

Visión y Compromiso™

22nd ANNUAL CONFERENCE

LOS ANGELES, CA • OCTOBER 3-5, 2024

Dear Colleague,

On behalf of Visión y Compromiso, I am pleased to invite you to join the promotoras movement as a sponsor of our 22nd annual conference: “Promotoras sembrando el camino y dejando un legado de transformación / Promotoras Paving the Way and Leaving a Legacy of Transformation.” Established in 2000, Visión y Compromiso is committed to community well-being by supporting promotoras, grassroots leaders who provide *servicio de corazón* (service from the heart) and are dedicated to community health and wellness. Visión y Compromiso empowers the community by providing promotoras, community health workers and our community-based partners with leadership, capacity building, training, workforce development and advocacy while building best practices through our diverse community-based programs. Our Network of Promotoras, representing thousands of trusted and respected community leaders in California and across the country, continues to expand to bring justice and *una vida digna y sana* (a life of dignity and health) to all families.

Visión y Compromiso’s 22nd annual conference, “Promotoras sembrando el camino y dejando un legado de transformación / Promotoras Paving the Way and Leaving a Legacy of Transformation,” will be held October 3-5, 2024, at the Sheraton LAX in Los Angeles, California. Each year, this largest-of-its-kind conference is attended by approximately 1,000 promotoras and other grassroots community leaders who represent the voices of urban, rural, and marginalized communities across the United States and Latin America. Our conference honors and celebrates their work, offers opportunities for peer networking, and delivers workshops and plenaries on topics that build their capacity to create trusting relationships with individuals and families, provide services that integrate best practices, and promote equity, empowerment, health, and well-being.

We invite you to join us. Your investment in our conference will support promotoras’ work to transform their communities. Please see the attached 2024 sponsorship package included with this request. If you have any questions, please do not hesitate to reach out to Jessica Charria at jcharria@visionycompromiso.org. We thank you in advance for your support.

Warmly,



Maria Lemus
Executive Director
Visión y Compromiso

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ABOUT THE CONFERENCE

Who attends?

About 1,000 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.

SPONSORSHIP RATES

TITLE	\$50,000
PLATINUM	\$25,000
GOLD	\$10,000
EVENT	\$5,000



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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, and in the printed program
- ▶ Prominent, full page program book ad
- ▶ Prominent speaking opportunity during general session and opportunity to facilitate a workshop
- ▶ Exhibitor space*
- ▶ 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, and in the printed program
- ▶ Half page program book ad
- ▶ Limited speaking opportunity during the conference and opportunity to facilitate a workshop
- ▶ Exhibitor space*
- ▶ Your company's branded item distributed to attendees
- ▶ 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 in the printed program
- ▶ Quarter page program book ad
- ▶ Limited speaking opportunity during the conference
- ▶ Exhibitor space*
- ▶ Your company's branded item distributed to attendees
- ▶ VIP seating for two at day one lunch

EVENT SPONSOR \$5,000

- ▶ Logo displayed at the conference during general sessions, on the website, and in the printed program
- ▶ Business card-sized program book ad
- ▶ Exhibitor space*

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

