



**LATINA POWER: CELEBRATING 25 YEARS OF EXCELLENCE!
25th ANNUAL HISPANIC WOMEN'S INSTITUTE**

INSTITUTES

The Professional Development and Leadership Institute

The Executive Management Institute

Mis Negocios

Youth Leadership Institute

October 21st and 22nd, 2010

Phoenix, Arizona

www.hispanicwomen.org

Scholars Benefit Luncheon • Friday, October 22, 2010

Phoenix Convention Center, SOUTH

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 **25th Annual Hispanic Women's Leadership Institutes**.

This grand event will be held **October 21st and 22nd** in Phoenix, Arizona. Phoenix Convention Center, SOUTH. The Institute attracts more than 2,000 attendees and sponsors across the country. Throughout the two-day Institute, sponsors will have the opportunity to create 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 branding and awareness, 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.

We are the largest gathering of Latinas in the United States!

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 programs focus on **The Professional Development and Leadership Institute, The Executive Management Institute, and Mis Negocios** offering continuing education certificates from HWC. The concurrent **Youth Leadership Institute** is also dedicated to the critical development of 500 junior high school students toward their academic growth, financial literacy and a professional career vision. Hyatt Regency: Phoenix 122 North Second Street, Phoenix, Az 85004 602.252.1234 will be offering special Hispanic Women's Institute rates at \$169 per night single/double and government rates at \$129 until September 20, 2010.

Please find enclosed a detailed marketing packet that outlines sponsorship opportunities. If you have any questions, please contact Marketing - Uzra Vo (602) 432-6673 and Norma Macias (480) 452-2867 or by e-mail at: **marketing@hispanicwomen.org**. Thank you!

Linda Mazon Gutierrez

Linda Mazon Gutierrez
President & CEO

María Reyes

Maria Reyes
2010 Chair

P. O. Box 20725 - Phoenix, Arizona 85036-0725 - (602) 954-7995 - FAX (602) 954-7563
1-888-388-4492 - hwc@hispanicwomen.org - www.hispanicwomen.org



25th ANNUAL HISPANIC WOMEN'S INSTITUTE

The Professional Development and Leadership Institute The Executive Management Institute Mis Negocios Youth Leadership Institute Latina Power Expo Hall

www.hispanicwomen.org

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 Institute furthers 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 at this institute 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.
- **Mis Negocios: (M)**
A professional development track for attendees seeking solutions for business and personal priorities.
- **Youth Leadership Institute (Y):**
The workshops are designed to motivate and encourage junior 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 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 2010 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
 - 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 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
 - 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 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!**
 - 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!**
- 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
- 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

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*if needed
- 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

COMMEMORATIVE POSTER \$5,000 (Limited to one sponsor)

- Name recognition in the online program
- 2,500 commemorative posters with HWC and corporate logo
- Corporate representative and HWC representative unveil poster during Scholarship Benefit Luncheon
- Corporate logo and poster artwork displayed on HWC homepage
- Distribution of poster to attendees
- Poster displayed along registration area

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 June 1 - Early Bird Rate - \$800)

\$800 SMALL BUSINESS/GOVERNMENT/NON-PROFIT RATE (Sign up by June 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, Oct. 21 and Friday, Oct. 22

25th ANNUAL HISPANIC WOMEN'S INSTITUTE
Present:
HWC YOUTH LEADERSHIP INSTITUTE
THURSDAY, OCTOBER 21, 2010

www.hispanicwomen.org

YOUTH LEADERSHIP SPONSORSHIP LEVELS

YOUTH LEADERSHIP INSTITUTE OVERALL SPONSOR \$50,000
500 JUNIOR HIGH SCHOOL STUDENTS

- Logo recognition on Youth Leadership Institute page on HWC Web site
- Name recognition in the online program
- Recognition as Youth Leadership Institute sponsor on event signage
- 25 registrations*
 - Full registrations include official registration bags and registration badge, admission to selected workshops, admission to Expo, special events and Scholarship Benefit Luncheon
- Distribution of corporate premium item/collateral materials in 500 youth registration bags
- Co-sponsorship of up to 3 Youth Workshops (restrictions apply), Panelist participation and placement of corporate collateral at each seat (collateral to be provided by sponsor)

YOUTH PRINT SPONSOR \$5,000

- Name recognition in the online program **~Going Green! Posted 10 months online**
- Logo included on sponsored printed material
- Co-sponsorship of an Youth Workshop (restrictions apply), Panelist participation and placement of corporate collateral at each seat (collateral to be provided by sponsor)
- Corporate promotional item included in 500 youth registration bags (item to be provided by sponsor)

Printed Materials include:

- Workshop Signage
- 500 Day Youth at a Glance cards
- Youth Workshop and Evaluations

YOUTH WORKSHOP SPONSOR \$5,000 (Up to 4 Sponsors per workshop)

- Name recognition in the online program **~Going Green! Posted 10 months online**
- Logo included on sponsored printed material
- Co-sponsorship of an Youth Workshop (restrictions apply), Panelist participation and placement of corporate collateral at each seat (collateral to be provided by sponsor)
- Corporate promotional item included in 500 youth registration bags (item to be provided by sponsor)

COMMUNITY PARTNERS - \$400

- Sponsor (20) twenty students to attend the Youth Leadership Institute
- Corporate name recognition on HWC Web site
- Corporate name recognition in Youth At a Glance Sheet

INDIVIDUAL TICKETS - \$20

- Access to workshops, Youth lunch, Youth registration bag



25th ANNUAL HISPANIC WOMEN'S INSTITUTE

Present:

HWC CHARITY FASHION SHOW

THURSDAY, OCTOBER 21, 2010

www.hispanicwomen.org

FASHION SHOW SPONSORSHIP LEVELS

PRESENTING SPONSOR - \$50,000 and Above (maximum of three)

- Recognized as Fashion Show Presenting Sponsor
- Acknowledged as Fashion Show Presenting Sponsor in all Fashion Show event advertising
- Acknowledged as Fashion Show Presenting Sponsor in event news releases
- Acknowledged as Fashion Show Presenting Sponsor on all Fashion Show event signage
- Two (2) :30 promotional spot aired at opening of event (spot to be provided by sponsor)
- Twenty (20) event tickets reserved in premium location
- Live stage mentions during event
- Logo displayed in premium location during Fashion Show
- Logo placement on Save the Date cards (5,000 quantity)
- Logo placement on registration brochures (15,000 quantity)
- Logo inclusion on HWC Web site
- Logo recognition as Presenting Sponsor in Fashion Show event program
- Promotional item placed at runway seating (items to be provided by sponsor)
- One (1) corporate table at the Scholarship Benefit Luncheon (seats 10)
- One (1) 10'x10' exhibit booth at expo
- One (1) full-page black & white advertisement in HWC program
- Raffle giveaway opportunity to be presented by event emcee during Fashion Show
- Reserved display area in premium location at event reception

PLATINUM SPONSOR - \$25,000

- Recognized as Fashion Show Platinum Sponsor
- Acknowledged as Fashion Show Platinum Sponsor in Fashion Show print advertising
- Acknowledged as Fashion Show Platinum Sponsor on all Fashion Show event signage
- Fifteen (15) event tickets reserved in premium location
- Live stage mentions during event
- Logo displayed in premium location during Fashion Show
- Logo placement on Save the Date cards (5,000 quantity)
- Logo inclusion on HWC Web site
- Acknowledged as Fashion Show Platinum Sponsor in HWC program
- Logo recognition as Platinum Sponsor in Fashion Show event program
- Promotional item placed at runway seating (items to be provided by sponsor)
- One (1) 10'x10' exhibit booth at Institute expo
- One (1) full-page black & white advertisement in HWC program
- Raffle giveaway opportunity to be presented by event emcee during Fashion Show

GOLD SPONSOR - \$10,000

- Recognized as Fashion Show Gold Sponsor
- Acknowledged as Fashion Show Gold Sponsor in Fashion Show print advertising
- Acknowledged as Fashion Show Gold Sponsor on all Fashion Show event signage
- Fifteen (10) event tickets reserved in premium location
- Logo displayed during Fashion Show
- Logo placement on Save the Date cards (5,000 quantity)
- Logo inclusion on HWC Web site
- Acknowledged as Fashion Show Gold Sponsor in HWC program
- Logo recognition as Gold Sponsor in Fashion Show event program
- One (1) 10'x10' exhibit booth at expo
- One (1) full-page black & white advertisement in HWC program
- Raffle giveaway opportunity to be presented by event emcee during Fashion Show

COSMETICS SPONSOR - \$7,500 (maximum of one)

- Recognized as Fashion Show Cosmetics Sponsor
- Acknowledged as Fashion Show Cosmetics Sponsor in Fashion Show print advertising
- Acknowledged as Fashion Show Cosmetics Sponsor on all Fashion Show event signage
- Ten (10) event tickets reserved in premium location
- Logo placement on Save the Date cards (5,000 quantity)
- Logo inclusion on HWC Web site
- Acknowledged as Fashion Show Cosmetics Sponsor in HWC program
- Acknowledged as Fashion Show Model Sponsor in Fashion Show event program
- Promotional item placed at runway seating (items to be provided by sponsor)
- One (1) half-page black & white advertisement in HWC program

RUNWAY HAIRSTYLE SPONSOR - \$7,500 (maximum of one)

- Recognized as Fashion Show Runway Hairstyle Sponsor
- Acknowledged as Fashion Show Runway Hairstyle Sponsor in Fashion Show print advertising
- Acknowledged as Fashion Show Runway Hairstyle Sponsor on all Fashion Show event signage
- Ten (10) event tickets reserved in premium location
- Logo placement on Save the Date cards (5,000 quantity)
- Logo inclusion on HWC Web site
- Acknowledged as Fashion Show Runway Hairstyle Sponsor in HWC program
- Acknowledged as Fashion Show Model Sponsor in Fashion Show event program
- Promotional item placed at runway seating (items to be provided by sponsor)
- One (1) half-page black & white advertisement in HWC program

ENTERTAINMENT SPONSOR - \$5,000 (maximum of five)

- Recognized as Fashion Show Entertainment Sponsor
- Acknowledged as Fashion Show Entertainment Sponsor in Fashion Show print advertising
- Acknowledged as Fashion Show Entertainment Sponsor on all Fashion Show event signage
- Ten (10) event tickets reserved in premium location
- Logo placement on Save the Date cards (5,000 quantity)
- Logo inclusion on HWC Web site
- Acknowledged as Fashion Show Entertainment Sponsor in HWC program
- Acknowledged as Fashion Show Entertainment Sponsor in Fashion Show event program

MODEL SPONSOR - \$5,000 (maximum of five)

- Recognized as Fashion Show Model Sponsor
- Acknowledged as Fashion Show Model Sponsor in Fashion Show print advertising
- Acknowledged as Fashion Show Model Sponsor on all Fashion Show event signage
- Ten (10) event tickets reserved in premium location
- Logo placement on Save the Date cards (5,000 quantity)
- Logo inclusion on HWC Web site
- Acknowledged as Fashion Show Model Sponsor in HWC program
- Acknowledged as Fashion Show Model Sponsor in Fashion Show event program

INDIVIDUAL Tickets - \$25

- Access to Fashion Show, Reception, Entertainment and Appetizers

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SPONSORSHIP & EXHIBITOR CONTRACT
25th Annual Hispanic Women's Institutes
Professional Development and Leadership Institute
October 21 and 22, 2010
Phoenix Convention Center SOUTH, Phoenix, Arizona
Forms available online at www.hispanicwomen.org

ORGANIZATION: _____
 (PRINT name as you would like it to appear on any marketing materials)
 CONTACT PERSON: _____ TITLE: _____
 ADDRESS: _____
 CITY/STATE/ZIP: _____
 PHONE: _____ FAX: _____ E-MAIL: _____

SPONSORSHIP SELECTION: Please check the appropriate box below to select a sponsorship level.
 Corporate names to appear on registration materials for sponsorships confirmed by **August 30, 2010**
 All sponsors must be paid in full prior to execution of sponsorship.

- Honorary Sponsor \$100,000 and Above
- Premium Sponsor \$ 75,000 Silver Sponsor \$ 20,000
- Diamond Sponsor \$ 55,000 Bronze Sponsor \$ 10,000
- Platinum Sponsor \$ 40,000 Copper Sponsor \$ 5,000
- Gold Sponsor \$ 30,000
- Other Sponsorship: _____ \$ _____
- Corporate Luncheon Table \$1,500 ea No. _____
- Government/Non-Profit Luncheon Table \$1,000 ea No. _____
- 10' x 10' Corporate Exhibit Booth \$ 1,000 ea No. _____
- 10' x 10' Small Business/Government/Non-Profit Booth \$ 800 ea No. _____
- Full Page Online Program Ad \$800 Half Page Online Program Ad \$ 400
- Concurrent Workshops (Multiple Co-sponsors per session) \$2,000 Workshop Name: _____
- Full Institutes Registration **Standard Rate** (Expires 8-31-10) \$150/person No. _____
- Full Institutes Registration **Standard Rate** (Expires 10-20-10) \$225/person No. _____
- Full Institutes Registration **On-site Rate** (Begins 10-20-10, 11:00 a.m.) \$275/person No. _____
- Full Institutes Registration **Standard Senior Rate (62+ yrs with ID)** \$120/person No. _____
- Full Institutes Registration **Standard Student Rate (12 hours+ with ID)** \$50/person No. _____

(Registration includes: Concurrent Workshops, Admission to Expo, Admission to Corporate Scholarship Benefit Luncheon, Admission to Fashion Show, Admission to Closing Reception, one official bag and one registration badge)

SILENT AUCTION DONATION:
 Description of Item: _____ Value: _____

TOTAL SPONSORSHIP COMMITMENT \$ _____

EXHIBITOR BOOTH ARRANGEMENTS: Information below must be provided to secure booth.

Exhibit Name: _____
 (Please print company name as you would like it to appear on exhibitor signage)
 Contact Name: _____
 (If different than above contact person)
 Mailing Address: _____
 City/State/Zip: _____
 Phone: _____ Fax: _____ Email: _____

FORM OF PAYMENT: Credit Card Check Please invoice me at address above 30 DAY NET!
 Name of Card Holder: _____
 Credit Card Type: Visa MasterCard American Express Discover
 Account Number: _____ Expiration Date: _____

Signature: _____ **Date:** _____

Fax back this form to HWC MARKETING COMMITTEE at 602-954-7563 (fax)
ATTN: Uzra Vo, 602-432-6673 or Norma Macias 480-452-2867 Email to: marketing@hispanicwomen.org
MAKE CHECKS PAYABLE BY September 15, 2010 TO:
Hispanic Women's Corporation P.O. BOX 20725 Phoenix, AZ 85036-0725



Advertisement Specifications

**2010 HWC Online Program
October 21st and 22nd, 2010
GOING GREEN!**

**The program will be posted online for 10 months at:
www.hispanicwomen.org**

Due date: September 15, 2010

Ads not received by this date will not be included in the online program.

Corporate Sponsors:

Camera Ready ads submitted on disk must be in .eps (MAC) or .tif format on Zip Disk 100/250 or CD. All graphics and fonts should be attached and must be accompanied by a hard copy.

Ads should have the following dimensions:

<i>Full- Page Ad</i>	<i>Half-Page Ad</i>
Dimensions-	Dimensions-
Width: 7"	Width: 7"
Height: 9.25"	Height: 5"

Specs:

300 DPI (72 DPI will not be accepted)
Halftones 133 line screen
Set up artwork as B/W (No color**)
Illustrator 9, Photoshop 5.5, Quark Express 4

**** Please note: Sponsors at the Premium, Diamond, Platinum and Gold levels will have a full-color ad(s).**

E-mail final art or send additional questions to Marshall Hernandez at mhgraphx@satx.rr.com.

***Thank you for your sponsorship of the
Hispanic Women's Institutes***



July 2010

We would like to welcome you to the 25th National Hispanic Women's Conference, to be held October 21st – 22nd, 2010 at the Phoenix Convention Center in Phoenix, Arizona.

As the largest gathering of Latina's in the nation, the conference aims to motivate, educate and provide a prime opportunity to build lasting and beneficial relationships with other women and sponsoring organizations nationwide. Over the course of two days, HWC provides the opportunity to learn from over 50 renowned presenters who will address key topics in the areas of professional development, personal growth, business, health, wealth building, leadership enhancement and solutions to social issues Latinas face today. A great change this year is the HWC youth leadership institute will be focusing on junior high students, starting the outreach earlier to have a major impact on students before they go to high school and start making life decisions. The Latina Power Expo will be extended into two halls and will have a number of fairs going on: Job Fair, Going Green, Health Fair, Family Services, and a Cyber Café, filled with information and demonstrations to benefit everyone! We are offering many educational programs to prepare attendees while still doing our part to be eco-friendly and creating sustainability in our economy. It is our hope that you find this new format responsive to the current environment as we wish to be responsive to all of you.

The Hispanic Women's Conference needs your support for the Silent Auction. We hope that you will consider a donation towards this much needed conference. We are looking for items with a minimum value of \$200. A portion of the proceeds from the Silent Auction will benefit the Hispanic Women's Corporation scholarship program to allow students to achieve their academic goals.

In the meantime, if you have any questions or comments please feel reach to me at (602) 334-0210 or email at sandra.cardenas@campesina.com

Thank you for your consideration, we appreciate your support.

Sincerely,

Sandra Cardenas
Hispanic Women's Conference
Silent Auction Chair
HWC Tax ID# 86-0539353

PHOENIX CONVENTION CENTER

WALKING & PARKING GUIDE



LEGEND

P Parking Garages **S** Shuttle Drop-Off/Pick-up

||||| Pedestrian Route to West & South Buildings **▶** Parking Garage Entrance