

Sponsorship Prospectus 2024

Association Latinos

What we do and why we do it

Somos una comunidad (We are a community) of Association Latino professionals, helping to bring awareness to the association profession to the wider Latino community. We need more Latino leadership and representation in associations.

Mission

Our mission is to create an advance Latino leadership, representation, and inclusion in associations.

Vision

To be the recognized leader for Latinos in Associations fostering a thriving and vibrant community of Latino professionals and executive partners.

Board of Directors

Association Latinos is governed by a volunteer Board of Directors made up of leaders in the industry. As a nonprofit organization, we recognize that Latinos are vastly underrepresented as Board Directors in the association space, the entertainment industry, government, and corporate boards. We aim to change this for associations.

- Josie Hernandez, IOM, President
- Jay Carino, MBA, CAE, Treasurer
- Carlos Cardenas, CAE, Secretary
- Norma Castrejon, MA, CAE, Board Director
- Michael Pereira, Board Director
- Jose Segarra, MNA, CAE, Board Director
- Ben Yzaguirre, M.Ed., CAE, Board Director

2023 Data

- 30+ volunteers
- 2,000+ followers on LinkedIn
- 10 educational sessions with average attendance of 45
- 3 in-person networking events
- 1 award ceremony simulcast between Chicago and DC
- CAE Approved Provider



US Latinos Statistics



Hispanic represents 52% of the total U.S. population growth¹



Hispanics that perceive discrimination or lack of an inclusive diversity climate, will have an increased level of stress, and adversely impact turnover.²⁰

Leaders & managers can best understand millennials, including Hispanics, by focusing on three major areas: attraction, performance, & workplace connections.²¹

Buying Power

Hispanics are worth

\$1.7 trillion¹⁴



Hispanics drive the U.S. economy and have a GDP of:

\$2.3 trillion¹⁴



Latino Impact

- Latinos make up 19% of the US population.
- Hispanics, representing one out of every five people in the US, are estimated to drive nearly 25% of the country's GDP growth.
- In 2020, the GDP of US Latinos was 2.8 trillion dollars; if Latinos living in the US were an independent country, the US Latino GDP would be the fifth largest GDP in the world
- Since the global financial crisis, Latinos have accounted for more than three-quarters of the US labor force growth. Positive impacts on America's Hispanics will continue well into the future, with 6 in 10 Hispanics in the US aged 35 and younger.
- Yet among corporate executives, Hispanic representation is remarkably low: just 4%.

Sponsorship Opportunities

- **Corporate Oro**
- **Corporate Plata**
- **Amigos**
- **Evento**



Corporate Oro

\$10,000 Support

- Listed on Website
- Listed on any materials that list all AL sponsors
- Quarterly LinkedIn post, repost, or mention
- One virtual education event featuring sponsor as speaker
- Contact list from event
- Opportunity to present to board virtually during one board meeting
- One-time acknowledgement in quarterly newsletter
- Two free entrances to an in-person educational event or award ceremony
- Provided an "AL Sponsor" logo for website

Corporate Plata

\$3,000 Support

- Listed on Website
- Listed on any materials that list all AL sponsors
- One LinkedIn post, repost, or mention
- Opportunity to present to board virtually during one board meeting
- One-time acknowledgement in quarterly newsletter
- Two free entrances to an in-person educational event or award ceremony
- Provided an "AL Sponsor" logo for website

Amigo

\$1,500 Support

- Listed on Website
- Listed on any materials that list all AL sponsors
- One LinkedIn post, repost, or mention
- Two free entrances to an in-person educational event or award ceremony
- Provided an "AL Sponsor" logo for website

In-Person Event Sponsor

\$10,000 Support

- Half day training session in Washington, DC with Happy Hour
- First-opportunity consideration to partner on course content for half day training session
- Listed on Website
- One LinkedIn post, repost, or mention
- In footer of all event emails
- On all signage at the event
- List of attendees after event
- Acknowledged during opening remarks
- Provided an "AL Sponsor" logo for website
- Listed on any other materials that list all AL sponsors

Other Sponsorships

If you have specific ideas or would like to be a sponsor in any other way, please contact one of the Board Members or the Fundraising Committee and ask to have a discussion with us to explore other opportunities.



**We look forward to a strong
collaboration with you.**

ASSOCIATION
LATINOS

The logo for 'ASSOCIATION LATINOS' features the word 'ASSOCIATION' in a bold, black, sans-serif font. Below it, the word 'LATINOS' is written in a larger, bold, sans-serif font. Each letter of 'LATINOS' is a different color: 'L' is purple, 'A' is yellow, 'T' is orange, 'I' is red, 'N' is teal, 'O' is a globe with blue oceans and yellow continents, and 'S' is black.

Follow Us!

www.associationlatinos.org

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