

15th NATIONAL LATINA Symposium

LATINA Style HERO Initiative



WASHINGTON, D.C • SEPTEMBER 5 & 6, 2018

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THE NLS PROGRAM

LATINA Style Inc., the premier company addressing the needs of Latina professional workingwoman, civic leader, entrepreneur, college students and members of the Armed Services is proud to present, the National LATINA Symposium (NLS). This prestigious conference brings together the most accomplished Hispanic women in the nation. The *Symposium* takes place yearly during the first week of September in Washington DC.

The *Symposium* opens up with a by invitation only Leadership and VIP Reception. The conference begins with a ceremonial breakfast followed by a series of panel discussions and workshops that allow participants to learn about issues of critical importance to Latina professional working women such as: advancing Latinas in the workplace, entrepreneurship & business, emerging technology trends, wealth creation & financial security, political leadership, professional development and balancing health, career & personal life, and Veterans Transition Support.

We are proud to present the **only national awards program honoring Latinas serving in the Armed Forces** in both active duty and civilian capacity. The showpiece of the *Symposium* is the ***Distinguished Military Service Awards Luncheon*** highlighting the outstanding achievement of Latinas in their respective services. Latinas are recognized for their leadership, accomplishments, and commitment to building a strong community.



THE HERO PROGRAM

The LATINA Style HERO Initiative program is an extension of our work with the military and it's designed to assist military veterans and military personnel leaving active duty and transitioning into civilian jobs and Corporate America.

Our mission is to prepare our heroes for careers in the civilian workforce. We have learned from our partnerships with the military and the Department of Defense that military personnel face unique challenges when reintegrating into the civilian workplace. While each branch of the military has their respective Transition Assistance Programs and processes, many leaders are faced with questions and obstacles to successfully reenter into civilian life. The LATINA Style HERO Initiative assists veterans and those ready to transition out of the military with:

- Choosing the right company for their future
- Learning how to align military skills and experience to civilian workforce
- Learning to understand corporate culture and how to successfully navigate through it
- Networking skills and tips
- Resources in the federal government
- Resources in the private sector
- Bridging the gaps and obstacles into successful employment
- The do's and don't



LATINA Style Inc., the most influential company addressing the needs of the contemporary Hispanic professional working woman broke new ground in 1994 by launching the first national magazine dedicated to the needs and concerns of this unique audience. With a national circulation of 150,000 and a readership of nearly 600,000, LATINA Style reaches both the seasoned professional and the young Latina entering the workforce for the first time. The culturally sensitive editorial environment we provide showcases Latina achievements in all areas, including business, science, civic affairs, education, sports, entertainment, arts and women serving in our Armed Services.

Our Mission: To empower, develop and highlight Latina professional working women, entrepreneurs and military throughout the country. We focus on all areas of endeavor, including business, corporate America, science, education, civic and political affairs, and the military. LATINA Style is a bridge builder between the Hispanic community and diversity and professional groups.

Our Vision: To empower millions of Latina professionals, Latina civic and political leaders and the young Latinas entering the workforce for the first time. By accomplishing this we make it possible for Hispanic women to take leadership roles and be active and prominent contributors in their communities.

Our Values: Leveraging a diverse and inclusive workforce to achieve superior results. To attract, develop and retain the best people in the community especially the Latino community no matter their origin or background. We promote and support diversity throughout the country especially in the workplace. To respect and honor each other no matter their race, color or gender. We strive to be accountable and be good citizens of the community.

The purpose of this marketing proposal is to make our partners aware of the wide range of benefits available to you by partnering with LATINA Style Inc. Our priority is to promote the company throughout the year at a reasonable cost while providing a measurable return on investment as well.



Sponsorship Opportunities

TITLE SPONSOR- \$50,000

Reserved table of 10 at the breakfast and luncheon

Twenty full NLS registrations (includes participation at all events & forum)

One full-page advertisement in the LATINA Style NLS Program

One full-page, four color advertisement in LATINA Style Magazine

One exhibit booth with priority placement at the expo

Welcoming remarks during the Opening Reception

Honorable mention on LATINASTYLE.com for one full year

Editorial coverage of the event in LATINA Style and www.LATINASTYLE.com

Opportunity to distribute promotional items in the Commemorative Bag

Opportunity to scholarship 10 (ten) Latinas to attend the NLS

Sponsorship recognition in all marketing material pre and post event

One-year corporate subscriptions to LATINA Style Magazine.

PLATINUM SPONSOR - \$ 35,000

One reserved table of 10 at the breakfast and luncheon

Ten full NLS registrations (includes participation at all events & forum)

One full-page advertisement in the LATINA Style NLS Program

One exhibit booth with priority placement at the expo

Sponsorship recognition on LATINASTYLE.com for one full year

Sponsorship recognition in all marketing material pre and post event

Sponsorship recognition at the *Symposium*

Opportunity to distribute promotional items in the Commemorative Bag

Opportunity to scholarship 10 (ten) Latinas to attend the NLS

One-year corporate subscriptions to LATINA Style Magazine.

Sponsorship Opportunities

OPENING BREAKFAST SPONSOR - \$ 25,000

Ten full NLS registrations (includes participation at all events & forums)

One reserved table of 10 at the Breakfast

Logo exposure at the Reception

Opportunity to give brief remarks at the Breakfast

One full-page advertisement in the LATINA *Style* NLS program

One exhibit booth with priority placement at the expo

Opportunity to distribute promotional items at the Breakfast

Honorable mention in the program and promotional materials

Recognition on www.LATINASTyle.com for nine months

One-year corporate subscriptions to LATINA *Style* Magazine.

GOLD SPONSOR - \$ 25,000

One reserved table of 10 at the breakfast and luncheon

10 full NLS registrations (includes participation at all events & forum)

One full-page advertisement in the LATINA *Style* NLS Program

One exhibit booth

Honorable mention in the program & promotional materials

Recognition on LATINASTyle.com for nine months.

Opportunity to distribute promotional items in the Commemorative Bag

One-year corporate subscriptions to LATINA *Style* Magazine.

SYMPOSIUM VIDEO HIGHLIGHTS - \$20,000

Ten full NLS registrations (includes participation at all events & forums)

Video highlights to show during Breakfast or Luncheon, respectfully

One reserved table of ten at the Breakfast

Logo exposure at the Breakfast and Luncheon

Honorable mention in the program and promotional materials

Recognition on LATINASTyle.com for nine months

One-year corporate subscriptions to LATINA *Style* Magazine.

Sponsorship Opportunities

SILVER SPONSOR - \$ 15,000

Six full NLS registrations (includes participation at all events & forums)

One full-page advertisement in the LATINA Style NLS Program

Honorable mention in the program & promotional materials

Recognition on LATINA Style.com for six months.

Opportunity to distribute promotional items in the Commemorative Bag

One-year corporate subscriptions to LATINA Style Magazine.

BRONZE SPONSOR - \$ 10,000

Six full NLS registrations (includes participation at all events & forums)

Half-page advertisement in the LATINA Style NLS Program

Honorable mention in the program & promotional materials

Recognition on LATINA Style.com for three months.

Opportunity to distribute promotional items in the Commemorative Bag

One-year corporate subscriptions to LATINA Style Magazine.

INTERNET CAFÉ - \$10,000

Ten full NLS registrations (includes participation at all events & forums)

Logo exposure at the Internet Café

One exhibit booth at the expo

Opportunity to distribute promotional items in the commemorative Bag

Honorable mention in the program and promotional materials

Recognition on LATINASTyle.com for nine months

One-year corporate subscriptions to LATINA Style Magazine.

NLS PROGRAM BOOKLET - \$10,000

Exclusivity placement of company logo on Program Book

Distribute promotional items in the Commemorative Bag

Five full NLS registrations (includes participation at all events & forums)

Recognition on LATINASTyle.com for nine months

One-year corporate subscriptions to LATINA Style Magazine.

One full-page advertisement in the NLS Program

Logo exposure at the Reception

Sponsorship Opportunities

COMMEMORATIVE SYMPOSIUM BAG - \$15,000

Exclusivity placement of company logo on Commemorative Bag

Opportunity to distribute promotional items in the Commemorative Bag

Ten full NLS registrations (includes participation at all events & forums)

Honorable mention in the program and promotional materials

Recognition on LATINASStyle.com for nine months

One-year corporate subscriptions to *LATINA Style Magazine*.

BADGE SPONSOR - \$10,000

Exclusivity placement of company logo on registration badges

Opportunity to distribute promotional items in the Commemorative Bag

Ten full NLS registrations (includes participation at all events & forums)

Honorable mention in the program and promotional materials

Recognition on LATINASStyle.com for nine months

One-year corporate subscriptions to *LATINA Style Magazine*.

WELCOMING LEADERSHIP RECEPTION SPONSOR - \$15,000

Industry Category exclusivity at the Reception

Welcome Remarks at Reception

Reserved table of 10 at the breakfast and luncheon

Twenty full NLS registrations (includes participation at all events & forum)

One full-page advertisement in the NLS Program

Logo exposure at the Reception

One exhibit booth with priority placement at the expo

Opportunity to distribute promotional items at the Reception

Multiple mention of company's participation during Conference

Honorable mention in the program and promotional materials

Recognition on www.LATINASStyle.com for one full year

Opportunity to distribute promotional items in the Commemorative Bag

Scholarship full NLS registration to 10 Latinas

One-year corporate subscriptions to *LATINA Style Magazine*.

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LATINA^{Style} 4FRO Initiative

All sponsorships are on a first come first served basis.

To lock in your level of participation please contact
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Please visit us at www.latinastyle.com.

