

Avanza Latino 2019 Sponsorship Opportunities



About Avanza Latino

Our mission is to create sustainable economic viability and a high quality of life for the Latino community through financial proficiency, improved health, education, cultural knowledge, and civic engagement opportunities.

In today's polarized political and cultural climate, there is a massive opportunity to change the conversation about how Latinos connect with and take pride in their culture, advance themselves and their community, and positively impact the course of the nation. The time is now to tell a new, positive story that focuses on our strengths, and great potential.

Target Market

Latinos are now the largest minority group in 191 out of 366 metropolitan areas in the US, according to 2010 US Census data. By mid 2050, we are projected to be 132.8 million strong, or 30.2% of the nation's total projected population at that time. With nearly 6-in-10 US-born Latinos classified as Millennials or younger, conversations need to take place that engage this budding population to improve collective cultural knowledge, health and wealth without the strident grievance seeking of the past. In doing this, Latinos can come together to show their pride, advance their community, and say to America, "We are not outsiders. We are America and we are here to uplift ourselves and the country we love."

To that end we have established a national educational media outreach organization focused on Latino advancement and the strengths of our community. Avanza Latino provides the most useful and inspiring one-stop repository of relevant content because of the organization's focus on universal themes in the context of the broader Latino experience. We strive to enable members to reach their potential and live fuller, more prosperous lives.

Avanza Latino has a number of programs that enables your organization to promote itself to an exceptionally robust and diverse market of potentially hundreds of thousands of Latino persons through our website and social media.

These programs include:

- **Avanza Latino Media Resources**
- **#InspiringLatinos**
- **Avanza Latino Hablemos (Avanza Latino Vlog)**
- **Educational Website**

Heritage Sponsor Benefits

- Logo (MOST PROMINENT SIZE AND PLACEMENT)
- Logo and Sponsor acknowledgment on Website Media Page
- Logo and Sponsor acknowledgment on Website #InspiringLatinos Page
- Logo and Sponsor acknowledgment on Website Hablemos Page (Avanza Latino Vlog)
- Logo and Sponsor acknowledgment on Selective Social Media Posts
- Hyperlinked logo (MOST PROMINENT SIZE AND PLACEMENT) and Heritage Sponsor acknowledgment on Footer of All Website Pages
- Logo (MOST PROMINENT SIZE AND PLACEMENT) and Heritage Sponsor acknowledgment on Annual Report
- Heritage Sponsor acknowledgment on 100% of press releases.



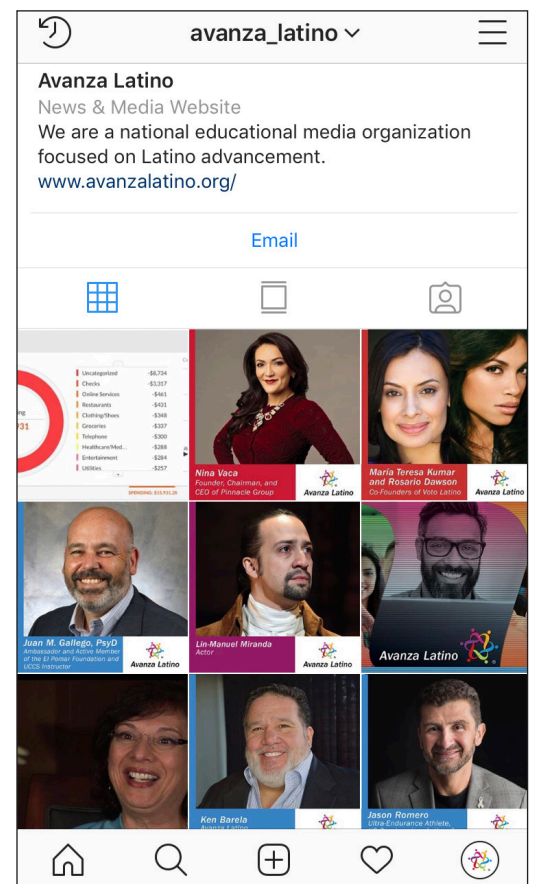
Presidente Sponsor Benefits

- Logo (2nd MOST PROMINENT SIZE AND PLACEMENT)
- Logo and Sponsor acknowledgment on Website #InspiringLatinos Page
- Logo and Sponsor acknowledgment on Website Media Page
- Logo and Sponsor acknowledgment on Selective Social Media Posts
- Hyperlinked logo (2nd MOST PROMINENT SIZE AND PLACEMENT) and Presidente Sponsor acknowledgment on Footer of All Website Pages
- Logo (2nd MOST PROMINENT SIZE AND PLACEMENT) and Presidente Sponsor acknowledgment on Annual Report



Campeón Sponsor Benefits

- Logo and Sponsor acknowledgment on Website Media Page
- Logo and Sponsor acknowledgment on Website Sponsor Page
- Logo and Sponsor acknowledgment on Annual Report



@avanza_latino Instagram profile

Amigo Sponsor Benefits

Media Page Only

- Acknowledgment on Media Page
- Acknowledgment on Sponsor Page
- Acknowledgment on Annual Report

#InspiringLatinos Page Only

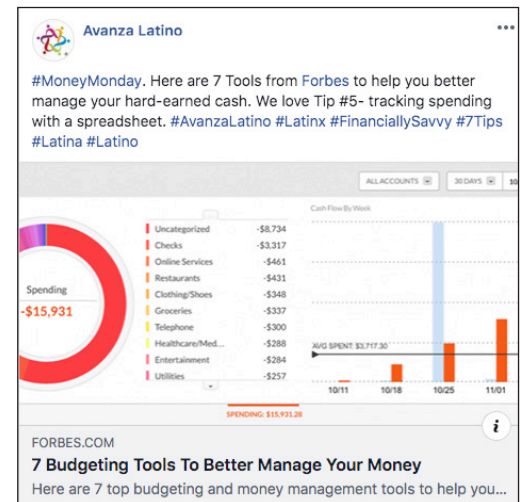
- Acknowledgment on #InspiringLatinos Page
- Acknowledgment on Annual Report

Avanza Latino Hablemos (Avanza Latino Vlog) Only

- Acknowledgment on Hablemos Page
- Acknowledgment on Sponsor Page
- Acknowledgment on Annual Report

Website Sponsor Page Only

- Acknowledgment on Sponsor Page
- Acknowledgment on Annual Report



Avanza Latino Facebook post



@AvanzaLatino Tweet

Avanza Latino Sponsorship Pledge Form

Yes, we will become a sponsor of Avanza Latino at the following level:

_____ Heritage	\$35,000
_____ Presidente	\$25,000
_____ Campeón Sponsor	\$10,000
_____ Amigo (Media Page Only)	\$5,000
_____ Amigo (#InspiringLatinos Page Only)	\$5,000
_____ Amigo (Hablemos Only - Avanza Latino Vlog)	\$5,000
_____ Amigo (Website Sponsor Page Only)	\$2,500

Thank you for your support of Avanza Latino. Sponsor benefits begin upon receipt of this pledge form by Avanza Latino.

Please be aware some of the corporate sponsorship benefits are time sensitive.

Contact information:

Name: _____

Mailing Address: _____

City: _____ **State:** _____ **Zip:** _____

Contact Phone: _____

Contact Email: _____

Thank you for your sponsorship of Avanza Latino. All gifts are tax-deductible to the fullest extent of the law. Avanza Latino is a 501(c)(3) nonprofit organization.

Please return this form to:

Ken Barela, Executive Director

5200 DTC Parkway
Greenwood Village, CO 80111
Cell: 719.229.4672

Email: kbarela@avanzalatino.org