

# LATINA *Style* *Business* SERIES

JOIN US IN CELEBRATING **21 YEARS**  
OF EMPOWERING LATINA ENTREPRENEURS  
ACROSS THE UNITED STATES!

**INDEPENDENT  
CREATIVE  
INNOVATIVE  
RESPONSIBLE  
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**2019  
SCHEDULE**

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2019

# LATINA *Style* Business SERIES

LATINA *Style* Inc., the premier company addressing the needs of the Latina professional and business owner, is proud to announce the cities for the 2018 Business Series. Launched in 1998 in partnership with the Small Business Administration, this interactive business development program, the most successful in the nation, brings together Latina business owners with key corporations and government agencies that provide the goods and services needed by these outstanding entrepreneurs. It also creates business supplier opportunities so these entrepreneurs can expand their businesses and bringing to the next level. Over 38,000 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](http://www.LATINASTyle.com). LATINA *Style* Magazine has a distribution of 150,000 with a readership of 600,000. Coverage is also posted on [www.LATINASTyle.com](http://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 and partners provide nationally recognized expert panelists to speak about a specific categories 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. The program is produced in partnership with LATINA *Style* Magazine, the most respected media addressing the needs and concerns of the Latina entrepreneur in the Nation.

Presenters 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 conference includes an exhibit area with a networking breakfast, panel sessions, Latina Entrepreneur Award luncheon with a nationally recognized 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! Reaching over 600,000 readers and 200,000 online visitors LATINA *Style* Magazine is the primary source of information on Latina entrepreneurs, corporate executives, government leaders, and civic leaders in the country.



## NATIONAL SPONSORSHIP

### CHARTER SPONSOR - \$100,000

(6) Six- 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](http://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

(5) Five- 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](http://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

(4) Four- 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](http://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](http://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](http://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

Logo on program cover

### 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](http://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](http://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](http://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](http://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



## 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](http://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

## 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](http://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](http://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



# LATINA *Style* *Business* SERIES

All sponsorships are on first come first served basis

To lock in your level of participation please contact  
Robert E. Bard at [Robert@latinastyle.com](mailto:Robert@latinastyle.com) or (214) 357-2186  
Please visit us at [www.bs.latinastyle.com](http://www.bs.latinastyle.com).

