

JOIN US IN CELEBRATING 14 YEARS
OF EMPOWERING LATINA ENTREPRENEURS
ACROSS THE UNITED STATES!



SCHEDULE 2012

DALLAS, TX

Thursday, March 22, 2012

LOS ANGELES, CA

Thursday, April 12, 2012

ATLANTA, GA

Thursday, May 24, 2012

CHICAGO, IL

Thursday, June 28, 2012

CHARLOTTE, NC

Thursday, July 19, 2012

SAN ANTONIO, TX

Thursday, October 25, 2012

2012

LATINA *Style*
Business SERIES

LATINA *Style* Magazine, the premier magazine addressing the needs of the Latina professional and business owner, is proud to present the following sponsorship opportunity for the 2012 Business Series. This interactive business development program brings together Latina business owners with key corporations and government agencies that provide the goods and services needed by these outstanding entrepreneurs to create or expand their business. Over 28,000 Latina entrepreneurs have participated in the Series since it's inception in 1998.

The Audience:

Participants are Latina business owners seeking to grow their business and Latina professionals interested in starting a business. Each event typically attracts 200 to 250 attendees. Editorial coverage of each event appears in LATINA *Style* Magazine and will also be posted on www.LATINAStyle.com. LATINA *Style* Magazine has a distribution of 150,000 with a readership of 600,000. Coverage will also be posted on www.LATINAStyle.com for one year, the website receives an average of 200,000 hits a month.

Demographics:

Hispanic-owned businesses are the fastest-growing segment of the business community. Between 1987 and 1992 they grew at a rate of over 76%; the rate of growth for all firms during the same period was only 26%. Revenues for Hispanic-owned businesses for the same time period increased by 134% versus 67% for all firms. According to U.S. Department of Labor, Facts on Working Women, Latinas are the fastest growing small business in the U.S with a phenomenal growth rate of 114% in the last five years. Latinas control 39 percent of the 1.4 million companies owned by women of color in the United States, which generate nearly \$147 billion in sales, according to the Center for Business Women's Research. More than one-third (34.9 percent) of all Latino-owned firms are owned by Women.

The Program:

The program emphasis is in creating a solid business foundation for the Latina entrepreneur. Corporate sponsors provide a panelist to speak about a specific category of expertise. The program covers a wide-range of topics including: access to capital; strategic sales & marketing strategies; professional, technology, and communications services; corporate & federal procurement opportunities.

Presenters will have the opportunity to work directly with the audience, clarifying the issues, addressing the problem areas and highlighting the products, services and procurement opportunities their corporation provides. The outcome is a solid set of leads that can be converted into mutually beneficial business relationships. The development and growth of Latina owned businesses not only benefits Latinas but has a positive effect on our economy.

The seminar is a one-day event that includes an exhibit area with a networking breakfast, panel sessions, Latina Entrepreneur Award luncheon with a keynote speaker and a closing networking reception. Each participant is given a commemorative gift bag which will have the product sponsors items. An excellent opportunity to reach the growing Hispanic market!



NATIONAL SPONSORSHIP



CHARTER SPONSOR - \$100,000

(8) Eight- Four-color, full page advertisements in *LATINA Style Magazine*

Welcoming remarks at each event

Expert presenter at each event

Exhibit booth

Opportunity to distribute appropriate materials to the participants

Banner display link on the *LATINA Style Business Series* website

Co-host of the Latina Leadership Dinner the evening before the event

20 registrations to each event

Editorial coverage of the event in *LATINA Style Magazine* and on www.latinastyle.com

Opportunity to distribute promotional items in the Commemorative Bag

Logo on all promotional materials

Mention in the news releases relating to the event

GOLD SPONSOR - \$85,000

(7) Seven- Four-color, full-page advertisements in *LATINA Style Magazine*

Expert presenter at each event

Exhibit booth

Opportunity to distribute appropriate materials to the participants

20 registrations to each event

Logo link on the *LATINA Style Business Series* website

Editorial coverage of the event in *LATINA Style Magazine* and on www.latinastyle.com

Opportunity to distribute promotional items in the Commemorative Bag

Logo on all promotional materials

Mention in the news releases relating to the event

SILVER SPONSOR - \$75,000

(6) Six- Four-color, full-page advertisements in *LATINA Style Magazine*

Exhibit booth

Opportunity to distribute appropriate materials to the participants

15 registrations to each event

Logo link on the *LATINA Style Business Series* website

Editorial coverage of the event in *LATINA Style Magazine* and on www.latinastyle.com

Opportunity to distribute promotional items in the Commemorative Bag

Logo on all promotional materials

Mention in the news releases relating to the event

NATIONAL SPONSORSHIP



AUDIO VISUAL SPONSOR - \$35,000

(1) One- Four-color, full-page advertisement in *LATINA Style* Magazine

Exhibit booth

Opportunity to distribute appropriate materials to the participants

10 registrations to each event

Logo on the *LATINA Style* Business Series website

Editorial coverage of the event in *LATINA Style* Magazine and on www.latinastyle.com

Opportunity to distribute promotional items in the Commemorative Bag

Logo on all promotional materials

Mention in the news releases relating to the event

PROGRAM SPONSOR - \$35,000

(1) One- Four-color page advertisement in *LATINA Style* Magazine

Exhibit booth

Opportunity to distribute appropriate materials to the participants

10 registrations to each event

Opportunity to distribute appropriate materials to the participants

Logo on the *LATINA Style* Business Series website

Editorial coverage of the event in *LATINA Style* Magazine and on www.latinastyle.com

Opportunity to distribute promotional items in the Commemorative Bag

Logo on all promotional materials

Mention in the news releases relating to the event

COMMEMORATIVE BAG - \$35,000

(1) One- Four-color page advertisement in *LATINA Style* Magazine

Logo on commemorative bag distributed to each participant

Exhibit booth

Opportunity to distribute appropriate materials to the participants

10 registrations to each event

Logo on the *LATINA Style* Business Series website

Editorial coverage of the event in *LATINA Style* Magazine and on www.latinastyle.com

Opportunity to distribute promotional items in the Commemorative Bag

Logo on all promotional materials

Mention in the news releases relating to the event

SINGLE CITY SPONSORSHIP



PLATINUM SPONSOR - \$15,000

- (1) One- Four-color, full-page advertisement in *LATINA Style Magazine*
- Half- Banner ad on the *LATINA Style Business Series* website
- Logo on all promotional materials
- Expert presenter
- Exhibit booth
- Event editorial coverage of the event in *LATINA Style Magazine* and on www.latinastyle.com
- Opportunity to distribute promotional items in the Commemorative Bag
- Opportunity to distribute promotional items to the participants
- Mention in the news releases relating to the event
- Honorable mention in the program & promotional materials
- 20 complimentary registrations to attend the event

GOLD SPONSOR - \$12,000

- Logo link on the *LATINA Style Business Series* website
- Logo on all promotional materials
- Expert presenter
- Exhibit booth
- Event editorial coverage of the event in *LATINA Style Magazine* and on www.latinastyle.com
- Opportunity to distribute promotional items in the Commemorative Bag
- Opportunity to distribute promotional items to the participants
- Mention in the news releases relating to the event
- Honorable mention in the program & promotional materials
- 15 complimentary registrations to attend the event

SILVER SPONSOR - \$10,000

- Logo link on the *LATINA Style Business Series* website
- Logo on all promotional materials
- Exhibit booth
- Event editorial coverage of the event in *LATINA Style Magazine* and on www.latinastyle.com
- Opportunity to distribute promotional items in the Commemorative Bag
- Opportunity to distribute promotional items to the participants
- Mention in the news releases relating to the event
- Honorable mention in the program & promotional materials
- 10 complimentary registrations to attend the event
- Mention in the news releases relating to the event

SINGLE CITY SPONSORSHIP



BRONZE SPONSOR - \$8,000

Logo link on the LATINA *Style* Business Series website

Logo on all promotional materials

Exhibit booth

Event editorial coverage of the event in LATINA *Style* Magazine and on www.latinastyle.com

Opportunity to distribute promotional items in the Commemorative Bag

Mention in the news releases relating to the event

8 complimentary registrations to attend the event

COMMORATIVE BAG SPONSOR - \$8,000

Logo on bag distributed to each participant

Logo link on the LATINA *Style* Business Series website

Logo on all promotional materials

Exhibit booth

Event editorial coverage of the event in LATINA *Style* Magazine and on www.latinastyle.com

Opportunity to distribute promotional items in the Commemorative Bag

Mention in the news releases relating to the event

8 complimentary registrations to attend the event

AUDIO VISUAL SPONSOR - \$8,000

Company logo on all projector screens throughout the event

Logo link on the LATINA *Style* Business Series website

Logo on all promotional materials

Exhibit booth

Event editorial coverage of the event in LATINA *Style* Magazine and on www.latinastyle.com

Opportunity to distribute promotional items in the Commemorative Bag

Mention in the news releases relating to the event

8 complimentary registrations to attend the event

SPONSORSHIP AGREEMENT



COMPANY: _____
 CONTACT: _____
 TITLE: _____
 ADDRESS: _____
 CITY: _____
 STATE: _____
 ZIP: _____
 PHONE: _____ FAX: _____
 SPONSORSHIP LEVEL SELECTED: _____
 CITY SELECTED: _____
 TOTAL SPONSORSHIP: _____
 PANEL PARTICIPATION: _____

NATIONAL SPONSORSHIP LEVEL

CHARTER	\$100,000
GOLD	\$85,000
SILVER	\$75,000
AUDIO VISUAL	\$35,000
PROGRAM	\$35,000
COMMEMORATIVE BAG	\$35,000

SINGLE CITY SPONSORSHIP LEVEL

PLATINUM	\$15,000
GOLD	\$12,000
SILVER	\$10,000
BRONZE	\$8,000
COMMEMORATIVE BAG	\$8,000
AUDIO VISUAL	\$8,000

SIGNATURE: _____ DATE: _____

PLEASE MAKE CHECKS PAYABLE TO:

LATINA Style Magazine, 106B East Broad Street Falls Church, VA 22046,
 Tel: 703-531-1424

SPONSORS

LATINA *Style* *Business* SERIES

