



35TH ANNUAL
**LATINA
HISTORY
DAY** **PIECE
BY PIECE**

BUILDING POWER, UNLOCKING POSSIBILITY

March 6, 2026 | JW Marriott Los Angeles L.A. LIVE



Sponsorship Packages and
Opportunities



About HOPE

Hispanas Organized for Political Equality®

HOPE® is a nonprofit, nonpartisan organization committed to ensuring political and economic parity for Latinas through leadership, advocacy, and education to benefit all communities and the status of women.

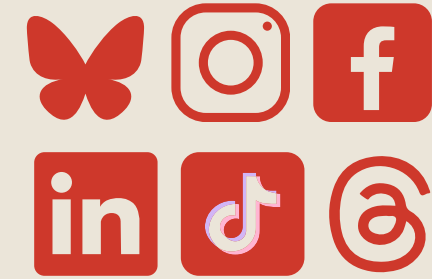
HOPE® prepares and supports Latinas as civic leaders while providing inclusive leadership opportunities open to all who want to learn from the Latina perspective. We advance civic education, foster community leadership, and advocate for fair and informed policy solutions that expand opportunity for every community.

For more than 35 years, HOPE's innovative programs have trained and inspired over 65,000 participants nationwide, while our public education and advocacy efforts have reached millions more. Our work highlights the experiences and contributions of Latinas to the U.S. economy and society, helping to strengthen civic participation and build stronger, more representative communities.



- **65,000+** Leaders Served Nationwide
- **15+** Annual Educational Events
- **2,000+** Multigenerational Program Graduates
- **1,800+** Nonprofit Board Appointed Government Positions served by Our Alumnae

Our Reach



53.8K+

Followers Across our
Social Platforms



20+ Million

Media Impressions
Garnered by Latina
History Day in 2025



13K+

Email list of engaged
community members



40K+

Monthly Website
Impressions



About Latina History Day

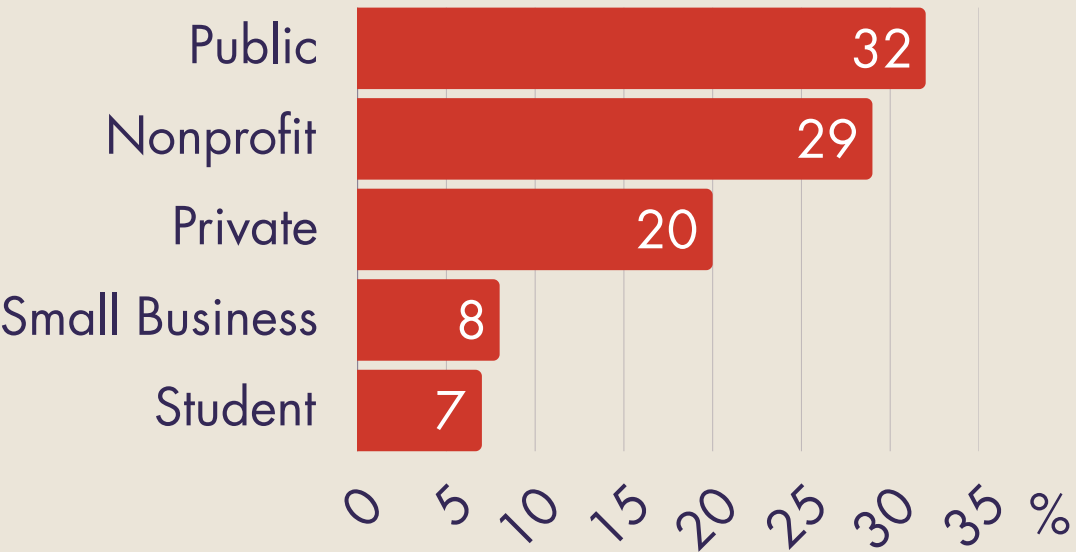
Held annually during Women's History Month for the past 35 years, the Latina History Day conference brings together over 1,000 women to recognize the historic and current achievements of Latinas. Attendees participate in forums on career advancement, current community issues, and financial empowerment.

Alongside the event, HOPE has been instrumental in securing local, county, state, and congressional officials to declare the second Friday in March as Latina History Day.



Our Audience

Civically engaged, decision-making leaders from across the state of California come to our event for community, connection and inspiration.

Age	74% ARE 25-54 YEARS OF AGE												
Income	48% EARN 100K OR MORE												
Education	60% HAVE EARNED A B.A. OR HIGHER												
Professional Sector	 <table><thead><tr><th>Professional Sector</th><th>Percentage</th></tr></thead><tbody><tr><td>Public</td><td>32</td></tr><tr><td>Nonprofit</td><td>29</td></tr><tr><td>Private</td><td>20</td></tr><tr><td>Small Business</td><td>8</td></tr><tr><td>Student</td><td>7</td></tr></tbody></table>	Professional Sector	Percentage	Public	32	Nonprofit	29	Private	20	Small Business	8	Student	7
Professional Sector	Percentage												
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Past Latina History Day Speakers

partial list



Rita Moreno



Eva Longoria



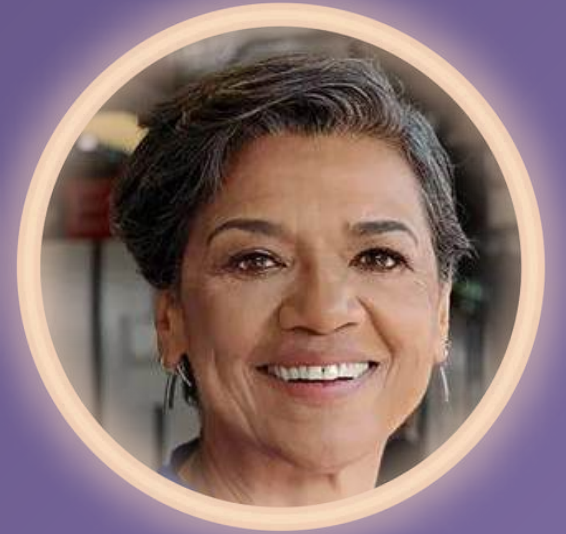
Gina Rodriguez



Sonia Nazario



Erika Sánchez



Sonia Manzano



Ana Navarro



Justina Machado



Nathalie Rayes



MJ Acosta-Ruiz



Linda Yvette
Chávez



Alejandra
Campoverdi

Workshop Tracks

Attendees engage in concurrent workshops covering topics that unlock new paths to economic security, civic strength, and fulfillment. Sponsors have the opportunity to host workshops, solidifying their commitment to issue areas and enhancing their brand's visibility.



GROWTH & LEADERSHIP TRACK

The Growth & Leadership Track centers on the many dimensions of career and personal growth. Sessions under this track cover topics such as small business advancement, Latinas in corporate America, and strategies for balancing personal wellbeing with professional success.



COMMUNITY TRACK

The Community track addresses current issues affecting our communities and ways to unlock civic belonging where we live and lead. Past workshops have covered how to participate on boards and commissions, getting involved in local politics, and implementing local strategies for economic recovery from the Great Recession and COVID-19 Pandemic.



FINANCIAL POWER TRACK

The Financial Track provides participants with key tools to become financially empowered by investing in their futures and building wealth. Past sessions have covered financial planning, goal setting around debt reduction, investments, addressing changes in the housing market, and the incredible growth of businesses transforming communities.



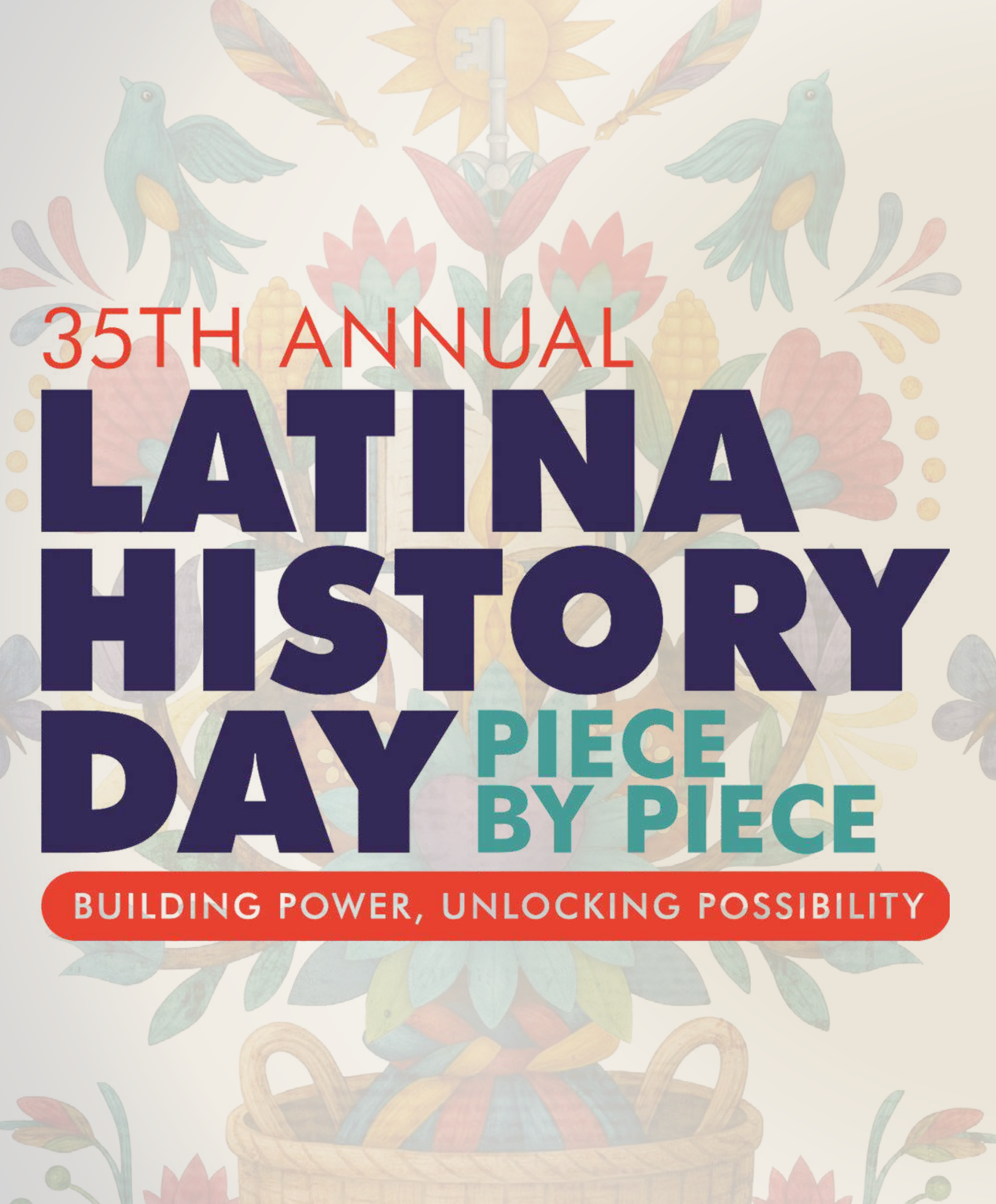
EMPOWERMENT TRACK

The Empowerment Track challenges attendees to reflect on how they show up in their personal, organizational and community roles and identify ways they can amplify community voices in those spaces. Past topics include leadership efforts to strengthen inclusive workplaces, representative leadership, and community wellbeing.



YOUTH LEADERSHIP TRACK

The Youth Leadership Track provides high school students with tools to pursue college and civic leadership roles in diverse communities. Workshops cover topics such as how to navigate college admission and student life, financial empowerment, the importance of civic participation, and the promotion of healthy living.



35TH ANNUAL LATINA HISTORY DAY **PIECE BY PIECE**

BUILDING POWER, UNLOCKING POSSIBILITY

1,000+ IN-PERSON ATTENDEES | MARKETING TO 14K+

The 2026 Latina History Day theme, **Piece by Piece: Building Power, Unlocking Possibility**, celebrates the strength of leaders coming together to shape the future—one bold piece at a time.

Inspired by the *árbol de la vida*, or tree of life, this year's theme reflects the power of connection and collaboration that defines HOPE's work. Each symbolic element represents the leaders, communities, and generations that together give life to a vibrant ecosystem of leadership and impact. Piece by Piece honors the ways we continue to lead by building networks of support, advocacy, and innovation that unlock new possibilities for our shared future.

In 2026, the historic conference will be held at **JW Marriott Los Angeles L.A. LIVE on March 6, 2026**, an exciting and modern venue in the heart of Downtown Los Angeles.

The Comadre Network

A dynamic exhibitor space highlighting small businesses, brands, and services that contribute to community wellbeing, while increasing sponsor visibility and public engagement.

The Comadre Network and Exhibitor space is the celebratory capstone of the Latina History Day conference, offering a lively exhibit area of unique arts and crafts vendors, book signings, and resource sharing to empower conference participants.

This is an excellent opportunity for sponsors to increase their visibility and build brand awareness. Key opportunities include:

- Showcasing company products, resources or events.
- Promoting corporate hiring opportunities.
- Driving awareness of public services/campaigns that benefit the community.
- Added visibility on Comadre Network Online Directory of businesses, products, services and employee opportunities.
- Supporting small businesses and encouraging greater representation within your sector.



Sample Agenda*

Registration

7:30 am – 2:00 pm

Morning Main Stage Program

8:30 am – 9:45 am

The Morning Main Stage event sets an inspiring tone for the rest of the day with a featured keynote and the presentation of our Future History Maker honorees.

Concurrent Workshops

10:00 am – 12:20 pm

- **Career Track**
- **Community Track**
- **Financial Track**
- **Empowerment Track**
- **Youth Track (High School only)**

Luncheon Main Stage Program

12:30 pm – 2:30 pm

The luncheon is an uplifting celebration of our legacy of leadership, strength, courage, wisdom, and determination featuring inspirational keynote speakers.

Comadre Network & Exhibit

2:30 p.m. – 5:00 p.m.

The conference ends with our beloved *Comadre Network* highlighting businesses and services that contribute to community wellbeing, while increasing sponsor visibility and public engagement.

*Schedule is subject to change. HOPE updates the format of the conference to ensure the participants' best experience.

Sponsorship Packages

The Latina History Day Conference provides sponsors with countless opportunities including professional development trainings for their rising talent; searching for top notch employees; building or reinforcing their brand among working professionals; and supporting the next generation of emerging leaders through our youth leadership track.



01	CO-TITLE SPONSOR	\$35,000
02	PLATINUM SPONSOR	\$25,000
03	DIAMOND SPONSOR	\$15,000
04	OPAL SPONSOR	\$10,000
04	EMERALD SPONSOR	\$7,500
05	SAPPHIRE SPONSOR	\$5,000
06	RUBY SPONSOR	\$2,500
07	PEARL SPONSOR	\$1,500

Co-Title Sponsor

Industry Exclusive at this level. Limit of 2.

\$35,000

VISIBILITY BENEFITS

1. **Prominent logo recognition as a Co-Title sponsor on all major conference collateral** including: Custom Step and Repeat, Welcome signage, Digital signage in the Main Stage Ballroom, Commemorative program book, and Custom Workshop Signage.
2. **Prominent logo recognition as a Co-Title Sponsor on digital marketing materials** including: All event banners and flyers, HOPE Facebook and X cover photos (2 months in advance of event), Primary Social Media promotional graphics, and Custom Instagram Story Filter.
3. **Customized Latina History Day community impact story shared in-feed on HOPE's social media channels** (designed and approved by HOPE).
4. **Logo placement on the HOPE event webpage** with hyperlink to company website.
5. **Logo visibility on all conference e-blasts** (minimum 6) marketed to 13,000+ Listserv.
6. **Mention in radio PSAs** (dependent on media partner and confirmation of media partner).
7. **Recognition as Sponsor of the pre-conference VIP Salon event.**

CONFERENCE BENEFITS (DAY OF)

1. **Speaking opportunity at the Luncheon Main Stage Event.**
2. **Workshop Sponsor** (Designed by HOPE with sponsor input).
3. **Product placement at Luncheon tables** (with approval of organization).
4. **Two (2) VIP tables at the Morning and Luncheon Main Stage Events** (20 conference registrations).
5. **VIP table placement in the Comadre Network Exhibit Area.**
6. **Podium acknowledgment/recognition.**
7. **Photo opportunity with VIPs.**
8. **Two tickets to the pre-conference VIP Salon event** (non-transferable invitation).

Platinum Sponsor

Industry Exclusive at this level. Limit of 4.

\$25,000

VISIBILITY BENEFITS

1. **Prominent logo recognition as a Platinum sponsor on conference collateral** including: Digital signage in the Main Stage Ballroom, Main Foyer signage, Commemorative program book, and Custom Workshop or Comadre Network Signage.
2. **Customized recognition of sponsorship shared in-feed on HOPE social media channels** (designed and approved by HOPE).
3. **Logo placement on the HOPE event webpage** with hyperlink to company website.
4. **Logo visibility on 5 conference e-blasts** marketed to 13,000+ Listserv.

CONFERENCE BENEFITS (DAY OF)

1. **Speaking opportunity during the Morning Main Stage Event or within Workshop** (depending on availability).
2. **Workshop Sponsor** (Limit of 4 - Designed by HOPE with sponsor input).
3. **Product placement at Morning Main Stage Event tables** (with approval of organization).
4. **Two (2) tables: 1 VIP table of and 1 Preferred table at the Morning and Luncheon Main Stage Events** (20 conference registrations).
5. **VIP table placement in the Comadre Network Exhibit Area.**
6. **Podium acknowledgment/recognition.**
7. **Photo opportunity with VIPs.**
8. **Two tickets to the pre-conference VIP Salon event** (non-transferable invitation).

Diamond Sponsor

Limit of 4.

\$15,000

VISIBILITY BENEFITS

1. **Logo recognition as a Diamond sponsor on conference collateral** including: Digital signage in the Main Stage Ballroom, Main Foyer signage and Commemorative program book.
2. **Diamond Sponsor tier acknowledgement shared in-feed on HOPE social media channels.**
3. **Logo placement on the HOPE event webpage** with hyperlink to company website.
4. **Logo visibility on 4 conference e-blasts** marketed to 13,000+ Listserv.

CONFERENCE BENEFITS (DAY OF)

1. **Choice of:**
 - a. **Workshop Sponsorship** (Limit of 2 - Designed by HOPE with sponsor input),
 - b. **OR, Recognition as Comadre Network Exhibitor Space Co-Host** (Limit of 2)
2. **One (1) VIP table at the Morning and Luncheon Main Stage Events** (10 conference registrations).
3. **VIP table placement in the Comadre Network Exhibit Area.**
4. **Podium acknowledgment/recognition.**
5. **2 tickets to the pre-conference VIP Salon event** (non-transferable invitation).

Opal Sponsor

Limit of 4.

\$10,000

VISIBILITY BENEFITS

1. **Logo recognition as a Opal sponsor on conference collateral** including: Digital signage in the Main Stage Ballroom, Main Foyer signage and Commemorative program book.
2. **Opal Sponsor tier acknowledgement shared in-feed on HOPE social media channels.**
3. **Logo placement on the HOPE event webpage** with hyperlink to company website.
4. **Logo visibility on 4 conference e-blasts** marketed to 13,000+ Listserv.

CONFERENCE BENEFITS (DAY OF)

1. **Recognition as Sponsor of HOPE's Social Media Wall.***
2. **One (1) VIP table at the Morning and Luncheon Main Stage Events** (10 conference registrations).
3. **VIP table placement in the Comadre Network Exhibit Area.**
4. **Podium acknowledgment/recognition.**
5. **2 tickets to the pre-conference VIP Salon event** (non-transferable invitation).

*SOCIAL MEDIA WALL BENEFITS

A social media wall aggregates and displays user-generated content from various social media platforms in real-time, offering sponsors continuous exposure throughout the event, amplified reach, and access to valuable insights, all while enhancing the overall event experience.

Sample photo of previous social media walls - final display may differ.



Emerald Sponsor

\$7,500

VISIBILITY BENEFITS

1. **Logo recognition as an Emerald Sponsor on conference collateral** including: Digital signage in the Main Stage Ballroom, Main Foyer signage and Commemorative program book.
2. **Logo placement on the HOPE event webpage** with hyperlink to company website.
3. **Emerald Sponsor tier acknowledgement shared in-feed on HOPE social media channels.**
4. **Logo visibility on 3 conference e-blasts** marketed to 13,000+ Listserv.

CONFERENCE BENEFITS (DAY OF)

1. **One (1) Preferred table at the Morning and Luncheon Main Stage Events** (10 conference registrations).
2. **Preferred table placement in the Comadre Network Exhibit Area.**
3. **3 tickets to the pre-conference VIP Salon event** (non-transferable invitation).

Sapphire Sponsor

\$5,000

VISIBILITY BENEFITS

1. **Logo recognition as a Sapphire Sponsor on conference collateral** including: Digital signage in the Main Stage Ballroom, Main Foyer signage and Commemorative program book.
2. **Logo placement on the HOPE event webpage** with hyperlink to company website.
3. **Logo visibility on 2 conference e-blasts** marketed to 13,000+ Listserv.

CONFERENCE BENEFITS (DAY OF)

1. **One (1) Preferred table at the Morning and Luncheon Main Stage Events** (10 conference registrations).
2. **Preferred table placement in the Comadre Network Exhibit Area.**
3. **2 tickets to the pre-conference VIP Salon event** (non-transferable invitation).

Ruby Sponsor

\$2,500

VISIBILITY AND CONFERENCE (DAY OF) BENEFITS

1. **Logo recognition as an Ruby Sponsor on conference collateral** including: Digital signage in the Main Stage Ballroom, Main Foyer signage and Commemorative program book.
2. **Reserved seating at the Morning and Luncheon Main Stage Events** (5 conference registrations).
3. **Table in the Comadre Network Exhibit Area.**
4. **2 tickets to the pre-conference VIP Salon event** (non-transferable invitation).

Pearl Sponsor

\$1,500

VISIBILITY AND CONFERENCE (DAY OF) BENEFITS

1. **Name recognition as a Pearl Sponsor** in the program book.
2. **2 conference registrations.**
3. **Table in the Comadre Network Exhibit Area.**
4. **2 tickets to the pre-conference VIP Salon event** (non-transferable invitation).

Sponsorship Confirmation



For inclusion in early bird promotions, please respond by October 15, 2025.

For inclusion in electronic invitation communications, please respond by January 15, 2026.

For inclusion in program book, signage and all other marketing materials, please respond by February 14, 2026.

For more information please contact Johanna Bonillo at jbonillo@latinas.org

COMPANY INFORMATION

Company/Organization Name

Name

Title

Address

City

State

ZIP

Email

Mobile No.

Signature

Please include us as a sponsor of the 35th Annual Latina History Day- Los Angeles conference in the following category:

- ☐ \$35,000 CO-TITLE SPONSOR (LIMIT OF 2)
- ☐ \$25,000 PLATINUM SPONSOR (LIMIT OF 4)
- ☐ \$15,000 DIAMOND SPONSOR (LIMIT OF 4)
- ☐ \$10,000 OPAL SPONOSR (LIMIT OF 4)
- ☐ \$7,500 EMERALD SPONSOR
- ☐ \$5,000 SAPPHIRE SPONSOR
- ☐ \$2,500 RUBY SPONSOR
- ☐ \$1,500 PEARL SPONSOR

PAYMENT

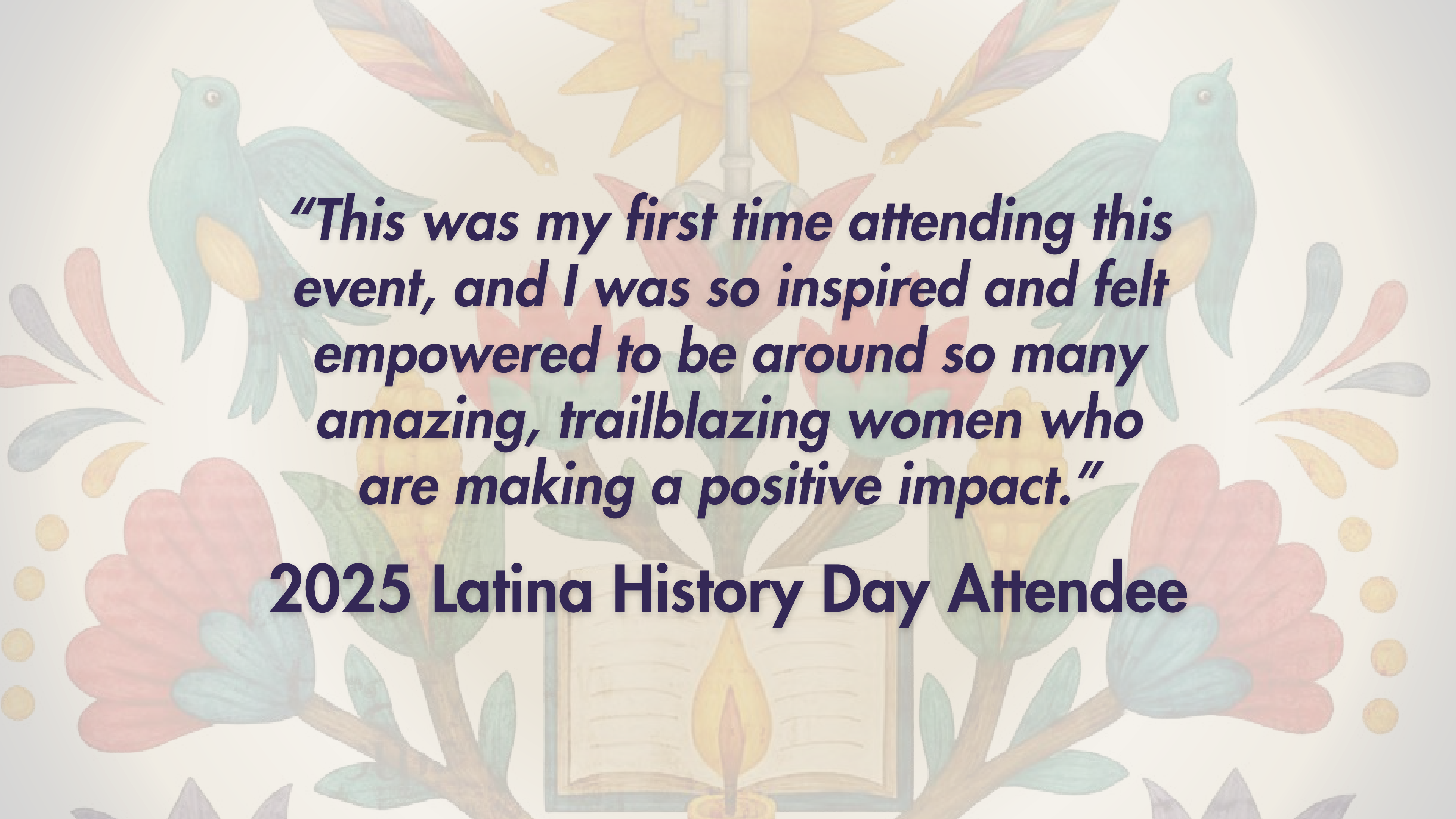
ACH payment of the sponsorship amount is preferred, however, we do accept payment via check. Please select your payment method and a HOPE staff member will be in touch to provide payment details.

Make checks payable to "HOPE"
800 Wilshire Blvd. Suite 860
Los Angeles, CA 90017

☐ ACH PAYMENT

☐ TOTAL ENCLOSED

☐ PLEASE INVOICE ME



“This was my first time attending this event, and I was so inspired and felt empowered to be around so many amazing, trailblazing women who are making a positive impact.”

2025 Latina History Day Attendee