



30TH ANNUAL
**LATINA
ACTION DAY**[®]

SACRAMENTO | MAY 7, 2024

**10 AM - 5 PM PROGRAM
6 PM - 8PM RECEPTION**

**SAFE CREDIT UNION
CONVENTION CENTER
1401 K St
Sacramento, CA 95814**



SPONSORSHIP OPPORTUNITIES

Please respond by April 15, 2024

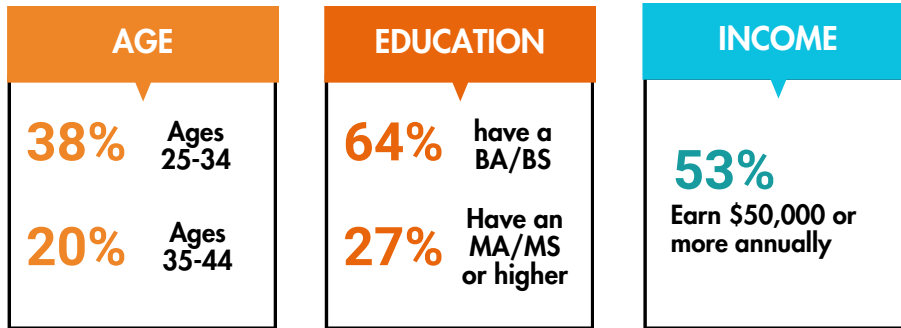


ABOUT LATINA ACTION DAY®

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 and advocacy experience vital to strengthening their civic participation. 2024 marks the 30th Annual Latina Action Day, cementing HOPE's legacy as a leading advocate for Latinas in California.



Attendee Demographics



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 five people in California are Latina and Latinas are mothers to more than half of all children in the state, representing the present and future of our state and nation.

Sources: HOPE's *2020 Economic Status of Latinas Report* and *Leading with HOPE Report*.

Media/Social Media

- The Latina Action Day Conference garners over 500,000 media impressions.
- There are currently over 60,000 impressions of sponsor logos among HOPE's database.
- HOPE's social media presence extends to over 44,000 followers with an annual average of 1.9 million impressions.



CONFERENCE SCHEDULE*

10:00 AM
REGISTRATION

10:30 AM - 11:30 AM
LATINA POLICY INSTITUTE

11:30 AM - 1:00 PM
WELCOME TO SACRAMENTO
LUNCHEON

1:00 PM – 2:30 PM
GENERAL SESSION PART I

2:30 PM – 3:30 PM
GENERAL SESSION PART II

1:00 PM – 3:30 PM
YOUTH TOWN HALL
(YOUTH ONLY)

3:30 PM – 4:00 PM
PREPARING FOR
CAPITOL VISITS
(TRAINING AND BRIEFING)

4:00 PM – 5:00 PM
CAPITOL VISITS
ENGAGE AND EDUCATE 120
LEGISLATIVE OFFICES

6:00 PM – 8:00 PM
CELEBRATING LATINA LEADERSHIP
RECEPTION

** Subject to change without notice.*

PROGRAMMING

GENERAL 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.

The heartbeat of Latina Action Day is the unwavering call to action. While the specific 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.

YOUTH SESSION

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.



SPONSORSHIP OPPORTUNITIES

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\$25,000 – CO-TITLE SPONSOR

Limit of 2, Industry Exclusive.

- 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 Twitter.
 - Corporate logo on 5 HOPE e-newsletters highlighting the Latina Action Day conference.
 - 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 2024).
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\$20,000 – 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, press release, official signage, and commemorative program.
 - Co-host of a Special Session (pending availability).
 - Social media recognition of sponsorship on social networks such as Facebook and Twitter.
 - Corporate logo on 4 HOPE e-newsletters highlighting the Latina Action Day conference.
 - Corporate logo on conference 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.
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\$10,000 – CONSTITUTIONAL CLUB SPONSOR

- 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 Twitter.
- Corporate logo on conference webpage with link to company website.
- Corporate logo on 3 HOPE e-newsletters highlighting the Latina Action Day conference.
- Photo opportunities with elected officials.
- Recognition during key program events.
- 10 Preferred conference tickets which include the Luncheon and the Celebrating Latina Leadership Reception.

SPONSORSHIP OPPORTUNITIES

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\$7,500 – LEGISLATIVE CLUB SPONSOR

- 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.
- Photo opportunities with elected officials.
- Recognition during key program events.
- 5 Preferred conference tickets which include the Luncheon and the Celebrating Latina Leadership Reception.

\$5,000 – SENATE CLUB SPONSOR

- 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.
- Recognition during key program events.
- 5 Preferred conference tickets which include the Luncheon and the Celebrating Latina Leadership Reception.

\$3,000 – ASSEMBLY CLUB SPONSOR

- 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 Deadline

For inclusion in program book, signage, at least one e-newsletter invitation, and all other marketing materials, please respond by April 15, 2024.



Sponsorship Confirmation.

Please submit your confirmation to Johanna Bonillo, Director of Administration at jbonillo@latinas.org no later than April 15, 2024.

COMPANY INFORMATION

Company/Organization Name

Name

Title

Billing Address

City

State

ZIP

Email

Mobile No.

PLEASE INCLUDE US AS A SPONSOR OF THE 30th ANNUAL LATINA ACTION DAY CONFERENCE IN THE FOLLOWING CATEGORY:

- \$25,000 CO-TITLE SPONSOR (2 AVAILABLE)
- \$20,000 EXECUTIVE CLUB SPONSOR
- \$10,000 CONSTITUTIONAL CLUB SPONSOR
- \$7,500 LEGISLATIVE CLUB SPONSOR
- \$5,000 SENATE CLUB SPONSOR
- \$3,000 ASSEMBLY CLUB 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 and collateral recognition please provide the following information by April 15, 2025 to Anahi Velasco at avelasco@latinas.org.

SOCIAL MEDIA

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

LOGO SPECIFICATIONS

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



WWW.LATINAS.ORG

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