

Visión y Compromiso™

23rd ANNUAL CONFERENCE

# SPONSORSHIP OPPORTUNITIES

*“Building resistance, sowing hope,  
and harvesting community power”*

ANAHEIM, CA • SEPTEMBER 24–26, 2025



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



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### ABOUT THE CONFERENCE: LAST YEAR'S SUCCESS

Our 22nd Annual Conference “Promotoras Paving the Way and Leaving a Legacy of Transformation” marked a new milestone in the history of the promotora movement.

Nearly **1,000** promotoras, community health workers, and allies for community transformation attended the conference, making it a transformational and inspiring event to continue our work toward healthy and dignified lives for all.

Throughout the conference, promotoras participated in **41** specialized workshops on community health, connected with **21** exhibitors to learn about community resources, and supported **11** local economies through El Mercadito. The **3** plenaries hosted in the main ballroom featured diverse voices of urban, rural, and historically underrepresented communities in the United States proudly sharing their achievements for community well-being and health equity advocacy.

Visión y Compromiso presented the Corazón Award to **8** community health leaders who have demonstrated exceptional qualities both personally and professionally. Lastly, we announced the awarding of Las Alas Fund to **5** California promotora-led organizations.

Every year, attendees learn, network, and celebrate their important work and contributions to community health and wellbeing. Thanks for supporting the promotora movement for health equity and community transformation!



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### BECOME A SPONSOR

Your support means we can offer affordable conference registration to promotoras who otherwise would not be able to attend. Your sponsorship signifies your commitment to the power of the Promotora 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 promotoras 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.



### 2024 MARKETING REACH

#### PRINT MEDIA

**165K+**  
media impressions

#### DIGITAL MARKETING

✈ Newsletter	5,000 subscribers
in LinkedIn	7,000 impressions* 1,200 followers
f Facebook	72,500 views* 9,100 followers
@ Instagram	4,500 impressions* 2,700 followers

*\*Organic*

**“The Leukemia & Lymphoma Society recognizes that wherever a promotora stands, flowers bloom and fruits grow, a testament to their dedication and unwavering willingness to help others live better lives.”**

**—2024 PLATINUM SPONSOR**

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### SPONSOR BENEFITS

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

#### EXCLUSIVE!

- Name and logo in the official event title on all digital and print event materials
- Full page promotional ad in the program book
- Speaking opportunity during general session and opportunity to facilitate a workshop
- Ten conference registrations
- Your company's branded item distributed to attendees
- VIP table at all plenaries and at lunch on day one and two
- VIP dinner gala experience for two
- Exhibitor space and two additional registrations for exhibitor staff



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**PLATINUM  
SPONSOR**  
\$25,000

- Logo placement in conference materials and marketing campaigns
- Half-page promotional ad in the program book
- Limited speaking opportunity during the conference and opportunity to facilitate a workshop
- Branded item distributed to attendees
- Registration included for up to five guests
- VIP seating for five at day one plenary
- VIP seating for five at day one lunch
- Two VIP tickets to dinner gala
- Exhibitor space and two additional registrations for exhibitor staff

**GOLD  
SPONSOR**  
\$10,000

- Logo placement in conference materials and marketing campaigns
- Quarter-page promotional ad in the program book
- Limited speaking opportunity during the conference
- Branded item distributed to attendees
- Registration included for up to two guests
- VIP seating for two at day one lunch
- Exhibitor space and two additional registrations for exhibitor staff



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**EVENT  
SPONSOR**  
\$5,000

- Logo placement in conference materials and marketing campaigns
- Business card-sized ad in the program agenda
- Exhibitor space and two conference registrations for exhibitor staff

**CONTRIBUTOR  
SPONSOR**  
\$2,500

### Exclusively for community-based nonprofit organizations

- Logo placement in conference materials and marketing campaigns
- Business card-sized ad in the program agenda
- Exhibitor space and two conference registrations for exhibitor staff



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### WHAT PEOPLE LOVE ABOUT THE CONFERENCE

“You have to attend the conference—the perfect combination of work, education and training.”

—FIRST TIME PROMOTORA  
ATTENDEE FROM CALIFORNIA

“You cannot miss this great learning and social experience. It is an inspiration to see people like you and me who work for the community with their hearts. It is the best experience I have ever had.”

—FIRST TIME ATTENDEE  
FROM NEW YORK

“It is a way to educate ourselves, remember our principles, value our work as promotoras on a daily basis, find the opportunity to help our community in a better way!”

—20+ YEARS ATTENDEE FROM CALIFORNIA

“It is a conference we deserve to attend. It is the best gift we could give. It is an inspiring and heartfelt conference. At the same time we learn new information and make many connections. We should not miss it next year!”

—ATTENDEE, CALIFORNIA



### LET'S TALK ABOUT SPONSORSHIP



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