



THE WALNUT ROOM

Celebrating Chicagoland's Most Influential Latinas

# Spotlight Latina

## AWARDS LUNCHEON

October 2026  
22

The Walnut Room at  
Macy's State Street  
111 N. State Street | 7th Floor |  
Chicago, Illinois



# What Is *Spotlight Latina*

Spotlight Latina is the official recognition platform of the Latina Expo National Tour — created to elevate, celebrate, and amplify Latina leadership across business, healthcare, education, government, arts, and entrepreneurship.

Hosted annually by the Imagen Marketing Consultants and the Latina Expo organization at the iconic Walnut Room inside Macy's State Street flagship, this exclusive luncheon unites honorees, corporate partners, media leaders, and community influencers in a premium, high-visibility environment.

**This is not simply an awards luncheon — it is a brand-aligned leadership experience.**



# Why this Platform Matters

Latinas represent one of the fastest-growing economic and cultural forces in the United States. They drive household purchasing, entrepreneurship, workforce leadership, and brand loyalty.

## Spotlight Latina allows sponsors to:



**Align** with trusted community leadership

**Gain** high-visibility recognition

**Build** authentic cultural relevance

**Access** influential decision-makers and professionals

**Demonstrate** measurable community investment

**Your brand is positioned as a champion of leadership, and representation.**



# A Premium Recognition Experience

Spotlight Latina delivers a **curated, high-production experience** that includes:

- Executive-level recognition ceremony
- Seated luncheon at Chicago's most iconic dining venue
- High-profile guest attendance
- Media and digital amplification
- Sponsor integration across onsite and digital platforms

The environment reflects the same production quality, prestige, and professionalism as the Latina Expo flagship events.

## Spotlighting *Influential Latinas*

Each year we recognize Chicagoland's most impactful Latina leaders who are shaping industries and communities across:



Business & Entrepreneurship



Healthcare & Wellness



Education & Workforce Development



Government & Civic Leadership



Arts, Media & Culture



Community Advocacy



Technology

These honorees represent **excellence, resilience, innovation, and leadership** — *serving as role models for the next generation.*

# Sponsorship *Levels*

\$5000

## El Sol

Symbolizing **leadership**, prominence, and brand authority.

\$3000

## La Estrella

Representing **guidance**, inspiration, and elevated brand visibility.

\$1500

## La Flor

Symbolizing **growth**, community roots, and emerging impact.

# Sponsor *Benefits*

Each tier delivers premium exposure, community alignment, and measurable brand value.



## Event Visibility & Brand Integration

- **Logo placement** on event signage, screens, and step-and-repeat
- **Brand recognition** throughout the luncheon program
- **Opportunity** for executive remarks (**El Sol Level**) \*
- **VIP reserved seating** tables for clients and leadership



## Digital & Media Exposure

- **Social media** spotlight before, during, and after event
- **Brand placement** across Latina Expo digital channels
- **Inclusion in national digital magazine** feature opportunities
- **Video screen commercial** placement (**El Sol Level**) \*



## Community & Experiential Engagement

- **Branded giveaway** opportunities
- **Attendee** engagement activation
- **Cross-promotion** within Latina Expo ecosystem
- **Extended brand** visibility beyond event day



## Expanded Reach Through Our

# National Platform

Spotlight Latina sponsors benefit from integration into the Latina Expo National Tour ecosystem, providing:

- **Multi-city** brand amplification
- **National** digital exposure
- **OurLatinxMagazine.com** editorial placement
- **Extended** campaign life cycle
- **Access** to one of the most loyal multicultural audiences



Your brand receives  
local prestige with  
national reach.



Enna Jimenez

Chief Development Officer  
(CDO) ALPFA Organization

★ VENUE PRESTIGE ★ VENUE PRESTIGE ★ VENUE PRESTIGE ★ VENUE PRESTIGE

# *The Walnut Room* at ★ macy's State Street

Hosting **Spotlight Latina** at Macy's flagship Walnut Room delivers:

- Downtown Chicago brand exposure
- Historic landmark prestige
- Built-in retail foot traffic visibility
- Premium hospitality environment
- Elevated sponsor positioning

**Few venues offer this level  
of heritage, visibility, and  
prestige.**



PARTNER WITH PURPOSE



LEAD WITH IMPACT

Join  
**Spotlight**  
*Latina*

Leadership

Community  
impact

Cultural  
relevance

**AWARDS LUNCHEON**

Economic  
empowerment

and position your  
brand at the  
intersection of:

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Together we  
amplify voices,  
celebrate  
excellence, and  
build lasting  
partnerships.

