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Driving Innovation and Empowerment

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LATINA EXPO 2025

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Driving Innovation and Empowerment

Latinas are a driving force behind innovation, economic growth, and opportunity in the United States. Latina-owned businesses are the fastest-growing segment of the nation's business landscape, embodying entrepreneurial spirit and resilience while overcoming systemic barriers such as income disparities and limited access to funding.

This surge in Latina entrepreneurship highlights the growing economic influence of Latinos in the U.S., with Latinas now representing nearly half of all Latino-owned businesses.

The number of Latina entrepreneurs has increased by an impressive 34% over the past decade, compared to just 1% among all other business owners nationwide.

Beyond entrepreneurship, the Latino/Hispanic population represents a formidable economic powerhouse. With 66.5 million individuals as of January 2023 and projections surpassing 74 million by 2028, Latinos account for nearly 22% of the U.S. population.

Hispanic households are driving significant consumer spending growth, particularly in sectors where their spending outpaces that of non-Hispanic households. For brands to succeed in this dynamic market, they must embrace culturally authentic and relevant offerings to engage Latina consumers meaningfully.

The Latina Expo 2025 is more than an event—it's a celebration of empowerment, innovation, and opportunity and provides a unique platform to connect with Latina entrepreneurs, leaders, and changemakers, reflecting the diversity and strength of this influential community.

Join us in shaping the future and aligning your brand with the unstoppable force transforming America's economic and cultural landscape—**LATINAS**

Sincerely,



**CESAR
ROLON**

Founder and Co-
Producer, Latina Expo



**TYZZA
MACIAS**

Co-Producer,
Latina Expo



**MARILYN
SANTIAGO**

Miami Co-Producer,
Latina Expo



**FABIOLA
ANGULO**

Miami Co-Producer,
Latina Expo

EMBRACING OUR POWER UNLOCKING OUR POTENTIAL

As Latinas, we are the proud bearers of a **vibrant and rich cultural tapestry**, woven with the **values, beliefs, and traditions** that shape our unique journeys. We are celebrated for our resilience, strength, and independence, navigating life's challenges with courage and an unyielding spirit. These qualities define us and fuel our drive to succeed.

Yet, even the strongest among us occasionally seek that **extra spark of inspiration to unlock our limitless potential**. To truly empower our community, we must foster an environment that champions growth, supports our ambitions, and ignites the fire within.

EMPOWERMENT BEGINS WITH ACCESS:



Access to **resources** that open doors to opportunity.



Access to **knowledge** that transforms aspirations into achievements.



Access to **supportive networks** that uplift and connect us.

Equally important is creating a **sanctuary**—a space where Latinas can share *their dreams, challenges, and emotions openly*, without fear of judgment. A place where **authenticity and unity thrive**, allowing us to celebrate our individuality while finding strength in our shared experiences.

Latina Expo serves as a beacon of empowerment and possibility. Through innovative strategies, dynamic panels, and inspiring initiatives, it is more than an event; it is a movement. A movement that uplifts, connects, and inspires Latinas to embrace their power, define their own paths, and transform their dreams into reality.

Together, we are not just participants in change—
we are its driving force.

The Latina Expo is a celebration of who we are, what we stand for, and all that we can achieve. Let us continue to inspire one another, break barriers, and redefine what's possible for Latinas everywhere.



LATINAS DRIVING ECONOMIC GROWTH ACROSS THE UNITED STATES

Latinas are key drivers of **economic growth, innovation, and cultural vitality** across the United States. Their *entrepreneurship and leadership* extend far beyond local communities, making a significant national impact. Here's how Latina small business owners contribute to the vibrancy of economies across the country:

JOB CREATION

Latina entrepreneurs are among the fastest-growing segments of business owners in the U.S., creating countless jobs and opportunities for individuals and families nationwide.

ECONOMIC GROWTH

Latina entrepreneurs are among the fastest-growing segments of business owners in the U.S., creating countless jobs and opportunities for individuals and families nationwide.

CULTURAL ENRICHMENT

Latina entrepreneurs are among the fastest-growing segments of business owners in the U.S., creating countless jobs and opportunities for individuals and families nationwide.

ENTREPRENEURIAL INNOVATION

With their unique insights and creativity, Latina business owners continue to develop groundbreaking ideas and solutions that address local, national, and global challenges.

COMMUNITY ENGAGEMENT

Latinas are deeply rooted in their communities, actively participating in initiatives that promote social progress, equity, and inclusion.

SUPPLIER DIVERSITY

Through partnerships and collaborations, Latina entrepreneurs enhance supplier diversity, fostering equitable access to business opportunities for underrepresented groups.

ACCESS TO RESOURCES

Latina-led businesses advocate for greater access to financial, educational, and professional resources, paving the way for future generations of entrepreneurs.

NETWORKING AND COLLABORATION

Nationally, Latinas leverage connections and partnerships to amplify their impact, building networks that fuel collective success.

EDUCATIONAL INITIATIVES

Many Latina entrepreneurs champion education and mentorship, empowering others by sharing their knowledge and fostering new talent.



Latina entrepreneurs across the U.S. are transforming the national economy.

Their commitment to **innovation, cultural celebration, and community** development not only drives economic growth but also enhances the overall quality of life. This entrepreneurial spirit is **shaping a stronger, more inclusive future** for the nation. By elevating their contributions on a national platform, the Latina Expo highlights the powerful role of Latina **small business owners** in shaping America's economic and cultural landscape.

CELEBRATE US



"Believing in your talents, your abilities and your self-worth can empower you to walk down an even brighter path."

Soledad O'Brien

"I was raised in Chicago, so always used Latina. It's what my Father and brothers called ourselves, when we meant the entire Spanish-speaking community of Chicago."

Sandra Cisneros



"I encourage people to embrace whatever it is that makes them different. Not being like everybody, setting your own trends, being your own person, that's what makes you cool."

La La Anthony

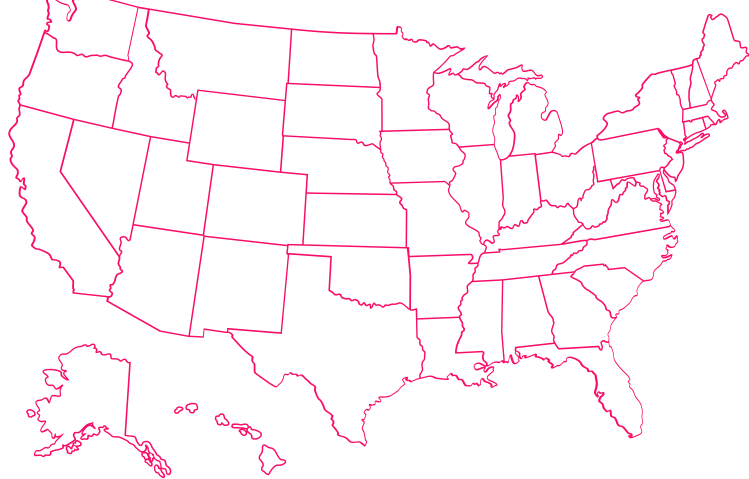


"The Latina in me is an ember that blazes forever."

Sonia Sotomayor



LATINA BUYING POWER NATIONWIDE



Economic Contribution

In 2021, Latinas contributed approximately

\$1.3 trillion

to the U.S. gross domestic product (GDP), a substantial increase from **\$661 billion in 2010**.

This growth rate is **nearly triple that of non-Latinos** during the same period, underscoring the rapid economic advancement of Latinas in the U.S.



Latinas are not just participants in the U.S. economy—**they are powerful drivers of growth, innovation, and transformation.**

From starting businesses at record rates to leading in digital engagement, Latinas are shaping the future of American commerce, culture, and technology. The Latina Expo celebrates these achievements while elevating the conversation on their national and global impact.



LATINAS ARE

LATINAS are **culturally engaged**

and make mindful decisions on how she engages with products, brands and companies, often outpacing other demographic groups

LATINAS are **proud of their appearance**

from head to toe and **outspend the general** market consumer in Beauty Products.

LATINAS are **passionate**

about the products she likes, she will **share her experience with friends** and family on social media and through word of mouth.

LATINA EXPO 2025



offers an **unparalleled opportunity** for brands seeking to engage with Latina consumers.



is where she finds the latest trends, amazing new products, and merchandise, and gets informed, empowered, and enlightened!



NICHE TARGET MARKET

The Latina Expo targets a diverse and dynamic niche market within the U.S. Latina community, segmented by age groups to address their unique needs, aspirations, and consumer behaviors. Here's a breakdown of the niche markets by target ages:



YOUNG LATINAS (AGES 18-24)

Niche Market: Emerging Professionals and Digital Natives



EARLY CAREER AND FAMILY BUILDERS (AGES 25-34)

Niche Market: Entrepreneurs, Career Climbers, and Aspiring Moms



ESTABLISHED PROFESSIONALS AND FAMILY PROVIDERS (AGES 35-44)

Niche Market: Community Leaders and Decision-Makers



EXPERIENCED PROFESSIONALS AND EMPTY NESTERS (AGES 45-60)

Niche Market: Legacy Builders and Advocates.



SENIOR LATINAS (AGES 60+)

Niche Market: Community Elders and Cultural Custodians



The **Latina Expo** caters to multifaceted Latinas across all life stages by emphasizing:

- **Entrepreneurship:** Resources for Latinas starting and growing businesses.
- **Health & Wellness:** A focus on mental, physical, and family health.
- **Cultural Identity:** Celebrating and preserving the rich cultural heritage of Latinas.
- **Professional Development:** Offering tools and opportunities for career and personal growth.
- **Digital Engagement:** Addressing the tech-savvy habits of Latinas at every age.

This segmentation ensures the Latina Expo provides tailored, meaningful experiences that resonate with each age group while fostering a collective sense of empowerment and unity.

SPONSORSHIPS



BENEFITS

BENEFITS	Title	Presenting	Corporate	Contributing	Care
	30K	20K	15K	10K	5K
CATEGORY EXCLUSIVITY	✓	✓	✓		
Logo on: 30 Television Spot	✓	✓	✓		
Corporate Mention on :30 Radio CommercialS	✓	✓	✓		
Sponsor with Top Billing "Sponsor Presents Chicago Latina Expo"	Title	Presenting	Corporate	Contributing	Care
Sponsorship logo on Our Latinx Digital Magazine (National)	✓	✓	✓	✓	✓
Ad size in expo Program Guide	Full page	Full page	Hall page	Quarter page	Quarter page
Logo placement on expo Staff T-Shirts	✓	✓	✓		
Logo in Full Page Ad in designated newspaper	✓	✓	✓	✓	
Logo on Welcome Entrance Arch	✓	✓	✓		
SOCIAL MEDIA					
Sponsorship level on customized designated evite	✓	✓	✓	✓	
Banner ad placement in CLE event website	✓	✓			
Button ad on CLE event website			✓	✓	
Logo placement on HaloCam Selfie Platform	✓				
EVENT PROMOTION	✓	✓	✓	✓	
Logo on branded step and repeat	✓	✓	✓		
Opportunity to cut grand opening ribbon	✓	✓	✓	✓	✓
Sponsor level live mentions	✓	✓	✓		
Sponsor logo or mention in official press release					
General Admission tickets for giveaway or distribution	30	20	15	10	5
ONSITE INTEGRATION					
Activation Booth Space	20x40	20x20	10x10	10x10	10x10
Banner placement in designated areas (must be provided)	8ft x 3ft	6ft x 3ft	4ft x 2ft		
Logo on video sizzle reel to run throughout the video wall monitors	✓	✓	✓	✓	✓
HOSPITALITY					
Latina Empowerment Luncheon	10 tickets	8 tickets	5 tickets	2 tickets	1 ticket



AIRLINE SPONSORSHIP

Latina Expo will feature an **official Airline Sponsor** that will be credited with bringing our featured talent to the world class event. This opportunity provides an airline with the opportunity to be the official airline travel of our event. Our **speakers, celebrities and influencers** will be encouraged to post moments from their travel to Latina Expo on their social platforms. The airline sponsor will also receive **logo placement on a window** exhibit on a major commercial business district with millions of impressions.



BENEFITS

- **Banner** on event Website with link
- **Logo** on Latina Expo Sizzle Reel / Logo on Latina Expo promotional video
- **Logo** on all printed materials
- **Social Media** Support for Content Promotion
- **Minimum** of 10 dedicated Social Media Post (Instagram, Facebook, Twitter)
- **4/Four** targeted event promotional emails
- **Live mentions** in Latina Expo Zoom Breaks
- **Opportunity** to address audience
- **Opportunity** to survey the audience
- 30 Event Passes



WHY BECOME A SPONSOR OF THE NATIONAL LATINA EXPO?

Sponsoring the 8th Annual Latina Expo offers unparalleled opportunities to connect with one of the most influential and fastest-growing demographic groups in the United States. As the Expo expands nationally, becoming a sponsor means aligning your brand with empowerment, innovation, and cultural celebration on a broader stage. Here are the key reasons to invest in this dynamic platform:

1 NATIONAL COMMUNITY ENGAGEMENT

The Latina Expo attracts a diverse and vibrant audience from across the U.S. Sponsoring this event positions your business as a champion of inclusivity and diversity, demonstrating your commitment to empowering Latinas and uplifting their communities nationwide.



2 UNMATCHED BRAND VISIBILITY

The Latina Expo attracts a diverse and vibrant audience from across the U.S. Sponsoring this event positions your business as a champion of inclusivity and diversity, demonstrating your commitment to empowering Latinas and uplifting their communities nationwide.

2

3 STRATEGIC NETWORKING OPPORTUNITIES

The Expo brings together leaders, influencers, entrepreneurs, and consumers from the Latina community. Sponsors gain unique access to connect with key decision-makers, potential collaborators, and consumers, fostering relationships that fuel business growth and development.



4 INSIGHTS INTO A FAST-GROWING MARKET

Latinas represent one of the most dynamic and rapidly growing economic segments in the U.S., with collective buying power exceeding \$1 trillion annually. By participating in the Expo, sponsors gain valuable insights into the preferences, trends, and needs of this critical market, enabling them to refine their offerings and maximize impact.

4

5 CORPORATE SOCIAL RESPONSIBILITY

Supporting the Latina Expo demonstrates your organization's commitment to diversity, equity, and inclusion. It aligns your brand with positive social impact, enhancing employee morale, attracting diverse talent, and resonating with socially-conscious consumers.



TARGETED MARKETING WITH HIGH ROI

6

The Expo provides direct access to a focused audience passionate about health, entrepreneurship, beauty, culture, and innovation. Sponsors can effectively showcase products and services to this engaged demographic, increasing the efficiency and impact of marketing efforts.



7 CELEBRATION OF CULTURAL RICHNESS

The Latina Expo celebrates the contributions of Latinas to American society, offering sponsors an opportunity to participate in a cultural exchange that highlights the richness and diversity of the Latina experience. Aligning your brand with this celebration demonstrates respect, appreciation, and cultural awareness.



CONCLUSION

Sponsoring the **8th Annual Latina Expo is more than a marketing opportunity**—it's an investment in a community that is shaping the future of the U.S. economy, culture, and innovation. By partnering with the Latina Expo, your business or organization will:

- **Build meaningful connections.**
- **Amplify your commitment to diversity and inclusion.**
- **Unlock the potential of a thriving market.**

Join us in celebrating
and empowering
Latinas across the
nation!



PAST SPONSORS



JOIN US • JOIN US • JOIN US • JOIN US • JOIN US • JOIN US • JOIN US • JOIN US • JOIN



Driving Innovation and Empowerment

THANK YOU!

THANK YOU IN ADVANCE FOR YOUR TIME AND CONSIDERATION.
We look forward to working with you in the future.

Contact us

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