

LA CONFERENCIA 2024

SPONSORSHIP OPPORTUNITIES

LATINXVERSE
EL UNIVERSO ES TUYO

 **UNC** | CAROLINA
LATINX CENTER

ABOUT THE CLC

Established in October 2019, the Carolina Latinx Center provides students, faculty, and staff the opportunity to explore Latinx cultures, histories, and tradition and to use that understanding to work across racial and ethnic communities in North Carolina, the country, and the world. For faculty, staff and students who are engaged in research, teaching and/or service related to Latinx communities and issues, the Center connects them both with one another and with community partners.

Our commitment is not limited to our educational initiatives, community engagement, or scholarship, but in our mission and values to inspire understanding, appreciation, empowerment, and advocacy of Latinx communities. From our campus-wide celebrations and recognitions of the richness of Latinx communities to the one-on-one conversations with our students we advance the University's mission of teaching, research, and public service and enhance the well-being of our broader community.

MISSION

The Carolina Latinx Center (CLC) supports UNC-Chapel Hill's Latinx communities and educates the campus and beyond through **engagement, scholarship, cultural awareness, and public service.**





ABOUT LA CONFERENCIA

Our purpose is to provide a space for Latinx students, staff, faculty, and their allies to network and create a discourse about access, social development, education, positive communication, wealth creation, and cross-cultural understanding in a Latinx-centered setting. This is a space for people to convene annually to have critical dialogue, and exchange of information in order to empower the next generation of Latinx thinkers.

CONFERENCE FOCUS AREAS

Academia. Under this area, the presenters will be showcasing scholarship, highlighting new ways of thinking and learning, and/or providing a space for folks to share ideas.

Future Planning. Sessions will focus on applying and attending graduate school, tips and insights on the job search, and/or how someone goes about goal setting after leaving college.

Identity. These sessions will provide the attendees with space to discuss their Latinx identity development, find cultural understanding across the diversity of Latinidad, and overall shared experiences around being a Latinx person.

Giving Back. In this content area, the sessions will center on service, community engagement, and staying connected to nuestra gente as a young professional.



PREVIOUS CONTENT AREAS & PRESENTATIONS

- **Career Exploration**
 - Reporting on Latinos in North Carolina as a Local Journalist
 - Supporting Multilingual Families in Speech Therapy
 - **Diversity in the Latinx Identity**
 - Challenging Anti-Blackness in Representations of Latinidad
 - My Journey de Fe: A Discussion on Evolving Faith Through a Latine Perspective
 - Mariposa Zines: Jotería Studies as Mutual Aid
 - **Educational Outcomes**
 - Why Do Fewer Latinx Students Get Identified as Gifted?
 - Planning for your Graduate School Application
 - **Financial Hygiene and Literacy**
 - A Healthy Money Mindset
 - **Healthcare Disparities**
 - Overcoming Oral Health Disparities in the Latinx Community of Siler City
 - **Local and National Political Advocacy**
 - Advocating for our Latinx Community: Policy and Politics con Ganas!
 - **Mental Health and Wellness**
 - Xochipilli Painting Project: Connection and Healing Through Visual Arts
 - **Navigating Generational Growth**
 - Millennial Latina Motherhood
 - **Work Force Development**
 - Breaking Down Imposter Syndrome
 - First Generation Journeys
 - Staying Connected with Your Community: The Power of Intentional Networking
 - Why Failure is Essential for Success
-

PAST KEYNOTE SPEAKERS



One of the main pillars of La Conferencia is centering on the experiences of Latinx people born, raised, and/or living in North Carolina. Currently, La Conferencia is the only conference that allows members of the Latinx community and its allies to meet and discuss the lived experiences of Latinx people in the South across multiple sectors in our state. It is our opportunity to remind our audience that our voices are essential to the story of North Carolina. We see it as our responsibility to pick keynote speakers who are local Latinx leaders to reflect this important value to our attendees.

Each year the keynote was chosen based on their alignment of that year's conference theme. The speaker(s) has highlighted the essence of being Latinx in North Carolina, while also providing community support through advocacy, educational initiatives, or contributions to our community's well-being. For future conferences, our hope is to continue to invite presenters who illuminate the power of Latinx people in North Carolina.

PAST CONFERENCES OVERVIEW

LA CONFERENCIA 2021



In March 2021, we hosted the inaugural session of La Conferencia using the theme of La Nueva Era, The New Era. Originally planned to be an in-person opportunity for connecting and sharing knowledge, we were able to pivot to a virtual platform. We created two days for Latinx students, staff, faculty, and their allies to network and create a discourse about access, social development, education, positive communication, and cross-cultural understanding in a Latinx-centered setting.

We had 116 registrants and representation from undergraduate students, graduate students, faculty members, staff members, and community members. Our keynote speaker was Irene Godínez, founder and executive director of Poder NC. The main words used from our attendees to describe their experience at La Conferencia was **supported** and **inspired**.

LA CONFERENCIA 2022



In April 2022, the Carolina Latinx Center hosted La Conferencia 2022 using the theme of Pa'Lante, Moving Forward. The conference was held in a virtual format and it took place across three days, Day 1 and Day 3 of the conference focused on community building at an outdoor baseball game and playing a virtual game. Day 2 of the conference gave Latinx students, staff, faculty, and their allies the space to discuss topics related to identity, mental health, career development, and financial advancement.

Our keynote speaker was Ricky Hurtado, a UNC alum and the first Democrat candidate elected to the NC State House. Additionally, we had 25 presenters discussing diverse topics affecting the Latinx community in the Triangle. In our second year of La Conferencia, we looked for ways to grow our reach across the state.

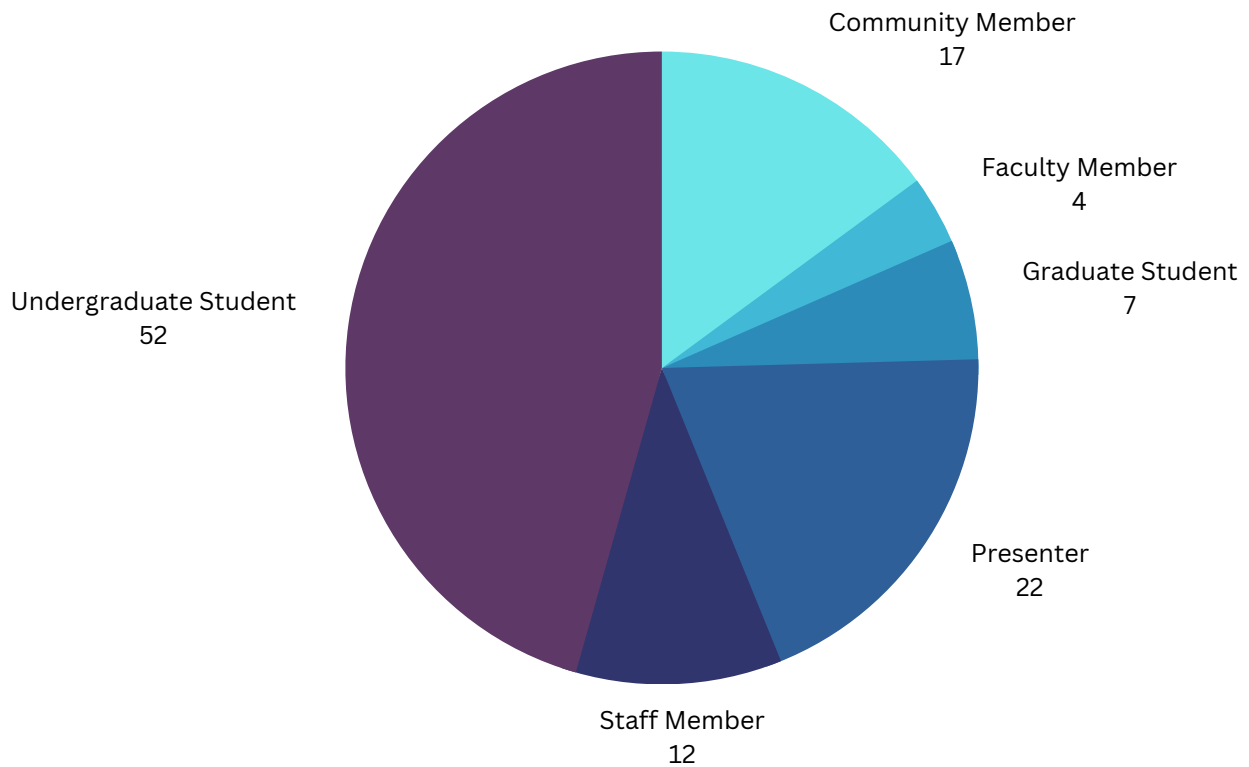
LA CONFERENCIA 2023



In March 2023, we hosted the first-ever in-person session of La Conferencia using the theme of Vivir Mi Vida, Living my Life. We had three days of connecting and sharing knowledge among Latinx students, staff, faculty, and allies. We discussed economic development, identity, education, and advancement for the Latinx community.

Our keynote panelists were Latinx mental health specialists in the Triangle. We took this opportunity to have honest conversations about the state of Latinx mental health and how we can continue pushing the boundary to live more empowered lives.

LA CONFERENCIA 2023 PARTICIPANTS OVERVIEW




5 NC UNIVERSITIES ATTENDED

 99% OF ATTENDEES IDENTIFIED AS LATINO/A/X





2024 SPONSOR LEVELS

Thank you for your taking the time to learn more about how you can support La Conferencia 2024. We appreciate your contribution and look forward to working with you. Our sponsorship names were built around roles we find culturally significant to our comunidad.

With your backing, we will be able to expand our reach and impact, making La Conferencia 2024 an even more memorable and transformative event for everyone involved. Your contribution will allow us to enhance the conference experience.

PADRINO / DIAMOND LEVEL

\$15,000.00+



- Featured remarks during La Conferencia
- **Six** complimentary registrations
- Recognition on social media
- Logo on the virtual and printed program
- Logo included on website sponsor page

SOCIO / PLATINUM LEVEL

\$10,000.00+



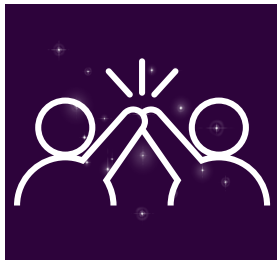
- Brief remarks during La Conferencia
- **Four** complimentary registrations
- Recognition on social media
- Logo on the virtual and printed program
- Logo included on website sponsor page



2024 SPONSOR LEVELS

AMIGO / GOLD LEVEL

\$5,000.00+



- **Two** complimentary registrations
- Recognition on social media
- Logo on the virtual and printed program
- Logo included on website sponsor page

COLABORADOR/ SILVER LEVEL

\$2,000.00+



- **One** complimentary registration
- Recognition on social media
- Logo on the virtual and printed program
- Logo included on website sponsor page

COLEGA/ BRONZE LEVEL

\$500.00+



- Recognition on social media
- Logo on the virtual and printed program
- Logo included on website sponsor page



**OUR PRIORITY SPONSOR DEADLINE IS SET FOR
DECEMBER 10, 2023.**

**OUR FINAL SPONSOR DEADLINE IS ON
FEBRUARY 4, 2023.**

**READY TO SUPPORT
LA CONFERENCIA?**

[CLICK HERE](#)

Thank you for your support of
La Conferencia 2024!

C O N T A C T U S

Have any questions or want to get involved in the
future? Reach out to us via email at clc@unc.edu.