



26th NATIONAL HISPANIC WOMEN'S CORPORATION INSTITUTES

Latina Power: Inspire! Educate! Elevate!

**The Professional Development and Leadership Institute
The Executive Management Institute
The Youth Leadership Institute**

October 6TH & 7TH, 2011 Phoenix, Arizona

www.hispanicwomen.org

Scholarship Benefit Luncheon - Friday, October 7TH, 2011

The Hispanic Women's Corporation (HWC) would like to extend an invitation for your support of the professional development and leadership empowerment programs for Latina women, youth and scholars by participating in the **26th National Hispanic Women's Corporation Professional Development and Leadership Institutes**.

We are the largest gathering of Latinas in the United States! This grand event will be held **October 6th & 7th, 2011** in Phoenix, Arizona-Phoenix Convention Center, SOUTH. The Institute attracts more than 2,000 attendees and sponsors from across the country. Throughout the two-day Institute, sponsors will have the opportunity to gain visibility within institute sessions, fashion show and evening receptions. In addition, the **Latina Power Expo** will be open to the public, ensuring maximum traffic and opportunities to promote your organizational brand, products and services, and career recruitment. An emphasis on a career resource center, health care fair, **GOING GREEN** for environmental sustainability, demonstrations and family resources area will carry a new theme for the exhibitors in addition to our regular vendors. The new light rail service offers continuous arrival and departure stops directly in front of the expo hall for ease of transportation.

Attendees will benefit from programs featuring the best speakers from many sectors of business, finance, education, health, law and leadership enhancement. We encourage you to register your team members for unique managerial training, professional and personal development exercises and networking experience. Our program offers continuing education certificates from HWC for **The Professional Development and Leadership Institute** and **The Executive Management Institute**. The concurrent **Youth Leadership Institute** is also dedicated to the critical development of 500 junior high and high school students toward their academic growth, financial literacy and a professional career vision. The Hyatt Regency Phoenix located at 122 North Second Street, Phoenix, AZ 85004 will be offering special Hispanic Women's Corporation rates. For reservations call 602.252.1234 and ask for the HWC group rate!

Please find enclosed a detailed marketing packet that outlines sponsorship opportunities. If you have any questions, please contact Marketing Chairs, Blanca Williams 602.432.6673 and Norma Macias 480.452.2867 or by e-mail at: **HWCmarketing@hispanicwomen.org**. Thank you!

Linda Mazon Gutierrez
Linda Mazon Gutierrez
President & CEO

Rox Ann Placencia
Rox Ann Placencia
2011 Institutes Chair



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The Hispanic Women's Corporation (HWC) is a 501 c (3) non-profit corporation. A portion of the proceeds from the Institute will benefit the Hispanic Women's Corporation scholarship program to allow students to achieve their collegiate academic goals. The Institutes further leadership and professional development for more than 2,000 attendees at the national, regional and local levels. As a corporate sponsor you would be recognized as a valuable partner of HWC and the community. Your support would provide attendees the opportunity to participate in the:

- **Professional Development and Leadership Institute (P):**
This program is designed for women who are seeking career development, upward professional mobility, life transition and leadership opportunities within their respective communities. Attendees who are seeking employment opportunities and/or workforce option changes or retirees seeking other avenues of employment or volunteer opportunities should also attend these seminars. College students are also welcome into this venue.
- **Executive Management Institute (E):**
Attendees are in positions of executive management for the advanced caliber of seminar information being offered in leadership style and execution, management decision making and coaching, personal financial acuity and planning, and executive wellness. Examples of professions would be President/CEO/COO/CFO/Executive Directors of their organization, or a member of an executive team who executes policy, program or financial decisions. Women, who are elected officials, operate small businesses or non-profit organizations and who are retired from these positions should also attend these sessions.
- **Youth Leadership Institute (Y):**
The workshops are designed to motivate and encourage junior high and high school students to engage in dynamic sessions which will equip them with the tools and skills necessary to achieve their personal and professional goals. The workshop facilitators are dynamic speakers and presenters who are enthusiastic about sharing their creative wisdom with Institute participants. All workshops will be evaluated based on nature of topic, presentation of speakers, and overall benefit/knowledge gained by the students.

The Hispanic Women's Corporation (HWC) will offer all attendees continuing education units for completion of their institute coursework. Certificates will be issued upon verification of attendance.

In addition, the **LATINA POWER EXPO** hall will be open to the general public and will be publicized with light rail service offering easy transportation which stops directly in front of the Phoenix Convention Center-**South** Plaza. The exhibition hall will offer designated areas for a career resource center, health fair, **GOING GREEN** demonstrations and family resources in addition to our regular exhibitors.



HWC 2011 SPONSORSHIP LEVELS

HONORARY SPONSOR - \$100,000 and Above

- Noted Honorary Sponsor of the Scholarship Benefit Luncheon
- Honorary Chair of the Scholarship Benefit Luncheon with speaking points by designated executive
- Corporate Executive seated at Scholarship Benefit Luncheon Head Table and stage mentions
- Corporate logo displayed as Honorary Sponsor:
 - Prime location during Scholarship Benefit Luncheon and Power Point
 - HWC homepage for pre-promotion
 - 15,000 printed Save The Date postcards
 - 15,000 registration brochures printed and online versions
 - Front cover of Institute online program book **~Going Green! Posted online for 10 months!**
 - All Institute online and print collateral (**Excludes Poster-Separate Sponsorship**)
 - Five (5) promotional e-mail blasts to Hispanic Women's Corporation database
- Air one (1) :30 advertisement during Scholarship Benefit Luncheon (spot provided by sponsor)
- Four (4) corporate luncheon tables (seats ten per table) reserved in premium location
- Placement of branded gifts at luncheon tables. Quantity for placement: 2,000 (item to be provided by sponsor)
- Up to ten (10) 10' x 10' exhibit booths reserved in premium location
- Full color two-page ad spread and back cover of online program
- Forty (40) full registrations*
 - Full registrations include official registration bags and registration badges, sessions, Latina Power Expo hall, special events to include premier Fashion Show and Scholarship Benefit Luncheon
- Corporate recognition and participation in opening ceremonies
- Co-sponsorship of an educational track or event of your choice (restrictions apply), delivery of welcome remarks and placement of corporate collateral at each seat (collateral to be provided by sponsor)
- Twelve (12) corporate scholarships presented at Scholarship Benefit Luncheon in sponsor's name.
- Corporate promotional item included in 2,500 registration bags (item to be provided by sponsor)
- Corporate name listed as Honorary sponsor in press materials
- Co-sponsorship of Youth Leadership Institute attracting 500 junior high and high school students

PREMIUM SPONSOR - \$75,000

- An Honorary Co-Chair of the Scholarship Benefit Luncheon
- Corporate Executive seated at Scholarship Benefit Luncheon Head Table and stage mentions
- Corporate logo displayed as a Premium Sponsor:
 - Prime location during Scholarship Benefit Luncheon and Power Point
 - HWC homepage for pre-promotion
 - 15,000 registration brochures printed and online versions
 - Front cover of online program **~Going Green! Posted online for 10 months!**
 - Displayed as Premium sponsor in online and print collateral (**Excludes Poster-Separate Sponsorship**)
 - Five (5) promotional e-mail blasts to Hispanic Women's Corporation database
- Four (4) corporate luncheon tables (seats ten per table) reserved in premium location
- Placement of branded gifts at luncheon tables. Quantity for placement: 2,000 (item to be provided by sponsor)
- Up to ten (10) 10' x 10' exhibit booths reserved in premium location
- Full color two-page ad spread in the online program
- Thirty five (35) full Institute registrations*
 - Full registrations include official registration bags and registration badges, sessions, Latina Power Expo Hall, special events including premiere Fashion Show and Scholarship Benefit Luncheon
- Corporate recognition and participation in opening ceremonies
- Co-sponsorship of an educational track or event of your choice (restrictions apply), delivery of welcome remarks and placement of corporate collateral at each seat (collateral to be provided by sponsor)
- Ten (10) corporate scholarships presented at Scholarship Benefit Luncheon in sponsor's name.
- Corporate promotional item included in 2,500 registration bags (item to be provided by sponsor)
- Corporate name listed as Premium sponsor in press materials
- Co-sponsorship of Youth Leadership Institute attracting 500 junior high and high school students

DIAMOND SPONSOR - \$55,000

- Honorary Scholarship Benefit Luncheon Committee Member
- Corporate Executive seated at Scholarship Benefit Luncheon Head Table and stage mentions
- Corporate logo displayed as Diamond Sponsor:
 - Scholarship Benefit Luncheon
 - HWC homepage for pre-promotion
 - 15,000 registration brochures printed and online versions
 - Online and print collateral ~**Going Green! Posted online for 10 months! (Excludes Poster-Separate Sponsorship)**
 - Five (5) promotional e-mail blasts to Hispanic Women's Corporation database
- Placement of branded gifts at luncheon tables. Quantity for placement: 2,000 (item to be provided by sponsor)
- Three (3) corporate luncheon tables (seats ten per table) reserved in premium location
- Up to eight (8) 10' x 10' exhibit booths reserved in premium location
- Two (2) full-page color ads in the online program
- Thirty (30) full registrations*
 - Full registrations include official registration bags and registration badge, sessions, Latina Power Expo, special events to include premiere Fashion Show and Scholarship Benefit Luncheon
- Corporate promotional item included in 2,500 registration bags (item to be provided by sponsor)
- Co-sponsorship of an educational track or event of your choice (restrictions apply), delivery of welcome remarks and placement of corporate collateral at each seat (collateral to be provided by sponsor)
- Five (5) corporate scholarships to be presented at luncheon in sponsor's name.
- Corporate name listed as Diamond sponsor in press materials

PLATINUM SPONSOR - \$40,000

- Honorary Scholarship Benefit Luncheon Committee Member
- Corporate Executive seated at Scholarship Benefit Luncheon Head Table and stage mentions
- Corporate logo displayed as Platinum Sponsor:
 - Scholarship Benefit Luncheon
 - HWC homepage for pre-promotion
 - 15,000 registration brochures printed and online versions
 - Online and print ads ~**Going Green! Posted online for 10 months! (Excludes Poster-Separate Sponsorship)**
- Three (3) corporate luncheon tables (seats ten per table) reserved in premium location
- Placement of branded gifts at luncheon tables. Quantity for placement: 2,000 (item to be provided by sponsor)
- Up to six (6) 10' x 10' exhibit booths reserved in premium location
- Two (2) full-page color ads in the online program
- Twenty-five (25) full registrations*
 - Full registrations include official registration bags and registration badges, sessions, Latina Power Expo hall, special events to include premiere Fashion Show and Scholarship Benefit Luncheon
- Co-sponsorship of an educational track or event of your choice (restrictions apply), delivery of welcome remarks and placement of corporate collateral at each seat (collateral to be provided by sponsor)
- Corporate promotional item included in 2,500 registration bags (item to be provided by sponsor)
- Three (3) corporate scholarships to be presented at luncheon in sponsor's name.
- Corporate name listed as Platinum sponsor in press materials

GOLD SPONSOR - \$30,000

- Honorary Scholarship Benefit Luncheon Committee Member
- Corporate Executive seated at Scholarship Benefit Luncheon Head Table and stage mentions
- Corporate logo displayed as Gold Sponsor:
 - Scholarship Benefit Luncheon
 - HWC homepage for pre-promotion
 - 15,000 registration brochures printed and online versions
 - Program ~**Going Green! Posted online for 10 months!**
 - Online and print collateral (**Excludes Poster-Separate Sponsorship**)
- Two (2) corporate luncheon tables (seats ten per table) reserved in premium location
- Up to Four (4) 10' x 10' exhibit booths reserved in premium location
- One (1) full-page color advertisement in the online program
- Twenty (20) full registrations*
 - Full registrations include official registration bags and registration badges, sessions, Latina Power Expo hall, special events to include premiere Fashion Show and Scholarship Benefit Luncheon
- Corporate promotional item included in 2,500 registration bags (item to be provided by sponsor)
- Three (3) corporate scholarships presented at luncheon in sponsor's name.
- Corporate name listed as Gold sponsor in press materials

SILVER SPONSOR - \$20,000

- Honorary Scholarship Benefit Luncheon Committee Member
- Corporate logo displayed as Silver Sponsor:
 - During Scholarship Benefit Luncheon
 - HWC homepage for pre-promotion
 - 15,000 registration brochures online and printed versions
 - Program **~Going Green! Posted online for 10 months!**
 - Online and print collateral
- One (1) corporate luncheon table (seats ten per table) reserved in premium location
- Two (2) 10' x 10' exhibit booths reserved in premium location
- One (1) full-page black and white advertisement in the online program
- Fifteen (15) full registrations*
 - Full registrations include official registration bags and registration badges, Latina Power Expo Hall, special events to include premiere Fashion Show and Scholarship Benefit Luncheon
- Corporate name listed as Silver sponsor in press materials

COMMEMORATIVE POSTER \$20,000 (Limited to one sponsor)

- Honorary Scholarship Benefit Luncheon Committee Member
- Corporate representative and HWC representative unveil poster during Scholarship Benefit Luncheon
- Corporate logo displayed as Silver Sponsor:
 - During Scholarship Benefit Luncheon
 - HWC homepage for pre-promotion
 - 15,000 registration brochures online and printed versions
 - Program **~Going Green! Posted online for 10 months!**
 - Online and print collateral
- One (1) corporate luncheon table (seats ten per table) reserved in premium location
- Two (2) 10' x 10' exhibit booths reserved in premium location
- One (1) full-page black and white advertisement in the online program
- Fifteen (15) full registrations*
 - Full registrations include official registration bags and registration badges, Latina Power Expo Hall, special events to include premiere Fashion Show and Scholarship Benefit Luncheon
- Corporate name listed as Silver sponsor in press materials
- 2,500 commemorative posters with HWC and corporate logo
 - Distribution of poster to attendees
- Poster displayed along registration area

BRONZE SPONSOR - \$10,000

- One (1) corporate luncheon table (seats ten)
- One (1) 10' x 10' exhibit booth
- One (1) full-page black and white advertisement in the online program **~Going Green! Posted online for 10 months!**
- Five (5) full registrations*
 - Full registrations include official registration bags and registration badges, sessions, Latina Power Expo, special events to include Fashion Show and Scholarship Benefit Luncheon

PRINT SPONSOR \$10,000

- Name recognition in the online program **~Going Green! Posted 10 months online**
- Logo included on sponsored printed material
- Logo on online Save the Date email blast

Printed Materials include:

- 15,000 Registration Brochures
- 2,000 Luncheon Programs
- 2,000 Day at a Glance cards
- 1,000 Fashion Show Programs
- 2,000 Corporate Luncheon Tickets
- Workshop signage
- Luncheon Table Signage
- Workshop and Overall Evaluations

COPPER SPONSOR - \$5,000

- One (1) corporate luncheon table (seats ten)
- One (1) 10' x 10' exhibit booth
- One (1) half-page black and white advertisement in the online program book
- Two (2) full registrations*
 - Full registrations include official registration bags and registration badges, sessions, Latina Power Expo Hall, special events to include premier Fashion Show and Scholarship Benefit Luncheon

REGISTRATION BAGS \$5,000 GOING GREEN! ECO FRIENDLY BAGS!

- Corporate logo displayed on registrations bags with HWC Logo
- Name recognition in the online program
- Product placement/collateral material included in registration bags
- Name recognition on HWC Web site

LUNCHEON CENTERPIECE \$5,000

- Name recognition in the online program and luncheon program
- Corporate logo displayed in luncheon PowerPoint presentation
- Corporate acknowledgement placed at each luncheon table
- Name recognition on HWC Web site

REGISTRATION AREA \$5,000

- Name recognition in the online program
- Signage displayed at registration area
- Two (2) full registrations*
 - Full registrations include official registration bags and registration badges, sessions, selected workshops, Expo Hall, special events to include Fashion Show and Scholarship Benefit Luncheon

ENTERTAINMENT \$5,000

- Name recognition in the online program

CORPORATE LUNCHEON TABLE SPONSOR

\$1,500 CORPORATE RATE

\$1,000 GOVERNMENT/NON-PROFIT RATE

- One (1) table of ten
- Table signage
- Name recognition in luncheon program

INDIVIDUAL EXHIBITOR

\$1,000 CORPORATE RATE (Sign up by July 1 - Early Bird Rate - \$800)

\$800 SMALL BUSINESS/GOVERNMENT/NON-PROFIT RATE (Sign up by July 1 - Early Bird Rate - \$600)

- One (1) 10' x 10' booth with high back wall drape
- One (3') foot high side rail drape
- One (8') foot table and two folding chairs
- Two (2) exhibitor badges
- Two (2) Scholarship Benefit Luncheon tickets
- Two (2) fashion show tickets
- One identification sign (7" x 44") with exhibitors name
- Two day exhibit: Thursday, October 6th and Friday, October 7th.