

19th Anniversary
LATINA *Style*. 50

Awards and Diversity Leaders Conference

Thursday, February 9, 2017
Washington, D.C.



LATINA Style Magazine
2102 Empire Central | Dallas | TX | 75235

www.LATINASTYLE.com

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 50 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 9, 2017 Washington, DC

For more information about sponsorship opportunities
please call Robert E. Bard at 214-357-2186 or visit our website at
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

The conference begins with an opening breakfast session and workshops, concluding with an awards luncheon.

The LS50 Sponsorship Opportunities

As a sponsor of the 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.



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

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 RECEPTION SPONSOR / \$10,000

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

- Logo exposure at the Leadership Reception

- 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 sponsorships are on a first come first served basis.

To lock in your level of participation please contact
Robert E. Bard at Robert@latinastyle.com or (214) 357-2186
Please visit us at www.latinastyle.com

