

20th Anniversary
LATINA *Style* 50

Awards and Diversity Leaders Conference

Thursday, February 8, 2018
Washington, D.C.



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 is 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, protection, retraining programs, and Hispanic and women relations.

Since it was first published in 1998, the number of companies applying has more than 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 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 57 million, Latinos have become the largest minority in the United States. There are over 11 million Hispanic women in the civilian labor force in 2015, representing 1 in 7 women in the labor force, Of those, 10.3 million were employed 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.

The LS50 Audience

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

The LS50 Program

The conference begins with an Opening Breakfast & Awards Ceremony where the Top Corporate Latina Executives and Employee Resource Groups awarded. Followed by groundbreaking sessions and concluding with the LATINA *Style* 50 Awards Luncheon where the highest ranking Latina receives the award on behalf of their respective company.

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:

- **Corporate Latina Executives:** Celebrating Achievement, strategic approach to mapping your career path to the top.
- **Employee Resource Groups of the Year:** Empowering the ERGs, nurturing excellence and developing talent.
- **Chief Diversity Officer Roundtable:** Diversity as a Business Imperative, creating positive work environments to reflect higher quality of work and sustained levels of motivation.
- **Corporate Board Members:** Preparing Yourself to Serve, a strong and effective corporate board can be tremendous asset to both new and well-established organizations and corporations.

How the LATINA *Style* 50 differentiates itself from the rest: Recruitment, Retention, Leadership and Networking programs that work.

LATINA *Style* 50 Diversity Leaders Conference February 8, 2018 Washington, DC

For more information about sponsorship opportunities
please contact Robert E. Bard at 214-357-2186, robert@latinastyle.com
or Diana Martinez, diana@latinastyle.com
www.LATINASTyle.com



TITLE SPONSOR / \$50,000

Keynote Address by CEO during Awards Luncheon

Introduction of CEO by Highest Ranking Latina

One full-page ad in LATINA Style 50 Awards program book

Reserved table for 10 at welcoming breakfast and awards luncheon

Ten full registrations for the conference

Logo on promotional pieces

Mention in all news releases relating to the events

Logo displayed at the conference

Website link to sponsor's web page for three months

Editorial coverage of event in LATINA Style and LATINASTYLE.com

Opportunity to distribute promotional items in the Commemorative Bag

One full-page, four color ad to appear in the following issues of LATINA Style magazine:

- March/April "LS 50 Conference Coverage" Issue
 - July/August "50 Best Companies to Work for – Announcement " Issue
-

LATINA Style covering the conference

Online advertisement on latinastyle.com for twelve months

Advertisement in three issues of monthly e-newsletter

One email blast to selected market of your choice

Opportunity to post recruitment event listing in E-Newsletter and/or latinastyle.com

Premium positioning in magazine

LATINA Style Inc., will use the following social media platforms to promote company partnership with LATINA Style throughout 2018

- Twitter
- Facebook
- LinkedIn
- Instagram



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

- One full-page ad in *LATINA Style* 50 Program

LUNCHEON SPONSOR / \$35,000

- Company representative to introduce Luncheon Keynote

- Opportunity to distribute promotional items at the Luncheon

- Opportunity to distribute promotional items in the Commemorative Bag

- One full-page ad in *LATINA Style* Magazine Mar/Apr Issue

- 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*

- One full-page ad in *LATINA Style* 50 Program

GOLD SPONSOR / \$25,000

- Expert Panelist or Moderator

- One full-page ad in *LATINA Style* Magazine Mar/Apr Issue

- 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

- One full-page ad in *LATINA Style* 50 Program

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*

- One full-page ad in *LATINA Style* 50 Program

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

HOTEL KEY SPONSOR / \$15,000

- Expert Panelist

- Seven full registrations for the conference

- Logo on Hotel Room Keys

- 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 page for one year

- Editorial coverage of event in LATINA Style magazine and LATINASTyle.com

- Opportunity to distribute promotional items in the commemorative bag

VIP LEADERSHIP RECEPTION / \$15,000

- 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 / \$15,000

- 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

WIFI SPONSOR / \$15,000

- Ten full registrations for the conference

- Logo exposure at 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 page for one year

- Editorial coverage of event in LATINA Style magazine and LATINASTyle.com

- Opportunity to distribute promotional items in the commemorative bag

- One exhibit booth at the Expo



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

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.

