Sponsorship Opportunities

24TH ANNUAL

LATINAS in LEADERSHIP SYMPOSIUM

May 27, 2027

Connecticut Convention Center · Hartford

7:30 AM – 4:00 PM, followed by a networking reception

Latinas in Leadership, Inc.
info@latinasinleadership.net
(860) 662-0190
latinasinleadership.net

Marilyn Alverio, MBA

Founder & CEO, Latinas in Leadership, Inc.

Dear Friends & Supporters:

We would be delighted to have you join us as a sponsor of the **24th Annual Latinas in Leadership Symposium,** taking place on Thursday, **May 27, 2027, at the Connecticut Convention Center in Hartford.**

What began in 2004 with 186 women has grown into one of Connecticut's largest gatherings of Latinas. Over the past 23 years, more than **20,000 women** have been part of this community, and approximately **800 professionals, entrepreneurs, students, and community** leaders will join us in May.

While Latinas continue to be an important and growing part of Connecticut's workforce and economy, we remain significantly underrepresented in leadership and decision-making roles. Your sponsorship is an investment in changing that—by supporting professional development, creating greater visibility and opportunity, and helping develop the next generation of leaders.

It also gives your organization an opportunity to connect with hundreds of Latina professionals and demonstrates to the Latinas within your own workforce and community that **you see them, value their contributions, and are invested in their growth.**

Whether you have supported us in the past or are considering joining us for the first time, we hope you will stand with us on May 27 and help us continue creating opportunities for the next generation of Latina leaders.

Warmest regards,

Marilyn Alverio, MBA

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Founder & CEO · Latinas in Leadership, Inc.

The Latina opportunity.

This is not a niche audience. It is one of the fastest-growing economic forces in the United States, and the one most companies still have no deliberate strategy to reach.

33.6M

Latinas live in the United States — one in five American women

Latinas are 19.6% of the entire U.S. female population, and one in four women under 18. The next generation of the American workforce is already Latina.

U.S. Census Bureau, American Community Survey 1-Year Estimates, 2024

$4.4T

U.S. Latino GDP — the fourth-largest economy in the world

If U.S. Latinos were an independent nation, only the United States, China, and Germany would be larger. Latinos generated 28.2% of all U.S. economic growth.

Latino Donor Collaborative with W. P. Carey School of Business, Arizona State University, 2024 data

2.1M

Latina-owned businesses generating $225 billion a year

They employ 873,000 people and account for 41.4% of all Hispanic-owned businesses in the country.

Wells Fargo / Ventureneer, 2025 Impact of Women-Owned Businesses, 2024 data

61.7%

Five-year revenue growth at Latina-owned businesses

Faster than all women-owned businesses (53.8%) and faster than Hispanic men-owned businesses (52.7%). Employment at Latina-owned firms grew 19.4% over the same period.

Wells Fargo / Ventureneer, 2019–2024

86%

Of Latinas are the primary shopper in their household

Latino household consumption reached $2.8 trillion — the third-largest consumer cohort on earth — and it grew nearly three times faster than non-Latino consumption.

Latino Donor Collaborative, 2025 U.S. Latinas Overview; consumption figures 2024

23+ years.
Over twenty thousand women have attended.

20,000+
Cumulative attendees since 2004

23
Consecutive years of the Symposium

800
Attendees at the 23rd Annual, May 2026

45
Exhibitors on the 2026 floor

150
Student seats underwritten by sponsors each year

72
Leadership Institute graduates to date

100%
Of 2025 Institute participants reported greater leadership confidence

16
Corporate, community, and media partners in 2026

WHO YOU WILL MEET

Emerging leaders
Early and mid-career Latinas building toward management and executive roles across every sector.

Corporate professionals
Employees and ERG leaders from the region's largest employers in finance, insurance, healthcare, energy, and media.

Entrepreneurs
Latina founders and small business owners actively sourcing partners, services, and capital.

Civic leaders
Nonprofit executives, elected officials, and advocates driving policy and community investment.

Source: Latinas in Leadership official figures, published at latinasinleadership.net. Attendance per press release, June 4, 2026; cumulative attendance per organization records, April 2026.

Three ways
your brand shows up.

01

Brand visibility

Exposure across the Symposium stage and signage, the bilingual program booklet, the Symposium website, and email to our full list — plus year-round recognition through the Leadership Institute and La Mesa at the upper levels. Not one day of visibility. Three hundred and sixty-five.

02

Engagement opportunities

Meet attendees in the exhibitor hall. Named opportunities include breakout sessions, the headshot lounge, the café, and the student scholarship fund.
Connect with Latinas leading across Connecticut and the Northeast.

03

Access and recruiting

Complimentary registrations for your team and your ERG, reserved table, main stage recognition, and direct access to a pipeline of Latina talent that most Connecticut employers say they cannot find.

WHERE YOUR BRAND APPEARS

- Main stage screens and event signage
- Symposium website, with link
- Exhibitor hall and registration area
- La Mesa year-round member channels
- Program booklet
- Pre- and post-event email to the full list
- Social media across Instagram, LinkedIn, Facebook
- Leadership Institute sessions and materials

You will be in good company. Recent Symposium supporters include Liberty Bank, It's A Ten, CT Public, NBC Telemundo, Comcast, MassMutual, VOYA, Hartford Healthcare, AARP of CT, Beacon Bank, TJX, Webster Bank, Eversource, The Hartford and YMCA of Greater Hartford, are the companies that anchor Connecticut's economy.

Sponsorship Opportunities

LATINAS IN LEADERSHIP SYMPOSIUM

	PRESENTADORA $35,000 CATEGORY EXCL. 2 AVAILABLE	CUMBRE $25,000 3 THREE AVAILABLE	ADELANTE $15,000 CATEGORY EXCL. 4 AVAILABLE	PUENTE $10,000 CATEGORY EXCL. 6 AVAILABLE	RAÍZ $7,500 OPEN NO LIMIT	COMUNIDAD $5,000 OPEN NO LIMIT	AMIGA $2,500 COMMUNITY ORG. ONLY 11 or more employees	ALIADA $1,500 COMMUNITY ORG. ONLY 10 or fewer employees
BRAND VISIBILITY								
"Presented by" billing, both languages	■	—	—	—	—	—	—	—
Logo on the program cover	■	—	—	—	—	—	—	—
Logo on main stage screens	Premium	Top Tier	■	■	—	—	—	—
Logo on event signage	■	■	■	■	Shared	Shared	Name	Name
Listing in the bilingual program booklet	■	■	■	■	■	■	■	■
Presence on the Symposium website	AD	AD	AD	AD	Logo	Logo	Logo	Name
Logo and link on the website for a full year	■	■	■	■	■	■	■	■
Program booklet advertisement	Spread or back Cover	Full page	Full page	Full page	Half page	Half page	1/4 page	—
STAGE AND PROGRAM								
Main stage speaking moment	■	■	—	—	—	—	—	—
Recognition in the welcome remarks	■	■	■	■	—	—	—	—
May add any named opportunity (page 10)	■	■	■	■	■	■	■	■
ACCESS AND ENGAGEMENT								
Complimentary registrations	40	30	20	10	10	10	5	2
Reserved tables of ten	4	3	2	1	1	1	—	—
Dedicated pre- and post-event email feature	■	■	■	■	■	—	—	—
Named in both press releases	■	■	■	■	■	—	—	—
Promotion across our digital channels	■	■	■	■	■	■	—	—

■ Included — Not included at this level

Category exclusivity: no direct competitor in your industry holds the same level in the same year. First commitment holds the category.

2027 Sponsorship Commitment

CONTACT NAME

TITLE

ORGANIZATION / BUSINESS NAME

PHONE

EMAIL

BUSINESS CATEGORY (FOR EXCLUSIVITY)

ADDRESS · CITY · STATE · ZIP

SPONSORSHIP LEVEL

☐ Presentadora: 2 Title exclusive	$35,000
☐ Cumbre: 3 Diamond three available	$25,000
☐ Adelante: Platinum 4 category exclusive	$15,000
☐ Puente: Gold 6 category exclusive	$10,000
☐ Raíz: Silver	$ 7,500
☐ Comunidad: Bronze	$ 5,000
☐ Amiga: Community Organizations 11 or more employees	$ 2,500
☐ Aliada: Community Organizations with 10 or less employees	$ 1,500

PROGRAM ADVERTISING

☐ Full page	$ 500
☐ Half page	$ 250
☐ Quarter page	$ 150

NAMED OPPORTUNITY

☐ Headshot lounge	$7,500
☐ Lanyard and tote	$6,000
☐ Breakout session	$5,800
☐ Student scholarship fund	$5,000
☐ Café con leche lounge	$4,000
☐ Program booklet back cover	$3,500
☐ Wi-Fi	$3,500
☐ Photo booth	$2,500

EXHIBIT & STUDENT SEATS

☐ Exhibitor table · see page 12	$300–$800
☐ Gift student seats: quantity _____	$145 ea.

Payable to Latinas in Leadership, Inc.
Hartford, Connecticut · EIN 82-3270284 · a 501(c)(3) nonprofit
info@latinasinleadership.net · 860-662-0190

Commitment required by **April 10, 2027**. **Program booklet artwork due April 15, 2027.** Availability is confirmed in the order signed commitments are received; category exclusivity at the Adelante and Puente levels is held by the first signed commitment in that category.

TOTAL COMMITMENT

AUTHORIZED SIGNATURE

DATE

Sponsorship levels.

Every level includes a listing in the bilingual program booklet, a year-long website listing and link, and the option to add a named opportunity from page 10.

Presentadora — $35,000 — CATEGORY EXCLUSIVE TWO AVAILABLE

- "Presented by" billing
- Logo on the program cover
- Premium logo on main-stage screens and event signage
- Main-stage speaking moment and recognition in welcome remarks
- Website Ad
- Naming rights to Networking Reception
- Spread or back-cover ad in the bilingual program booklet
- 40 complimentary registrations — four reserved tables of ten
- Dedicated pre- and post-event email feature
- Named in both press releases and promoted across digital channels

Cumbre — $25,000 — ONLY THREE AVAILABLE

- Top-tier logo on main-stage screens; event-signage logo
- Main-stage speaking; recognition in welcome remarks
- Full-page booklet ad
- 30 registrations — three reserved tables of ten
- Dedicated pre- and post-event email feature
- Both press releases; digital promotion
- Website Ad
- Naming rights to a breakout session

Adelante — $15,000 — CATEGORY EXCLUSIVE 4 AVAILABLE

- Main-stage-screen and event-signage logos
- Recognition in the welcome remarks
- Full-page booklet ad
- Website Ad
- 20 registrations — two reserved table of ten
- Dedicated pre- and post-event email feature
- Both press releases; digital promotion

Puente — $10,000 — CATEGORY EXCLUSIVE 6 AVAILABLE

- Stage screens, signage and welcome recognition
- Full-page booklet ad
- 10 Complimentary registrations
- Press releases + digital promotion
- Website Ad

How exclusivity works. Presentadora is limited to two companies and is category exclusive. Cumbre is limited to three companies. At Adelante and Puente, the exclusivity is by business category: no direct competitor in your industry may hold the same level in the same year, and the first signed commitment holds the category.

These levels have no category limit. Every level includes a bilingual program-booklet listing, a year-long website listing and link, and the option to add a named opportunity from page 10.

Raíz — $7,500 — OPEN · NO LIMIT

- Shared event-signage logo; website logo
- Half-page booklet ad
- Logo on event signage
- 10 Complimentary registrations
- Press releases + digital promotion

Comunidad — $5,000 — OPEN · NO LIMIT

- Shared event-signage logo; website logo
- Half-page booklet ad
- Logo on event signage
- 10 Complimentary registrations
- Digital promotion

Amiga — $2,500 — COMMUNITY ORGS ONLY 11+ STAFF

- Name on website
- Quarter-page booklet ad
- 5 Complimentary registrations

Aliada — $1,500 — COMMUNITY ORGS ONLY UP TO 10 STAFF

- Name on event signage
- Name on website and in booklet
- 2 Complimentary registrations

Sponsor It Your Way

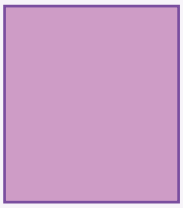
Tell us what you want out of the partnership recruiting, brand, client development, or community commitment, and we will build a package around it. **info@latinasinleadership.net · (860) 662-0190**

Attach your brand to one moment of the day.

Available on their own, or added to any sponsorship level. Each is exclusive to a single organization.

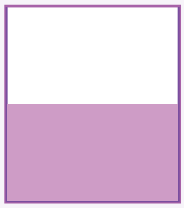
OPPORTUNITY	WHAT IT INCLUDES	INVESTMENT
Headshot lounge	Branded professional headshot studio — consistently the highest-traffic activation of the day	**$7,500**
Lanyard and tote	Your logo on every attendee for the full day, and in every photo afterward	**$6,000**
Student scholarship fund	Underwrite a block of 40 student seats, recognized onstage and in the program	**$5,000**
Café con leche lounge	The morning coffee and charging lounge, branded to you	**$4,000**
Bilingual program booklet	Back cover of the printed program, in both languages	**$3,500**
Wi-Fi	Custom network name and splash page for the day	**$3,500**
Photo booth	Branded prints and digital shares, all day	**$2,500**
Breakout session	Named sponsorship of a Symposium breakout session.	**$5,800**

PROGRAM ADVERTISING



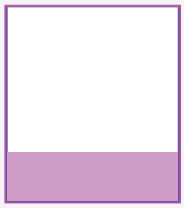
Full page

$500



Half page

$250



Quarter page

$150

ADs. *Press-ready PDF* or high-resolution artwork at 300 dpi or better, CMYK, fonts & graphics embedded.

Deadline. Program booklet materials are due April 15, 2027.
Late artwork cannot be placed.

The program is printed in English and Spanish, and we can arrange translation of your copy.

Send a student to the Symposium.

The seat that changes a career is often the first one somebody else paid for. For the price of a single student ticket you place a high school or college Latina alongside 800 women who are already where she is headed.

Every sponsored seat includes full-day access, breakfast and lunch, all five breakout tracks, the exhibitor hall, the networking reception, and an introduction to a Latinas in Leadership Institute alumna. One hundred and fifty seats are underwritten by sponsors each year and released at no cost in March.

GIFT SEATS

$145	**$725**	**$1,450**	**$2,900**
1 student seat	5 student seats	10 student seats	20 student seats

"Thank you to the entire team for organizing such a meaningful day. The symposium is a beautiful reminder of the strength, resilience, and brilliance of our community. ¡Sigan adelante!"

— Sofia Morales
2026 Latinas in Leadership Symposium

A table in the exhibit hall, open all day.

Forty-five organizations exhibited in 2026. Every package includes a six-foot table with linen, two chairs, two exhibitor badges, and a listing in the bilingual program booklet.

EXHIBITOR TYPE	TABLE RATE
Corporate Includes one complimentary Symposium ticket	**$800**
Government & higher education Includes one complimentary Symposium ticket	**$600**
Nonprofit 501(c)(3) Includes one complimentary Symposium ticket	**$500**
Latina-owned small business Marketplace placement. A $95 discounted Symposium ticket is available.	**$300**

Exhibitor spaces are assigned in the order applications are received.

Extra fees apply for power, Wi-Fi, wired internet, and other venue services.

Marketplace placement is limited to 12 Latina-owned small businesses.

REGISTRATION & TABLES

REGISTRATION TYPE	EARLY BIRD	REGULAR
Individual	**$195**	**$235**
Table Captains: Reserved table of ten (Table Captains receive a complimentary year of La Mesa Premium membership)	**$1,850 flat rate**	
Student Undergraduate, graduate, and high school students with a valid student ID.	**$145 flat rate**	

Individual early-bird pricing ends March 15, 2027. Registration opens December 1, 2026.
Registration includes continental breakfast, lunch, breakout sessions, the marketplace, networking, and one complimentary year of La Mesa Community membership.

LATINAS in LEADERSHIP SYMPOSIUM

Thank you for considering a partnership with us.

We know a sponsorship budget is finite and that every organization asking for it says the work is urgent. What we can tell you is what happens in that room: eight hundred Latinas, one day, twenty-three years running, and twenty thousand women who have already come through it.

The earlier you commit, the more of the year your brand works for you — the program booklet, the website, the Institute, La Mesa, and every email between now and May.

And if none of the packages in these pages is quite right, say so. We would rather build the partnership you actually want than sell you the one that happened to be printed.

23+	20,000+	365
YEARS	ATTENDEES	SPONSOR DAYS OF VISIBILITY

FOR MORE INFORMATION AND SPONSORSHIP OPPORTUNITIES CALL:

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