\_





**“I feel so empowered being surrounded by other Latinas and learning from their areas of expertise.”**

2024 Latina History Day Attendee