



LA MEGA MEDIA

TAN  
*latina*<sup>+</sup>  
COMO  
TU  
EXPO

...



- SUNDAY, MARCH 17, 2024
- 12-6 PM
- SHARONVILLE CONVENTION CENTER



# HISPANIC WOMEN ARE A FORCE TO BE RECKONED WITH...

This isn't news, exactly, but rather a statement of the growing power — both culturally and economically — that they wield. As Latinas continue to advance in their careers and increase their buying power, that influence is sure to grow.

A Nielsen report singles out Latinas as “prominent contributors to the educational, economic, and cultural well-being of not only their own ethnicity, but of American society and the consumer marketplace.” A bold claim, but not unfounded: by 2060, Hispanic women are expected to make up 30% of the U.S. female population, compared to 43% for nonHispanic white females. This means that no one ethnicity will dominate American culture; instead, Latinas and other minority groups will lay a significant role in dictating consumer preferences.

In addition to making up a significant portion of the U.S. population as a whole, Latinas also play an important role within their own households.

86% of Latinas say they are the primary decision makers and are in charge of household spending, which means that they are looking for brands and need to be reaching out to. In other words,

Latinas are in a position to dictate their relationships to brands, instead of the other way round. Like our premier event that brought over 350 latinas in one single space, our event focuses on specific tracks: “Beauty & Health” and “Professional Development & Entrepreneurship.”

We would love for your organization to take the opportunity to connect with our audience

**By 2060, Hispanic women are expected to make up 30% of the U.S. female population**



LA MEGA MEDIA





## **TAN LATINA COMO TU EXPO'S VISION IS:**

- Create a space for latinas to learn, connect and build community. Our first even in 2019 drew over 650 latinas.
- Connect Resources, companies, services and products that will enable Latinas to maximize their potential growth.

## **AS A SPONSOR FOR THIS EVENT YOU WILL BE ABLE TO:**

- Promote positive change for ongoing success in areas like health, beauty, professional development and entrepreneurship.
- Present products and services that will enable personal and professional development.
- Educate for further and ongoing growth of Latinas



**The Tan Latina Como Tu Expo will take place Sunday, March 17 at the Sharonville Convention Center from noon until 6:00 pm. Admission will be free for up to 500 women.**



## TITLE SPONSOR

Total investment:  
**\$10,000**

- Creative branding (name/logo and products' mentions with logos) as title sponsor in ALL aspects of event/promotion
- 15 minute remarks at the day of the event
- A minimum of (400) mentions as Title Sponsor on La Mega 97.7 FM and digital streaming
- Logo Placement as title sponsor in 2 full page La Mega Nota editions
- 1 Full Page AD on La Mega Nota March edition
- Digital display ads on our website <https://cincinnati.lamegamedia.com> & La Mega 1 App February– March.
- Social media posts (FB+IG)
- Exhibit table during the event
- 1 Full Page Ad on event's program

### VALUE ADD: PHOTO OP PROP

Bring life-size display of your products and/or mascots for photos with attendees. Photos will be posted on Facebook



# PRESENTING SPONSOR

Total investment:  
**\$5,000**

- Creative branding (name/logo and products' mentions with logos) as a presenting sponsor in ALL aspects of event/ promotion
- Sponsor or use a 45-minute presenting session on topics of interest related to current tracks: Beauty & Health, Professional & Personal Development and Entrepreneurship.
- A minimum of (160) mentions as presenting sponsor on La Mega 97.7 FM
- Logo Placement as presenting sponsor in 2 full page La Mega Nota editions
- Digital display ads on our website <https://cincinnati.lamegamedia.com> & La Mega 1 App February– March.
- Social media posts (FB+IG)
- Exhibit table during the event
- Logo placement on event's program as a presenting sponsor - Agenda items
- Half page ad on event's program





## **PARTNER SPONSOR**

Total investment:  
**\$2,500**

- Creative branding (name/logo and products' mentions with logos) as a partner sponsor in ALL aspects of event/promotion
- 5-minute presentation of your business/organization and your impact on Latinas related to current tracks: Beauty & Health, Professional & Personal Development and Entrepreneurship.
- A minimum of (80) mentions as a partner sponsor on La Mega 97.7 FM
- Social media posts (FB+IG)
- Exhibit table during the event
- Quarter page ad on event's program



LA MEGA MEDIA

# TABLE-TOP EXHIBITOR

Total investment:  
**\$1,000**

- We seek businesses and organizations that serve the Hispanic community to share information, educational programs, job opportunities, community events, and more.

## YOU RECEIVE:

- 8' table + 2 chairs
- Tablecloth & table skirt or bring your own
- Table-top signage with your name / logo
- Recognition in La Mega Nota as an exhibitor



# KIDS' ZONE SPONSOR

Total investment:  
**\$3,500**

- We seek a sponsor to help finance this childcare area in a secure setting.
- This enables moms to enjoy the event without worrying about the children.
- KIDS ZONE SPONSOR TO RECEIVE:
- A minimum of (160) promotional announcements on La Mega 97.7 FM
- • Social media posts (FB+IG) about Kid Zone and sponsor leading up to the event
- Signage with your company name/ logo
- Ability to hand out coupons/ information at the event and lead list provided to you
- Recognition on stage as the Kid Zone sponsor





# EVENT PROGRAM & DIRECTORY

- Full Pages ..... **\$350.00**
- Half Pages..... **\$250.00**
- Quarter Pages..... **\$150.00**
- Resource Directory... **\$100.00**





# ADDITIONAL OPPORTUNITIES

- Raffle prizes and giveaway door prizes.
- Tabletop centerpiece sponsor with your branded centerpiece on every table.
- Catering Sponsor for Kid Zone pizza, snacks, drinks.

**PLEASE ASK YOUR ACCOUNT REP  
FOR MORE DETAILS IF INTERESTED**



# TAN LATINA COMO TU EXPO

**SUNDAY MARCH 17, 2024 • 12-6 PM • SHARONVILLE CONVENTION CENTER**



LA MEGA MEDIA

	TITLE SPONSOR <b>\$10,000</b>	PRESENTING SPONSOR <b>\$5,000</b>	PARTNER SPONSOR <b>\$2,500</b>	TABLE TOP EXHIBITOR <b>\$1,000</b>	KID'S ZONE SPONSOR <b>\$3,500</b>	PROGRAM & DIRECTORY <b>\$100 &amp; UP</b>
<b>EVENT SPONSORSHIP</b>						
Title exclusivity on all event promotion	X					
Radio mentions	X 400	X 160	X 80	X	X	
Logo on 2 full page ads in La Mega Nota	X	X				
Social Media posts (FB+IG)	X	X	X		X	
Digital display at website + LaMega1app	X	X				
Logo display and all signage for event	X	X	X		X	
Exhibit table at event	X	X	X	X	X	
Ad in Program and Directory Booklet	X	X				X
Company Listing in Program & Directory Booklet	X	X	X	X	X	X