

THE 32ND ANNUAL

LATINA ACTION DAY

MAY 12, 2026 | SACRAMENTO, CA

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 Events**
- **2,000+ Multigenerational Program Graduates**
- **1,800+ Nonprofit Board and Appointed Government Positions served by Our Alumnae**

About Latina Action Day

For over three decades, HOPE has brought together 400+ leaders each year from across California for **Latina Action Day®**, an annual public policy conference in Sacramento. This one-day event creates a platform for dialogue between participants and members of the California State Legislature on policies shaping our communities.

Through workshops and Capitol visits, attendees gain access to decision-makers, up-to-date policy analysis, and advocacy experience on critical issues such as healthcare, higher education, and the state budget.

In 2026, HOPE will celebrate the 32nd Annual Latina Action Day, continuing our legacy as a driving force for civic engagement and leadership in California.



Our Audience

Civically engaged advocates from across the state of California come to our event for community, connection and, advocacy.



Age

58% ARE 25-44 YEARS OF AGE

Income

68% EARN \$50K OR MORE

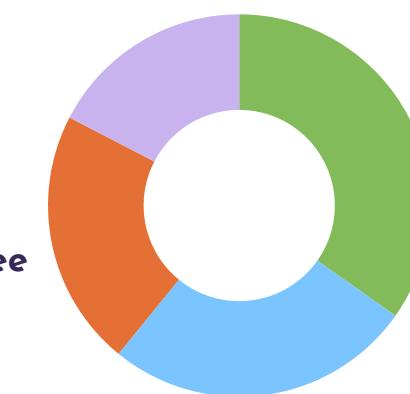
Education

Doctoral or Professional Degree
17.4%

Associate Degree
21.7%

Bachelor's Degree
34.8%

Master's Degree
26.1%



Our Reach



53.8K

Followers Across our
Social Platforms



13K+

Email list of engaged
community members



20+ Million

Media Impressions
Garnered by Latina
Action Day in 2025



40K

Monthly Website
Impressions

CONFERENCE SESSIONS

At HOPE's Latina Action Day®, participants turn passion into purpose. This dynamic conference empowers individuals to champion causes that strengthen leaders and communities, engaging directly with California's elected officials to gain the knowledge and confidence to create lasting impact. Through sessions on education, health, and economic issues affecting Californians, participants deepen their understanding and take an active role in shaping a future where access and opportunity know no bounds. **Previous Sessions include:**



COLLEGE AFFORDABILITY AND PATHWAYS TO HIGHER EDUCATION

Latinas are a significant part of California's college-going population, highlighting their growing influence in the state. However, only 58.6% of Latinos were enrolled in college in 2021, and enrollment among recent high school graduates has declined since the pandemic. Dual enrollment, institutional collaboration, and improved financial aid are vital for closing equity gaps, but more action is needed. Previous sessions featured key education leaders discussing California's vision to expand college pathways to support students.



WOMEN'S HEALTH ACCESS: MATERNAL HEALTH IN FOCUS

Maternal health disparities remain urgent as Black women face mortality rates three to four times higher than White women, and Latinas in California also experience elevated rates, rising 44% nationwide during the pandemic. This session featured the release of HOPE's report, *Equity in Maternal Health*, based on a statewide survey of 800 Black women and Latinas. With insights from healthcare providers, policy experts, and holistic care advocates, this panel spotlights solutions to ensure safe and dignified maternal care for all.



LEADING WITH HOPE: SUPPORTING LEADERS FOR A BETTER CALIFORNIA

Latinas are a powerful demographic in California, representing 40% of the state's women and driving efforts to build a more prosperous future, despite historically limited philanthropic investment. This session brought together prominent researchers and leaders to share key data on Latina leadership, personal insights, and strategies for strengthening the leadership pipeline to benefit communities across the state.



POWERING PROGRESS: HOW LATINAS ARE SHAPING THE FUTURE ECONOMY

Latinas launch businesses at higher rates than any other demographic, driving economic mobility and job creation in the state. As a vital economic engine, Latina progress has a significant impact on California's economy. This panel explored how Latinas shape the future economy by starting businesses, navigating workforce shifts, and adapting to changes like AI. Panelists discussed strategies for supporting entrepreneurs and advancing economic mobility while examining how the state created pathways for success in this evolving landscape.

THE YOUTH TRACK

The Latina Action Day® Youth Session amplifies the voices of emerging changemakers, giving young leaders the opportunity to engage in meaningful discussions and advocate for issues close to their hearts—ranging from healthcare and education to civic engagement and beyond.

Facilitated by participants of the HOPE Youth Leadership Program, high school students from across California cultivate a lifelong passion for advocacy.

Through the dynamic Youth Town Hall and Capitol Visits, students meet with Senate and Assembly members to share their perspectives and offer thoughtful recommendations to enact positive change in their communities.



Celebrating Latina Leadership Reception

Co-hosted in collaboration with the California Latino Legislative Caucus

Co-hosted with the California Latino Legislative Caucus, this evening reception honors the culmination of the Latina Action Day conference.

The event features the presentation of the Latina Advocate Award, recognizing local leaders nominated by California legislators for their outstanding contributions to their communities. Legislators join participants to celebrate their advocacy, connect with constituents, and acknowledge the collective impact of local leaders driving change across the state.



CONFERENCE SCHEDULE*

Registration Opens

9:00 am

Policy Institute & Advocacy Training

10:00 am - 11:00 am

Welcome to Sacramento Luncheon

11:00 am - 12:10 pm

General Session I

12:10 pm - 1:00 pm

General Session II & Concurrent Youth Session

1:10 pm - 2:00 pm

General Session III

2:10 pm - 3:00 pm

Youth Town Hall (Youth Only)

12:00 pm - 3:00 pm

Advocacy in Action (Capitol Visits)

3:00 pm - 5:00 pm

Participants engage with policymakers, exchange ideas, and build connections that strengthen communities statewide. Through meetings with more than 120 legislative offices, local leaders gain insight into the policymaking process and contribute to conversations shaping California's future.

Celebrating Latina Leadership Reception

5:30 p.m. - 7:00 p.m.

This reception celebrates remarkable leaders driving change in their communities. HOPE invites legislators to honor outstanding advocates from their districts for their extraordinary contributions and to connect with constituents from across California.

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

Sponsorship Packages

Latina Action Day provides sponsors with a unique platform to connect with emerging leaders and top talent, increase brand visibility among engaged professionals and community advocates, and support the development of the next generation of changemakers through our youth track. Sponsors also play a key role in advancing leadership and professional growth through our civic engagement programming.

01 CO-TITLE SPONSOR

\$25,000

02 EXECUTIVE CLUB
SPONSOR

\$20,000

03 CONSTITUTIONAL
CLUB SPONSOR

\$10,000

04 LEGISLATIVE CLUB
SPONSOR

\$7,500

05 SENATE CLUB SPONSOR

\$5,000

06 ASSEMBLY CLUB
SPONSOR

\$3,000

CO-TITLE SPONSOR

Industry Exclusive at this level. 2 AVAILABLE.

\$25,000

VISIBILITY BENEFITS

- Recognition as a Co-Title Sponsor with **company name or logo** prominently displayed at the Celebrating Latina Leadership Reception, **custom-made conference banner**, **all printed materials**, **press release**, **official signage**, and **commemorative program**.
- **Speaking opportunity** during the **Conference Main Program** or the **Celebrating Latina Leadership Reception**, per HOPE's discretion.
- Social media recognition of sponsorship on platforms like **LinkedIn** and **Instagram**.
- Corporate logo on **5 HOPE e-newsletters**, highlighting the Latina Action Day conference, marketed to **13,000+ Listserv**.
- Corporate logo on the HOPE conference event webpage with a link to the company website.
- Photo opportunity with elected officials.
- **10 VIP conference tickets**, which include the Luncheon and the Celebrating Latina Leadership Reception.
- **10 tickets to HOPE's Anniversary Awards Dinner** Event in Los Angeles (December 2026).

EXECUTIVE CLUB SPONSOR

\$20,000

VISIBILITY BENEFITS

- Recognition as an Executive Club Sponsor with **company name or logo** prominently displayed at the Celebrating Latina Leadership Reception, **custom-made conference banner, press release, official signage, and commemorative program**.
- **Co-host of a General Track Session (pending availability)**.
- Social media recognition of sponsorship on platforms like **LinkedIn and Instagram**.
- Corporate logo on **4 HOPE e-newsletters**, highlighting the Latina Action Day conference, marketed to **13,000+ Listserv**.
- Corporate logo on the HOPE conference event webpage with a link to the company website.
- Photo opportunity with elected officials.
- Recognition during key program events.
- **10 VIP conference tickets**, which include the Luncheon and the Celebrating Latina Leadership Reception.

CONSTITUTIONAL CLUB SPONSOR

\$10,000

VISIBILITY BENEFITS

- Recognition as a **Constitutional Club Sponsor** with **company name or logo** prominently displayed on **official signage** and **commemorative program**.
- **Social media recognition** of sponsorship on **platforms** like **LinkedIn** and **Instagram**.
- Corporate logo on the conference webpage with a link to the **company website**.
- Corporate logo on **3 HOPE e-newsletters**, highlighting the Latina Action Day conference, marketed to **13,000+ Listserv**.
- Photo opportunities with elected officials.
- Recognition during key program events.
- **10 Preferred conference tickets**, which include the Luncheon and the Celebrating Latina Leadership Reception.

LEGISLATIVE CLUB SPONSOR

\$7,500

VISIBILITY BENEFITS

- Recognition as a **Legislative Club Sponsor** with **company name or logo** prominently displayed on **official signage** and **commemorative program**.
- Corporate logo on the **conference webpage** with a link to the company website.
- Corporate logo on 2 HOPE e-newsletters, highlighting the Latina Action Day conference, marketed to **13,000+ Listserv**.
- Photo opportunities with **elected officials**.
- Recognition during key program events.
- **5 Preferred conference tickets**, which include the Luncheon and the Celebrating Latina Leadership Reception.

SENATE CLUB SPONSOR

\$5,000

VISIBILITY AND CONFERENCE (DAY OF) BENEFITS

- Recognition as a **Senate Club Sponsor** with **company name or logo** displayed on **official signage** and **commemorative program**.
- Corporate logo on the **conference webpage** with a link to the company website.
- Corporate logo on **1 HOPE e-newsletter** highlighting the Latina Action Day conference, marketed to **13,000+ Listserv**.
- Recognition during key program events.
- **5 Preferred conference tickets**, which include the Luncheon and the Celebrating Latina Leadership Reception.

ASSEMBLY CLUB SPONSOR

\$3,000

VISIBILITY AND CONFERENCE (DAY OF) BENEFITS

- Recognition as an **Assembly Club Sponsor** with **company name or logo** displayed on **official signage** and **commemorative program**.
- Corporate logo on the **conference webpage** with a link to the company website.
- **5 Reserved conference tickets**, which include the Luncheon and the Celebrating Latina Leadership Reception.

Sponsorship Confirmation



Please submit your confirmation to Johanna Bonillo, Director of Administration at jbonillo@latinas.org no later than April 14, 2026.

COMPANY INFORMATION

Company/Organization Name

Name Title

Address

City State ZIP

Email Mobile No.

Signature

PLEASE INCLUDE US AS A SPONSOR OF THE 32nd ANNUAL LATINA ACTION DAY CONFERENCE IN THE FOLLOWING CATEGORY:

- \$25,000 CO-TITLE SPONSOR. LIMIT OF 2.**
- \$20,000 EXECUTIVE SPONSOR**
- \$10,000 CONSTITUTIONAL SPONSOR**
- \$7,500 LEGISLATIVE SPONSOR**
- \$5,000 SENATE SPONSOR**
- \$3,000 ASSEMBLY 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