

LATINAS PROMOVRIENDO COMUNIDAD/  
**LAMBDA Pi Chi** SORORITY, INC.

WOMEN OF STRENGTH, WOMEN OF CHARACTER



CORPORATE SPONSORSHIP  
**PROSPECTUS**

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LATINAS PROMOVRIENDO COMUNIDAD/

LAMBDA *Pi Chi* SORORITY, INC.

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XYZ Corporation  
So and so Address  
This city that state 000000

March 12, 2018

Dear First and Last Name:

Greetings from Latinas Promoviendo Comunidad/Lambda Pi Chi Sorority, Incorporated – the first Latina-based sorority founded at an Ivy League institution. As a Sorority comprised of nearly 1,000 women across the country, we'd like to take this opportunity to invite you to become a sponsor of our 30<sup>th</sup> Anniversary Convention themed *"From Dreams to Action: 30 Years of Lambda Pi Chi."* Our Convention will begin on April 13, 2018 and culminate with a gala on April 14, 2018 at the J.W. Marriott located on our nation's main street, Pennsylvania Avenue in Washington, D.C.

It is through your company's support of educational opportunities that the next generation of educated and professional Latinas emerge and succeed in the workforce. Similarly, Latinas Promoviendo Comunidad/Lambda Pi Chi Sorority, Inc. mission is to lead and inspire Latinas towards academic excellence at the collegiate and graduate level while fostering our members' growth and innovation in the professional arena. In addition, Latinas Promoviendo Comunidad/Lambda Pi Chi Sorority, Inc. supports the local community through volunteer projects and provides scholarships to deserving young women who have demonstrated outstanding academic achievement and community service.

The attendees for our 30<sup>th</sup> Anniversary Convention are predominantly college educated Latinas and other women of color between the ages of 19-50. They are professionals, entrepreneurs, mothers, and undergraduate and graduate students from across the United States. Our 30<sup>th</sup> Anniversary Convention seeks to meet our members professional, educational, and personal needs by providing workshop sessions to inspire and challenge them to maximize their strengths and achieve their leadership potential.

Please consider supporting this endeavor as a Diamond Level Sponsor for \$3000. Benefits of this sponsorship include your company logo prominently displayed on all printed materials and media related to the event; verbal recognition at the closing Gala; two full-page advertisements in the Convention keepsake journal; the opportunity to provide a gift item for weekend swag bags; premium seating for ten guests at the gala; the opportunity to have a representative (preferably woman) to sit on a panel of mid career advancement, and other benefits described in this prospectus. Additionally, your support will help to subsidize the cost for three undergraduate students to attend the Convention.

If you feel this partnership level does not fit your needs, please consider one of the other opportunities included in the enclosed proposal.

Respectfully,

Cristina Bañuelos

LATINAS PROMOVRIENDO COMUNIDAD/

LAMBDA Pi Chi SORORITY, INC.

President  
Latinas Promoviendo Comunidad/Lambda Pi Chi Sorority, Inc.

## ABOUT LATINAS PROMOVRIENDO COMUNIDAD/LAMBDA PI CHI SORORITY, INC.

### HISTORY

With 35 undergraduate and professional/graduate chapters across the United States, we are a collective of women striving to advance our communities. Whether through our involvement in University efforts, or stepping out into the community and providing assistance to those in need, Hermanas make it a daily goal to help improve our surroundings.

Founded almost 30 years ago, Latinas Promoviendo Comunidad/Lambda Pi Chi Sorority, Inc. brings to life a vision where women, despite their ethnic, academic, and economic backgrounds, can step forward to unite and lead within *La Comunidad* (the community).

Whether taking matters into our own hands through Proyecto H.A.C.E.R. (Hermanas for the Advancement of Career and Educational Resources), leveraging existing tools and solutions (World AIDS Day and Project LEAAP-Latinas Education on AIDS Awareness and Prevention), or partnering with organizations such as the National Latina Institute for Reproductive Health and UnidosUS's (formerly National Council of La Raza) Alma Awards, Latinas Promoviendo Comunidad/Lambda Pi Chi Sorority, Inc. knows no limits on what we can do or where we can go.

Founded at Cornell University in the late '80s by women who felt a need to strike out on their own, Latinas Promoviendo Comunidad/Lambda Pi Chi Sorority, Inc. has transcended the collegiate experience to become a vehicle for the promotion of the Latino community. Today, with nearly 1,000 women representing 81 countries and varied cultural, ethnic, and racial backgrounds, our determination and commitment continue to define our relentless spirit.

### VISION, MISSION AND GOALS

Our actions give life to the ideals we hold dear to our hearts. But, it is through our Vision, Mission, and Goals that we conceptualize who we are as an organization and as Hermanas.

#### *Vision*

A lifetime network of Hermanas dedicated to empowering themselves and their communities.

#### *Mission*

To empower women by providing a supportive network dedicated to their personal and professional advancement. Our Hermandad is further advanced by our shared dedication and promotion of public service and cultural awareness, with an emphasis on Latino history, contributions, and experiences.

#### *Goals*

- To unify women through the promotion of the Latino community & the Latino culture;

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- To promote community service to the local community;
- To work towards the advancement of all people of color with a special emphasis on the Latina;
- To enlighten our respective communities about Latino cultural, social, and political issues;
- To sponsor cultural events which identify and evaluate the existing and emerging roles of women with an emphasis on the Latina; and
- To promote professional advancement by encouraging academic excellence, mentorship, and networking.

## QUICK FACTS

- Name: Latinas Promoviendo Comunidad/Lambda Pi Chi Sorority, Inc.
- Motto: La Hermandad Nunca Termina
- Colors: Red, Gold, Black, and White
- Mascot: Butterfly
- Flower: Red Carnation
- Jewel: Fire Opal
- About Us:
  - We are a member of the National Association of Latino Fraternal Organizations (NALFO)
  - We were the first Latina sorority incorporated in New York State
  - We have 11 professional/graduate chapters located across the country
  - We have been recognized by the New York City Council for our continued service and dedication to Latinos and the New York City community at-large.
  - We have over 81 countries, nationalities and ethnicities represented in our Hermandad.

We have established chapters at the following universities and colleges:

- Cornell University
- Ithaca College
- Columbia University
- State University of New York at Albany
- New York University
- American University
- Georgetown University
- Syracuse University
- Wesleyan University
- The George Washington University
- University of Mass. at Amherst
- Smith College
- Duke University
- University of Rochester
- Rochester Institute of Technology
- George Mason University
- Harvard University
- Northeastern University
- St. John's University
- University of Delaware
- North Carolina State University
- Johns Hopkins University
- Union College
- Long Island University, C.W. Post Campus
- St. Thomas Aquinas
- University of North Carolina at Chapel Hill
- University of Chicago
- Saint Leo University
- North Carolina Central University
- Campbell University

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## MARKET OVERVIEW

### TARGET AUDIENCE

Based upon an analysis of our membership, below are some key target audience data:

Total Membership	986
Graduation Rate from Four-Year University or College	99%
Advanced Degrees	36%
Projected Gala Attendance	300
Schools Represented	3 Ivy League. Twenty-two (22) ranked tier 1 including Ivys according to 2014 College Rankings by US News and World Report
Age Group	19 – 50
Metropolitan Areas with Most Representation in Membership	New York MSA; Washington, DC MSA;
Having at least one child	20%

### SOCIAL MEDIA

Twitter Followers	1,058
Facebook Likes	1,411

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## SPONSORSHIP OPPORTUNITIES

Benefit	Diamond (\$3,000)	Onyx (\$2,000)	Fire Opal (\$1,000)	Ruby (\$500)
Linked web banner to national page	★	★	★	★
Name in Program	★	★	★	★
Ad in program booklet	2 Full-page (5"W x 8"H )	Full-page (5"W x 8"H )	½ page (2.375"W x 3.875"H)	¼ page
Tickets to Gala	10	5	3	1
Underwriter for student registrations	3 students	2 students	1 student	
Company acknowledged at opening & Closing	★	★		
Provide Panelist for workshop	★			
Deliver comments	★			

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SORORITY, INC.

to audience at Gala				
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## DIAMOND LEVEL - \$3000

### *Pre-Event*

- Linked web banner advertisement at [www.lambdapichi.org](http://www.lambdapichi.org) and lpc30th.com
- Company logo prominently displayed on all printed material and media related to the event, including but not limited to invitations, signage, banners and social media

### *Event*

- Identification as a Diamond sponsor
- Invitation to deliver comments during event program
- Underwriter for three student registrations for the Leadership Forums
- Photo opportunity at event, with post-event press releases
- Two full pages in the event program
- Premium seating guest tickets for ten individuals
- Provide Panelist for workshop

### *General*

- Website attribution for a full year, with link to your company website
- Exhibitor table at the Convention weekend at a premium location

## ONYX LEVEL - \$2000

### *Pre-Event*

- Linked web advertisement at [www.lambdapichi.org](http://www.lambdapichi.org)
- Company logo prominently displayed on all printed material and media related to the event, including but not limited to invitations, signage, banners and social media

### *Event*

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- Identification as an Onyx Sponsor
- Underwriter for two student registrations for the Leadership Forums
- Photo opportunity at event, with post-event press releases
- Full page ad in event program
- Premium seating guest tickets for five individuals

## *General*

- Website attribution for a full year, with link to your company website
- Exhibitor table at the Convention weekend

## **FIRE OPAL LEVEL - \$1000**

### *Pre-Event*

- Linked web advertisement at [www.lambdapichi.org](http://www.lambdapichi.org)
- Company logo displayed on all printed material and media related to the event, including but not limited to invitations, signage, banners and social media

### *Event*

- Identification as a Fire Opal Sponsor
- Underwriter for one student registration for the Leadership Forums
- Photo opportunity at event, with post-event press releases
- Half-page ad in event program
- Premium seating guest ticket for three individuals

### *General*

- Exhibitor table at the Convention weekend

## **RUBY LEVEL - \$500**

### *Event*

- Identification as a Ruby Sponsor
- Quarter-page ad in event program

### *General*

- Exhibitor table at the Convention weekend

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**REFRESHMENT STATIONS**

LAMBDA Pi Chi  
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Your company has the opportunity to host a refreshment station during the opening night reception, Anniversary Convention meeting times or Gala cocktail hour. Packages can be customized and all station sponsors will be the equivalent to the Ruby sponsorship level (\$500).

## MEDIA SPONSOR

Latinas Promoviendo Comunidad/Lambda Pi Chi Sorority, Inc. welcomes the support of media as sponsors of our Anniversary weekend. As part of media sponsorship, your organization would be designated as an official "Media Sponsor" of our Anniversary weekend.

## IN-KIND CONTRIBUTOR

One important way in which individuals and companies can support our Anniversary Convention is through in-kind donations of products and services. There are countless ways to make meaningful contributions. Contact us at [anniversary@lambdapichi.org](mailto:anniversary@lambdapichi.org) if you have a product and/or service that will be inline with the mission of our organization. Merchandising products may be distributed as contents in swag bags for up to 300 attendees.

### Suggestions for in-kind contributions

- Books
- Magazine
- DVDs
- CDs
- Key Chains
- Cosmetics
- Product Samples
- Pens/Pencils
- Folders
- Bags

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## 30<sup>TH</sup> ANNIVERSARY CONVENTION PARTNERSHIP AGREEMENT FORM

*Please type or print neatly*

Organization/Company \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Number (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Fax Number (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_  
E-mail Address \_\_\_\_\_

Website \_\_\_\_\_

This Agreement is made on (date) \_\_\_\_\_

Between ("The PARTNER") \_\_\_\_\_  
and Latinas Promoviendo Comunidad / Lambda Pi Chi Sorority, Inc. ("LPC") This agreement will be  
in effect upon receipt of payment by LPC and will remain in effect until May 1, 2018.

LPC will hold its 30<sup>th</sup> Anniversary April 13 through April 15, 2018.

The PARTNER has agreed to all the terms of:

- |   |  |
|---|--|
| <input type="checkbox"/> Diamond Sponsor (\$3000)   | <input type="checkbox"/> Onyx Sponsor (\$2000) |
| <input type="checkbox"/> Fire Opal Sponsor (\$1000) | <input type="checkbox"/> Ruby Sponsor (\$500)  |

The PARTNER will provide all the images and supplemental marketing material necessary for LPC to fulfill its portion of the agreement. The PARTNER agrees to submit all descriptions and all images by March 26, 2018 in EPS or JPG (high resolution) format via email to [anniversary@lambdapichi.org](mailto:anniversary@lambdapichi.org). LPC agrees to provide the PARTNER with all the services listed under the selected PARTNER terms in the Anniversary Partnership Prospectus.

Requests for Anniversary Gala tickets must be received no later than March 31, 2018 via email to [anniversary@lambdapichi.org](mailto:anniversary@lambdapichi.org).

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