



# LATINA EXP 26

WORLD SOCCER CELEBRATION

***The Largest Latina Empowerment & Lifestyle Tour in North America***

Where Fútbol Meets Business & Community

HOUSTON • NEW JERSEY • DALLAS • SAN DIEGO • MIAMI • CHICAGO • LOS ANGELES

[WWW.THELATINAEXPO.COM](http://WWW.THELATINAEXPO.COM)

*To Our Esteemed Partners and Future Sponsors*

As the Founder and Lead Producer of The Latina Expo National Tour 2026 – WORLD SOCCER CELEBRATION Edition, I am committed to elevating Latina leadership, entrepreneurship, and economic power on a national stage. This tour was built to meet the moment. Uniting culture, commerce, and global energy in six powerhouse markets across North America. Fueled by decades of multicultural communications experience and a deep understanding of the Latina consumer, this platform brings together the fastest-growing and most influential audience in the U.S., giving brands direct access to a demographic that is shaping markets, setting trends, and redefining the future of the American economy.

With The Latina Expo, my mission is simple: create a world-class experience where women, families, and brands connect through innovation, cultural pride, community impact, and real business opportunities. Inspired by the global excitement of the World Cup, this tour delivers unmatched visibility, engagement, and return on investment for partners committed to reaching today's multicultural consumer. Together, we are not just building an event, we are shaping a legacy, amplifying representation, and driving meaningful change across industries and communities nationwide.

Warm regards,  
Cesar Rolon  
Founder and Lead Producer



THE EXECUTIVE TEAM  
POWERING THE LATINA  
EXPO NATIONAL TOUR 2026

OUR  
TEAM

The Latina Expo Production Team delivers world-class experiences by Latinas, for Latinas.

Uniting culture, commerce, and community with World Cup inspired energy to elevate and empower La Mujer Latina.



**Cesar Rolon**  
Founder and Lead Producer



**Tyzza Macias**  
Board Member / Partner



**Dr. Mary Margaret Carrillo**  
Region Co-Producer



**Fabiola Angulo**  
Miami Co-Producer



**Melissa Martínez**  
Los Angeles Co-Producer



**Marilyn Santiago**  
Miami Co-Producer



**Margarita Holguin**  
San Diego Co-Producer



**Paulaska Ramirez**  
New Jersey Co-Producer



# LATINA EXPO

*Empowering Latinas & Inspiring Generations*

## A BRIEF ABOUT US

The Latina Expo is the premier national platform celebrating the economic power, cultural influence, and leadership of Latinas across the United States. Our mission is to create meaningful pathways that empower women, strengthen communities, and drive business growth through authentic multicultural engagement.

Latinas are one of the fastest-growing economic and consumer forces in the nation — shaping markets, influencing culture, and redefining leadership across industries. The Latina Expo harnesses that energy by connecting brands, entrepreneurs, and community leaders in an environment designed to inspire, educate, and activate.

Through large-scale expos, thought leadership panels, and experiential brand activations, The Latina Expo delivers measurable impact for partners. Enhancing brand visibility, deepening cultural relevance, and building long-term loyalty within the Latina community.

Together with our partners, we are shaping a future where Latinas lead the conversation, drive innovation, and expand the global marketplace.

# VISION

To empower Latinas to lead with confidence, purpose, and impact. Shaping industries, uplifting communities, and advancing through education, entrepreneurship, and cultural pride.

We envision a future where every Latina has equitable access to the resources, opportunities, and networks needed to thrive personally, professionally, and collectively.

# MISSION

01

Our mission is to empower, educate, and elevate Latinas by providing access to essential resources, inspiring collaborations, and inclusive spaces that celebrate culture and leadership.

02

Through innovative programs, dynamic partnerships, and community-driven experiences, we connect Latinas across generations and industries. Fostering growth in business, education, wellness, and career development.

03

Together, we're building a vibrant ecosystem where Latinas support Latinas, success is shared, and our collective strength drives progress for the next generation.

04

Explaining your objective will facilitate the realization of the vision. The mission is explicated by a diverse array of major challenges and concerns.



# The Largest Latina Empowerment & Lifestyle Tour in North America

The Latina Expo National Tour 2026 unites thousands of Latinas and their families across six major markets. Inspired by the energy of the World Cup, it celebrates Latinas leadership, entrepreneurship, and cultural pride, while offering brands direct access to one of the fastest growing and most loyal consumer market in the U.S.

Through powerful live experiences, immersive brand activations, and dynamic community engagement, the tour connects culture, commerce, and empowerment on a national stage.

For brands, it represents a one-of-a-kind opportunity to build authentic relationships with one of the fastest-growing, most influential, and most loyal consumer segments in the United States; the Latina community. Together, we're not just shaping moments, we're shaping the future.

## **National Reach, Local Impact**

Connecting with over thousands attendees across six key U.S. markets; Houston, New Jersey, Dallas, San Diego, Miami, Chicago, and Los Angeles through in-person experiences, media exposure, and digital amplification.

## **Authentic Brand Integration**

Offering customizable brand activations, sponsorship tiers, and immersive experiences that create meaningful engagement with Latina consumers and their families.

## **Unmatched Cultural Influence**

Providing direct access to the fastest-growing multicultural demographic in the U.S., representing over \$3.4 trillion in buying power and shaping the future of culture, commerce, and innovation.



**HOUSTON   NEW JERSEY   DALLAS   SAN DIEGO   MIAMI   CHICAGO   LOS ANGELES**



# LATINA EXPO 26

## WHERE FÚTBOL MEETS BUSINESS & COMMUNITY

The Latina Expo National Tour 2026 launches its WORLD SOCCER CELEBRATION Edition inspired by the World Cup. Seizing a global moment that unites culture, commerce, and the unstoppable power of Latinas while giving brands unparalleled visibility and impact.

**01**

### HOUSTON - April

Launches the tour with early host-city excitement, positioning Texas as a central force in the 2026 World Cup.

**02**

### NEW JERSEY - May

Connects the Expo to the New York metro market, unlocking unmatched media reach and multicultural consumer influence.

**03**

### DALLAS - June

A key World Cup host city delivering global visibility, high fan traffic, and major economic momentum for partners.

**04**

### San Diego - July

High Latina engagement and cross-border influence in a rising cultural market.

**05**

### MIAMI - September

A top cultural and international gateway, amplifying Latino influence, global tourism, and premium brand activations.

**06**

### CHICAGO - October

The Midwest's strongest Latina economic hub, driving high attendance, business engagement, and regional impact.

**06**

### LOS ANGELES - November

A world-class media and entertainment capital, maximizing national exposure, cultural relevance, and sponsor visibility.



# The Latina Expo Audience

## Target Audience and Segmentation

Category	Insights
Gender	80% Women, 15 % Men, 5% Gen Z Professionals
Age Range	25–55 Core, with strong Gen Z engagement
Top Interests	Beauty, Fashion, Finance, Tech, Wellness, Sports
Brand Loyalty	9 in 10 attendees support brands embracing their culture
Conversion Rate	7 in 10 purchase products discounted at the expo

## Operational Achievements

The Latina Expo has built a proven track record of delivering seamless, high-impact events across major U.S. markets. Our team has successfully executed large-scale expos with strategic programming, efficient logistics, and strong partner integration, resulting in sold-out exhibitor floors, high attendee satisfaction, and measurable ROI for participating brands.

With each city, we refine our systems, expand our infrastructure, and elevate the experience, ensuring operational excellence that sponsors can trust and confidently invest in.



### Brand Awareness

Increase your brand's visibility and connect authentically with the powerful Latina consumer market.



### Boost Sales

Drive measurable sales growth by engaging high-intent buyers in a dynamic, culturally driven environment.



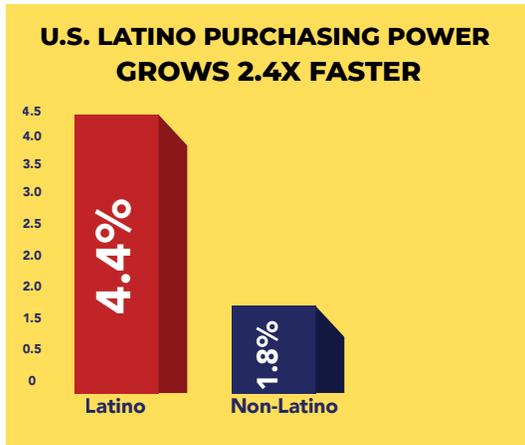
### Market Expansion

Expand your reach into one of the fastest-growing, most loyal, and influential markets in the U.S.



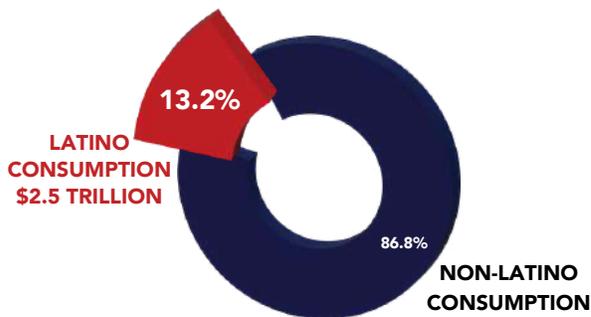
# Why This Audience Matter

## U.S. LATINO PURCHASING POWER SURGED TO 4.1 TRILLION



### U.S. LATINO CONSUMPTION (2023)

U.S. Latinos spent \$2.5 trillion on goods and services in 2023, accounting for 13.2% of the nation's total personal consumption expenditures.



**PARTNERING WITH THE LATINA EXPO ALIGNS YOUR BRAND WITH A POWERFUL MOVEMENT, CULTURALLY RICH, ECONOMICALLY STRONG, AND GLOBALLY CONNECTED.**

**1 in 4**

Women in the U.S. is Latina

**\$3.4 trillion**

In Hispanic buying is Latina

**#1 Fastest Growing**

Group of entrepreneurs

**LATINAS INFLUENCE HOUSEHOLD PURCHASES, FAMILY DECISIONS, AND BRAND LOYALTY ACROSS GENERATIONS.**



# Empowering Community Through Culture

● **Over 500 Latinas-owned businesses**

Showcased annually

● **50+ media outlets**

engaged nationally

● **Host cities typically see a 20%–30% boost**

in hotel, dining, transportation, and retail spending tied to Expo attendees and vendors.



# CONTENT Engagement Analysis Report

REPORTING  
PERIOD

19 September 2025  
- 18 October 2025

## Key Metrics

Total Views

367,000+

Across Instagram, Facebook, and LinkedIn

Total Engagements

8,359

Across Instagram, Facebook, and LinkedIn

Engagement Rate

8.93%

Performing 4-8x above industry norms

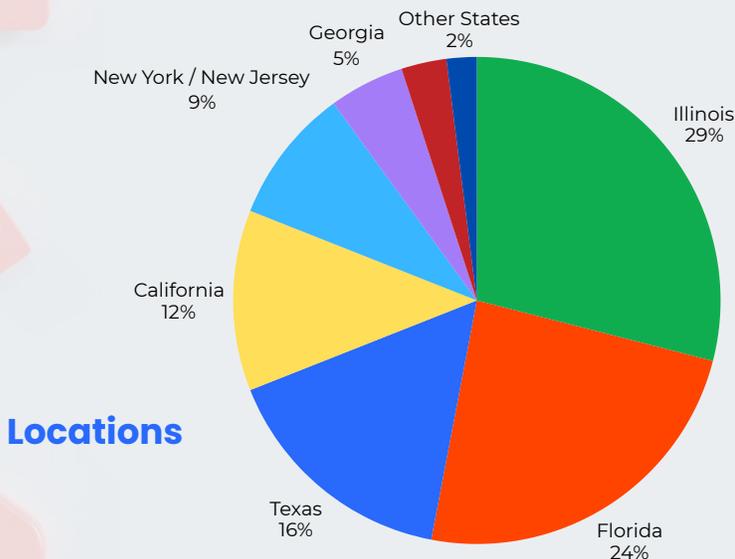
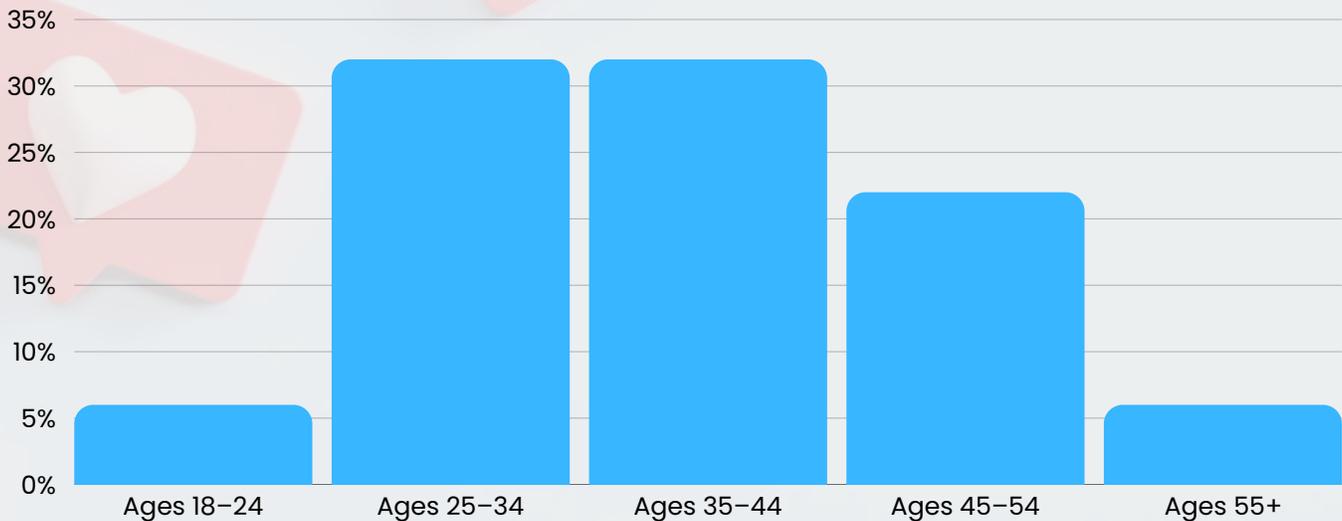
Audience Rate

79% Women

Ages 18 - 55

## Audience Demographics

● Age



Locations



# Why The Latina Expo Is the Smartest Sponsorship Choice

## ● Direct Access to the Fastest-Growing Consumer Market

Tap into the powerful Latina demographic driving U.S. cultural influence, purchasing power, and multi-industry growth.

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## ● High-Impact Visibility During a Global World Cup Moment

Align your brand with a national tour synced to the World Cup, maximizing reach, engagement, and cultural relevance.

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## ● Proven ROI Through Engagement, Commerce, and Community

Benefit from a platform designed to deliver measurable results—brand awareness, sales growth, lead generation, and lasting community impact.

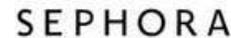
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### Unmatched Reach. Unmatched Influence. Unmatched ROI

The Latina Expo is the smartest sponsorship choice. Uniting brands with the fastest-growing powerhouse consumer market, elevating visibility during a global World Cup spotlight, and delivering proven ROI through deep engagement, cultural relevance, and meaningful community impact. No other platform offers this level of reach, influence, and opportunity.



# Trusted by Industry Leaders



# Sponsorship Levels

Benefits	Title	Presenting	Corporate	Contributing	Care
<b>CATEGORY</b>	<b>\$30K</b>	<b>\$20K</b>	<b>\$15K</b>	<b>\$10K</b>	<b>\$5K</b>
<b>EXCLUSIVITY</b>	X	X	X		
Logo on 30-Second Television Spot	X	X	X		
Logo on Site Digital Assets	X	X	X	X	
Sponsor With Top Billing "Sponsor Presents The Latina Expo"	<b>Title</b>	<b>Presenting</b>	<b>Corporate</b>	<b>Contributing</b>	<b>Care</b>
Sponsor Inclusion in OurLatinxMagazine.com Ad	X	X	X		
Ad in The Latina Expo Digital Program	X	X	X	X	X
Logo Placement on Expo Staff T-Shirts	X	X	X		
Logo on Customized Lanyards	X	X			
Logo on Expo Welcome Boards	X	X	X	X	X
<b>SOCIAL MEDIA</b>					
Logo on Social Media Promotional Spots	X	X	X		
Logo on Social Media Ads — Facebook, Instagram, LinkedIn	X	X			
Logo on CTV Ads	X				
Mentions in digital Radio Ads	X	X			
Mentions in local podcasts	X	X			
<b>EVENT PROMOTION</b>					
Logo or Mention in customized Press Release	X	X			
Mentions in Digital Radio Ads	X	X	X	X	X
General Admission Tickets for Giveaway or Distribution	X	X	X		
Logo on Customized E-Vites	X	X	X		
Customized Sponsor Promotional Template	X	X	X		
<b>ONSITE INTEGRATION</b>					
Logo on Branded Step-and-Repeat	X	X	X		
Activation Booth Space	20x30	20x20	20x10	10x10	Table
Banner Placement in Designated Areas (must be provided)	X	X	X		
Logo on Video Sizzle Reel Displayed on Video Wall Monitors	X	X	X		
Opportunity to Cut the Grand Opening Ribbon	X	X			
<b>HOSPITALITY</b>					
Spotlight Latina Luncheon (per city)	30 Tickets	20 Tickets	10 Tickets	5 Tickets	2 Tickets

FÚTBOL. COMMERCE. COMMUNITY.  
LATINA IMPACT AT THE CENTER



**LATINA**  
**EXP 26**

# THANK YOU

**We are ready to assist you**

Join us in shaping a historic moment. Partner with The Latina Expo 2026 and amplify your impact, elevate your brand, and empower the fastest-growing force driving culture and commerce.

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