

# LATINAStyle 50

*Awards and Diversity Leaders Conference*

FEBRUARY 2012  
WASHINGTON, DC



LATINA *Style* Magazine  
106B East Broad Street  
Falls Church, VA 22046  
Ph: 703-531-1424

[www.LATINAStyle.com](http://www.LATINAStyle.com)

February 2012  
Washington, DC

## The LS50 Overview

The LATINA *Style* 50 Report is an annual evaluation of corporate America's sensitivity to Latinas' needs and goals in the work place. This national report is the most respected survey of corporate America's policies and practices as they pertain to the advancement and development of professional Hispanic women. The report the result of an extensive search involving more than 1,000 of the most prominent corporations in the United States.

Companies responding to the questionnaire are evaluated based on the issues that LATINA *Style* readers have identified as most important to them in the workplace. Among the principal areas of evaluation are: number of Latina executives, mentoring programs, Latinas on the Board of Directors, educational opportunities, career development opportunities, retention programs, alternative work policies, dependent/child care support, leave for childbirth, benefits, downsizing, retraining programs, and Hispanic and women relations.

Since it was first published in 1998, the number of companies applying has nearly tripled, making the selection process significantly more competitive. The increased number of inquiries from companies wishing to find out how they can improve their diversity strategies has prompted us to create the LATINA *Style* 50 Diversity Leaders Conference. Launched in 2004, this conference is one of the most successful diversity conferences addressing Hispanic issues in the workplace.

Numbering over 41 million, Latinos have become the largest minority in the United States. There are nearly seven million Latina women within the workforce, and that number continues to rise. The business case for diversity within the workforce has grown stronger as a result of the changing U.S. demographics and increased globalization, but many companies have failed to link diversity with their business strategy.

## LATINA *Style* 50 Diversity Leaders Conference February 2012 Washington, DC

For more information about sponsorship opportunities  
please call 703-531-1424 or visit our website at  
[www.LATINASTyle.com](http://www.LATINASTyle.com)

## The LS50 Audience

Attendees for the LATINA *Style* 50 Diversity Leaders Conference include companies striving to improve their diversity strategies, as well as senior government officials and members of Congress. Among the participants are the some of the most successful Latina executives in Corporate America.

## The LS50 Program

This one-day conference includes an opening breakfast session, workshops and an awards luncheon. A White House briefing follows for the award recipients.

## The LS50 Sponsorship Opportunities

As a sponsor of the 8th Annual LATINA *Style* 50 Diversity Leaders Conference, you will be able to benchmark and highlight your company's success by participating in one of the following workshop panels:

**The Best and the Brightest:** A strategic approach to mapping your career path to the top.

**Nurturing Excellence, Developing Latina Executive Talent:** The value of mentoring and networking in today's corporate climate.

**How the LATINA *Style* 50 differentiates itself from the rest:** Recruitment, Retention & Promotion programs that work.

**Executive Roundtable:** The impact of diversity in corporate America.



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**PLATINUM SPONSOR / \$35,000**

Opportunity for Industry Category Exclusivity

Expert Presenter, Panelist, or Moderator

One full-page ad in *LATINA Style* Magazine Reserved table for 10 at the breakfast and luncheon

Ten registrations for the conference

Logo on promotional pieces (invitation and ads in *LATINA Style* and *LATINASTyle.com*)

Mention in all news releases relating to the events

Logo displayed at the event

Website link to sponsor's web page for one year

Editorial coverage of event in *LATINA Style* and *LATINASTyle.com*

Opportunity to distribute promotional items in the Commemorative Bag

**BREAKFAST SPONSOR / \$25,000**

Company representative to introduce Breakfast Keynote

Opportunity to distribute promotional items at the Breakfast

Opportunity to distribute promotional items in the Commemorative Bag

One full-page ad in *LATINA Style* Magazine Reserved table of ten at breakfast and luncheon

Ten registrations for the conference

Logo on promotional pieces (invitation and ads in *LATINA Style* and *LATINASTyle.com*)

Mention in all news releases relating to the events Logo displayed at the event

Website link to sponsor's web page for one year

Editorial coverage of event in *LATINA Style* Magazine and *LATINASTyle.com*

**LUNCHEON SPONSOR / \$35,000**

Company representative to introduce Luncheon Keynote

Opportunity to distribute promotional items at the Breakfast

Opportunity to distribute promotional items in the Commemorative Bag

One full-page ad in *LATINA Style* Magazine

Reserved table of ten at breakfast and luncheon

Ten registrations for the conference

Logo on promotional pieces (invitation and ads in *LATINA Style* and *LATINASTyle.com*)

Mention in all news releases relating to the events

Logo displayed at the event

Website link to sponsor's web page for one year

Editorial coverage of event in *LATINA Style* Magazine and *LATINASTyle.com*

**GOLD SPONSOR / \$25,000**

Expert Panelist or Moderator

One full-page ad in *LATINA Style* Magazine

Reserved table for 10 at the breakfast and luncheon

Ten full registrations for the conference

Logo on promotional pieces (invitation and ads in *LATINA Style* and *LATINASTyle.com*)

Mention in all news releases relating to the events

Logo displayed at the event

Website link to sponsor's web page for one year

Editorial coverage of event in *LATINA Style* and *LATINASTyle.com*

Opportunity to distribute promotional items in the Commemorative Bag

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**SILVER SPONSOR / \$15,000**

Expert Panelist

Seven full registrations for the conference

Logo on promotional pieces (invite and ads in *LATINA Style* and website)

Mention news releases relating to the events

Logo displayed at the event

Website link to sponsor's web page for one year

Editorial coverage of event in *LATINA Style* and *LATINASTyle.com*

Opportunity to distribute promotional items in the Commemorative Bag

**COMMEMORATIVE BAG / \$10,000**

Placement of logo on commemorative Bag

Five full registrations for the conference

Logo on promotional pieces (invite and ads in *LATINA Style* and website)

Mention news releases relating to the events

Logo displayed at the event

Website link to sponsor's web page for one year

Editorial coverage of event in *LATINA Style* and *LATINASTyle.com*

Opportunity to distribute promotional items in the Commemorative Bag

**LEADERSHIP DINNER SPONSOR / \$10,000**

Opportunity to give remarks at the *LATINA Style* 50 Diversity Leadership Dinner

Logo exposure at the Leadership Dinner

Five full registrations for the conference.

Logo in program

Logo in all promotional pieces (invite and ads in *LATINA Style* and website)

Logo displayed at the conference

Website link to sponsor's webpage for one year.

Opportunity to distribute promotional items in commemorative bag

**AUDIO VISUAL SPONSOR / \$12,000**

Placement of logo on all screens projections

Five full registrations for the conference

Logo on promotional pieces (invite and ads in *LATINA Style* and website)

Mention news releases relating to the events

Logo displayed at the event

Website link to sponsor's web page for one year

Editorial coverage of event in *LATINA Style* and *LATINASTyle.com*

Opportunity to distribute promotional items in the Commemorative Bag

**NAME TAG / \$10,000**

Placement of logo on name Tag

Five full registrations for the conference

Logo on promotional pieces (invite and ads in *LATINA Style* and website)

Mention news releases relating to the events

Logo displayed at the event

Website link to sponsor's web page for one year

Editorial coverage of event in *LATINA Style* and *LATINASTyle.com*

Opportunity to distribute promotional items in the Commemorative Bag

**All sponsorship is on a first come first served basis.**

To lock in your level of participation please contact  
Robert Bard or Juana Pacheco at 703-531-1424.  
Please visit us at [www.latinastyle.com](http://www.latinastyle.com).