



UPSTATE LATINO SUMMIT

“Strengthening Our Health”

**Thursday,
November 19, 2020
Utica, New York
9:00 AM - 2:00 PM**

Summit Committee

Hugo Acosta

Ladam Alomar

Cimbria Badenhausen

Diane Berry

Laura Cueva

Patricia Fernandez de Castro.

Hilda Rosario Escher

Michael Fondacaro

Kevin Marken

Cesar Martinez

Sonia Martinez

Elisa Morales

Zaida Morell

Rita Paniagua

Jose Perez

Janet Sapio-Mayta

Joseph Searles

Representing the
Latino community
Across UpStateNY



presented by:



Mohawk Valley Latino Association, Inc.

Motivación • Vision • Orgullo Latino • Actitud

Motivation • Vision • Latin Pride • Attitude

October 22, 2020

Dear Prospective Sponsor:

The mission of the Mohawk Valley Latino Association is to:

- Improve the standards of living for Latino residents of the Mohawk Valley through various services to educate and empower them.
- Share awareness among the different cultures of the Mohawk Valley.
- Help shape our youth's minds and demonstrate to them the great opportunities available within the Mohawk Valley and our Nation.

On behalf of the MVLA, I am pleased to announce that we are hosting the **12th Annual Upstate Latino Summit** this year will be held virtually on **Thursday, November 19, 2020, from 9:00 AM to 2:00 PM**. The Summit has become the preferred event for people who want to learn about Latinos' challenges and issues in Upstate New York.

The Summit is invaluable for those wanting to learn how to connect with and empower the Latino community and establish more sustained mutually beneficial relationships with this growing demographic. The theme this year will be focused on the health and well-being of our communities with planned presenters and topics to include:

- Social Determinants of Health – What does it mean to us?
- Health Care Disparities – What is happening to us?

The Summit will convene broad, diverse attendance and representation across New York State, including state and local government, community members, business leaders, and human service professionals. Please review the sponsorship opportunities available for this educational event and our mission to help the broader community better understand the complexities of issues that negatively impact Latino communities and improve health outcomes.

Do not miss this opportunity to support professionals who work closely with the Latino community in government, corporate, nonprofit, and public service sectors throughout Upstate New York. COVID-19 brings profound challenges that demand close and sustained collaboration and support to facilitate real change in our community. **MVLA and our partners** have the experience and relationships to convene stakeholders to encourage cross-community cooperation, innovation, and improve Latino communities; this is why we exist.

The Summit agenda and description of the workshops will soon be available at www.mvlautica.org/events. Any questions, please feel free to contact me at **(315) 864-8419** or email address to **mvla@mvlautica.org**. It would be our deepest and most sincere honor to have you partner with us to support this event.

Yours truly,

Ms. C. Sonia Martinez / MVLA, Executive Director

All promotional materials for each sponsorship level will be prepared for the virtual event accordingly.



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2020 Sponsorship Opportunity Form

Business/Organization Name: _____

Contact Name: _____

Address: _____

Phone: _____

E-Mail: _____

My business or organization will sponsor the event at the follow level (sponsorship details on following page).

_____ Estreno (Premier) - \$8,500

_____ Platino (Platinum) - \$4,000

_____ Oro (Gold) - \$1,500

_____ Plata (Silver) - \$1,000

_____ Bronce (Bronze) - \$750

_____ Amigo (Friend) - \$150

Please make checks payable to:

**Mohawk Valley Latino Association,
309 Genesee Street
Utica, NY 13501**

If you have any questions please call C. Sonia Martinez,
(315) 864-8419 or email to mvla@mvlautica.org



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ESTRENO (PREMIER) \$ 8,500

- **Sponsorship Exclusivity** - Primary exposure in any promotional and/or advertisement form.
- **Banner Exposure** - Primary logo on presentations.
- **Presence in the Registration Form** - Prominent display of logo following receipt of donation with logo.
- **Day of Summit Recognition** - Advertisement throughout the virtual event with featured logos and opportunity for audio, digital or video ads during breaks.
- **Summit Website** - A chance to expose your Business and/or Organization on the website and in all social media and event materials.
- **Social Media** - Mention, logo and links on 2-3 posts leading up to event.
- **Verbal Exposure** - Recognition of your Business and/or Organization by the Mistress of Ceremony during the Summit.
- **Media Exposure** - Mentioning of your Business and/or Organization in all the media avenues used, as part of the promotional campaign, including (but not limited) newspapers, radio, and TV.
- **Commemorative Exposure** - The logo of your Business and/or Organization will be placed on the 2020 Latino Upstate Summit commemorative giveaway.

PLATINO (PLATINUM) \$ 4,000

- **Banner Exposure** - A banner in the main virtual event rooms.
- **Presence in the Registration Form** - Corporate logo in the registration virtual form.
- **Day of Summit Recognition** - Advertisement throughout the virtual event with featured logos and opportunity for audio, digital or video ads during breaks..
- **Summit Website** - A chance to expose your Business and/or Organization on the website and in all social media and event materials.
- **Social Media** - Mention, logo and links on 2-3 posts leading up to event.
- **Verbal Exposure** - Mentioning of your Business and/or Organization by the Mistress of Ceremony during summit.
- **Media Exposure** - Mentioning of your Business and/or Organization in all the media avenues used, as part of the promotional campaign, including (but not limited) newspapers, radio, and TV.
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ORO (GOLD)

\$ 1,500

- **Banner Exposure** - A banner in the main virtual event rooms.
- **Presence in the Registration Form** - Corporate Logo recognition, in the registration virtual program/form.
- **Day of Summit Recognition** - Advertisement throughout the virtual event with featured logos and opportunity for audio, digital or video ads during breaks.
- **Summit Website** - A chance to expose your Business and/or Organization on the website and in all social media and event materials.
- **Social Media** - Mention, logo and links on 2-3 posts leading up to event.
- **Verbal Exposure** - Mentioning of your Business and/or Organization by the Mistress of Ceremony during summit.
- **Media Exposure** - Mentioning of your Business and/or Organization in all the media avenues used, as part of the promotional campaign, including (but not limited) newspapers, radio, and TV.
- **Commemorative Exposure** - The logo of your Business and/or Organization will be placed on the 2020 Latino Upstate Summit commemorative giveaway.

PLATA (SILVER)

\$ 1,000

- **Banner Exposure** - A banner in the main virtual event rooms.
- **Day of Summit Recognition** - Advertisement throughout the virtual event with featured logos and opportunity for audio, digital or video ads during breaks..
- **Summit Website** - A chance to expose your Business and/or Organization on the website and in all social media and event materials.
- **Social Media** - Mention, logo and links on 1 post leading up to event.

BRONCE (BRONZE)

\$ 750

- **Summit Website** - A chance to expose your Business and/or Organization on the website and in all social media and event materials.
- **Social Media** - Mention, logo and links on 1 post leading up to event.

AMIGO (FRIEND)

\$ 150

- **Summit Website** - A chance to expose your Business and/or Organization on the website and in all social media and event materials.
- **Social Media** - Mention, logo and links on 1 post leading up to event.

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