

# Visión y Compromiso™

## 20<sup>th</sup> ANNUAL CONFERENCE

LOS ANGELES, CA • OCT 6–8, 2022

*“The Role of the  
Community Promotor in  
Creating Equity and a  
Culture of Prevention”*

Dear Colleague,

Established in 2000, Visión y Compromiso is committed to community well-being by supporting promotores and other community health workers. As a national leader, Visión y Compromiso provides promotores and their allies with effective capacity building, targeted training and technical assistance, and strategic insight to create meaningful changes to institutional policies and practices and impact the social determinants of health in order to bring justice and a life with dignity and health to all families.

I am pleased to invite your investment in Visión y Compromiso's 20th annual conference, **“The Role of the Community Promotor in Creating Equity and a Culture of Prevention” to be held in Los Angeles, California, and virtually October 6-8, 2022.** Your support will allow us to continue to prepare promotores to engage fully in service delivery, policy discussions and advocacy to transform our communities.

The past couple of years have been extraordinary for all of us. Through the loss of family and friends, jobs and anxiety about an unknown future, promotores have been active in our communities educating about COVID-19, promoting prevention, and encouraging vaccination. Promotores are on the frontlines, they are asked to help and they respond, often at their own risk. Although the pandemic has not ended, we are planning an in-person and virtual event.

Visión y Compromiso's Network of Promotoras and Community Health Workers represents over 4,000 promotores and grassroots community leaders in California and a growing number of states. Each year, Visión y Compromiso coordinates the largest-of-its-kind conference of community leaders who represent the voice of urban, rural and marginalized communities from throughout the United States and Latin America. Through in- person and virtual plenaries on a variety of health and mental health topics, we plan to reach 2,000 participants who will gain the skills to engage communities in civic participation, participate fully in policy discussions, provide services that reflect best practices, and advocate for changes to transform community health.

**We need your support.** A sponsorship package is provided with this request. Should you have any questions or comments, please do not hesitate to contact Ana Velazquez at [ana@visionycompromiso.org](mailto:ana@visionycompromiso.org). Thank you in advance for your consideration.

Warmly,



Maria Lemus  
Executive Director  
Visión y Compromiso

[www.vycconference.org](http://www.vycconference.org)

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### ABOUT THE CONFERENCE

#### *Who attends?*

About 1,000 in-person and 2,000 virtual attendees include promotores, community leaders and community health workers in the United States, Latin America, and beyond.

#### *Why attend?*

- ▶ Gain skills, understanding, and common language to provide effective services
- ▶ Develop their leadership skills
- ▶ Engage communities in civic participation to advocate for change and participate fully in policy discussions
- ▶ Continue to expand their network as an important resource of training, leadership and advocacy
- ▶ Replenish inspiration and energy by social activities, cultural events, plenaries and panel discussions by leaders in our community
- ▶ Share best practices of community health transformation
- ▶ Strengthen their capacity as critical resources to continue serving tens of thousands of individuals and families.

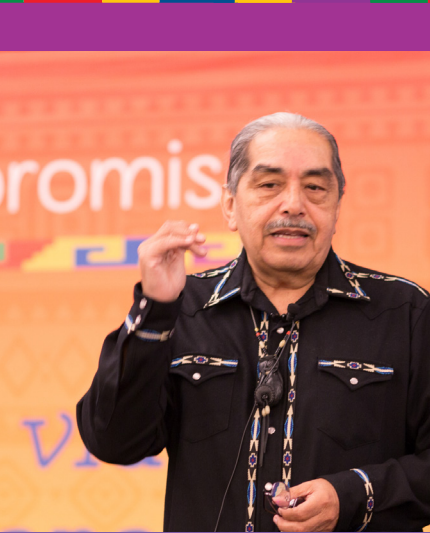
#### *Why sponsor?*

Your support means we can offer affordable conference registration to promotores who otherwise would not be able to attend. Your sponsorship signifies your commitment to the power of the promotor model to transform community health and for a healthy and dignified life for all.

In addition to the many benefits outlined in the sponsor package descriptions, sponsors of our conference also receive:

- ▶ Access to thousands of promotores who reach exponential Latino families each year
- ▶ Media coverage in print, TV and radio in Spanish and English
- ▶ Pre-conference advertising to our e-mail list of over 10,000 promotores, employers, agencies and supporters.

[www.vyconference.org](http://www.vyconference.org)





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We are pleased to invite you to sponsor our 20th Annual Promotores and Community Health Workers Conference in Los Angeles, California—and virtually—on October 6–8, 2022.

### *Sponsorship packages*

#### **TITLE CONFERENCE SPONSOR \$50,000**

exclusive

- Name and logo in the event title
- Premier recognition in all invitation and registration materials
- Logo prominently displayed at all events, on the website, in social media posts, on the virtual conference site, and in the printed program
- Prominent ad on website and full page program book ad
- Prominent speaking opportunity during general session and opportunity to facilitate a workshop
- Exhibitor space\* (virtual or in-person options)
- Your company's branded item distributed to attendees
- VIP table at all plenaries
- VIP table at lunch on day one and two
- VIP dinner gala experience for two

#### **PLATINUM SPONSOR \$25,000**

- Logo displayed at the conference, on the website, in social media posts, on the virtual conference site, and in the printed program
- Ad on website and half page program book ad
- Limited speaking opportunity during the conference and opportunity to facilitate a workshop
- Exhibitor space\* (virtual or in-person options)
- Your company's branded item distributed to attendees
- Corporate logo on Visión y Compromiso social media sites and platforms
- VIP seating for five at day one plenary
- VIP seating for five at day one lunch
- VIP dinner gala experience for two

\* Exhibitor space includes two-day conference registration for two staff



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### *Sponsorship packages*

#### **GOLD SPONSOR \$10,000**

- Logo displayed at the conference during general sessions, on the website and the virtual conference site, and in the printed program
- Ad on website and quarter page program book ad
- Limited speaking opportunity during the conference
- Exhibitor space\* (virtual or in-person options)
- Your company's branded item distributed to attendees
- Logo shown
- VIP seating for two at day one lunch

#### **EVENT SPONSOR \$5,000**

- Logo displayed at the conference during general sessions, on the website and the virtual conference site, and in the printed program
- Ad on website and business card-sized program book ad
- Exhibitor space\* (virtual or in-person options)

\* Exhibitor space includes two-day conference registration for two staff

#### **SPONSORSHIP RATES**

TITLE	\$50,000
PLATINUM	\$25,000
GOLD	\$10,000
EVENT	\$5,000
<b>SPECIAL OPPORTUNITY</b>	
VYC MASKS	\$10,000

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