

HARVARD UNDERGRADUATE

lead.

LATINA EMPOWERMENT & DEVELOPMENT CONFERENCE

SPONSORSHIP 2024



Dear Friend of HULEAD,

On behalf of the Executive Board of Harvard Undergraduate Latina Empowerment and Development (HULEAD), its members, and the Harvard Latine community, we would like to thank you for considering a corporate sponsorship.

In previous years, HULEAD was under the umbrella of Latinas Unidas (LU), one of the oldest cultural organizations at Harvard College. This year, for the very first time, LEAD has become its own organization on Harvard's campus, now going by the acronym HULEAD. We continue to follow the ideals of Latinas Unidas and believe that the strength of our community is derived from the coalition of our diverse individual backgrounds. We foster this strength and unity through three main branches of action on Harvard's campus: 1) Advocacy Events, 2) Social Community Building Events, and 3) Professional Development Opportunities. Through these branches, we believe that it is our responsibility to showcase the power of womxn, build communal ties, and establish long-lasting career pipelines for the Latine community.

The combined efforts of HULEAD and LU serve as testaments to the richness of the Latine experience at Harvard College. Since the first LEAD Conference in 2007, our mission has been to empower Latinas, create space for connection, and build networks of mentorship. Every past HULEAD Board can testify to the awe-inspiring impact each conference creates on hundreds of undergraduate students. Our HULEADers (attendees) convene on Harvard's campus to hear from femme-identifying Latine leaders who inspire with their stories of overcoming adversity and instill the drive to overcome any obstacle in the journey to success.

HULEAD strives to enable a community of femme-identifying Latines to realize their potential and impact in the professional and broader world. In joining the movement to create space and opportunities for Latine womxn, we established the HULEAD Conference to celebrate Latine innovation, diversity, and strength and to affirm the position of our capacity to successfully and simply *lead*.

Faced with a global pandemic and a world divided by social distancing and screens, the LEAD Executive Board of the last few years was challenged like never before to keep the HULEAD Conference alive, working to maintain our community and foster virtual connections between HULEADers. Our conference has grown in the past few years, offering professional development and social networking opportunities to over 450 HULEADers.

It has become ever more important to foster platforms that empower Latinx voices and guarantee the discussion of and successes of future generations. With brighter days ahead, the HULEAD Board enthusiastically projects to resume our in-person conference in 2024.

Looking forward to the HULEAD 2024 Conference, we are called to reflect on the legacy of what we have created in the last 17 years. With the help and support of our corporate sponsors, we have been able to offer a robust network made up of college students and professionals alike, allowing Latine womxn to engage and connect with one another and our partner companies meaningfully as they prepare to enter their careers. Above all, it is imperative to our mission that our attendees engage with forward-thinking corporate sponsors. Our sponsors reinforce their brands as companies committed to celebrating diversity and inclusion by pledging their support to HULEAD. Establishing a support network allows us to continue building upon the foundation created in the very first HULEAD conference: to continue serving the Latine community in creating a space that uniquely caters to our shared Latinidad, empowering the next generation of femme-identifying Latine professionals to assume their seats at the table. While our conference is designed for femme-identifying Latines, we warmly welcome all identities; diversity, accessibility, and inclusion are pillars of our continued success. Partnership with the HULEAD Conference and our parent organization, Latinas Unidas, offers corporations a compelling value proposition and a return on investment in several ways:

- **Access** to the most talented, high-achieving members from the Harvard Latina community, including current undergraduate students through our email list (of over 400 subscribers) for publicizing your company's products, services, mission, and career opportunities.
- **Connection** to 400+ Harvard Latine students AND Latine undergraduates across the nation at our 16th **annual** Latina Empowerment and Development (HULEAD) Conference (see below) through the Networking Fair, our attendance resume booklet, panels, and workshops.
- **Visibility** of your company within our website, social media sites, and promotional and informational materials for the HULEAD Conference.

Corporate support is essential for HULEAD and its mission. Your company's endorsement will serve as an affirmation of its commitment to a diverse workforce that includes Latine womxn, one of the country's most powerful economic growth engines and an emerging political force.

We offer you several ways of partnering with our organization, and we are open to creating new methods that match your company's specific interests and needs. In doing so, HULEAD aims to foster connections between our partners and organizations around the nation. Today, this partnership has the potential to open doors, foster productive spaces, and connect people who otherwise may have never met. Thank you for your consideration and generous support.

Sincerely,

Karen Torres '24, Nadia Douglas '24, & Aracely Davila '25
Executive Officers of HULEAD,
Harvard Undergraduate Latina Empowerment and Development Conference 2024

ABOUT HULEAD

HULEAD passionately believes that femme-presenting Latines hold a wealth of untapped potential and skills that can benefit society at large. We aim to facilitate the development and application of our ambitions and talents to the professional world, in the fields of politics, entertainment, entrepreneurship, medicine, and more. Progress has been made to diversify opportunities for and capitalize on the strengths of minorities. Still, the fact remains that minority womxn, especially femme-presenting Latines, are underrepresented in all leadership positions across all fields. For this reason, the Harvard Undergraduate Latina Empowerment and Development Conference is a crucial event for promoting development, expanding one's professional network, introducing mentoring opportunities, and inspiring womxn to reaffirm their commitment to their futures and goals.

This year's HULEAD Conference aims to foster the development of professional networks and promote culturally and experientially diverse workplaces. The Board of Directors remains committed to organizing an accessible and inclusive conference for femme-presenting indigenous Latines, Afro-Latines, Latines with disabilities, trans Latines, the LGBTQIA+ Latines, and the Latine community as a whole to promote the integration of femme-presenting Latines into the workplace and professional world. HULEAD 2024 will be held from February 8th-11th, 2024.

HULEAD seeks to create a community of empowerment across different generations and professions. Networks are essential: they provide talented students with exposure to pathways that may have otherwise remained unknown. These opportunities are particularly crucial for the advancement of underrepresented groups. Our conference strives to create a dynamic experience that allows HULEADers to find life-long mentors in successful professional femme-identifying Latines and to develop friendships with peers from many different institutions of higher education across the country.

Together, we celebrate the successes of femme-presenting Latines who have pursued a range of professions with excellence and an incredible work ethic that helped make their goals a reality. Together, we develop a network of support that creates a space for learning and asking questions about career advancement and the femme-presenting Latine experience.

Together, we HULEAD.

PAST KEYNOTE SPEAKERS



SPONSORSHIP OPTIONS

PLATINUM SPONSOR

\$5,000

Booth at HULEAD Networking Fair Event, alongside other companies and graduate schools

- Access to resume booklet of all HULEAD attendees after the conference
- Acknowledgment as a sponsor on HULEAD website, complete with a synopsis about your company, why you sponsor HULEAD, or how you support Latinas
- Acknowledgment of company sponsorship on HULEAD promotional, marketing, and informational materials (online and print) and social media sites (Instagram and Facebook) year-round
- Acknowledgment on our quarterly newsletters for the year after the conference to current and past attendees
- Acknowledgment of sponsor on HULEAD day-of attendee pamphlets

DIAMOND SPONSOR

\$4,500

Booth at HULEAD Networking Fair Event, alongside other companies and graduate schools

- Access to resume booklet of all HULEAD attendees after the conference
- Acknowledgment as a sponsor on HULEAD website, complete with a synopsis about your company, why you sponsor HULEAD, or how you support Latinas
- Acknowledgment of company sponsorship on HULEAD promotional, marketing, and informational materials (online and print) and social media sites (Instagram and Facebook) year-round
- Acknowledgment of sponsor on HULEAD day-of attendee pamphlets

GOLD SPONSOR

\$3,500

Booth at HULEAD Networking Fair Event, alongside other companies and graduate schools

- Access to resume booklet of all HULEAD attendees after the conference
- Acknowledgment as a sponsor on HULEAD website, complete with a synopsis about your company, why you sponsor HULEAD, or how you support Latinas
- Acknowledgment of company sponsorship on HULEAD promotional, marketing, and informational materials (online and print) and social media sites (Instagram and Facebook) year-round

SILVER SPONSOR

\$1,000

Booth at HULEAD Networking Fair Event, alongside other companies and graduate schools

- Access to resume booklet of all HULEAD attendees after the conference
- Acknowledgment as a sponsor on HULEAD website, complete with a synopsis about your company, why you sponsor HULEAD, or how you support Latinas
- Acknowledgment of company sponsorship on HULEAD promotional, marketing, and informational materials (online and print) and social media sites (Instagram and Facebook) year-round

BRONZE SPONSOR

\$500

- Acknowledgment of sponsor on HULEAD day-of attendee pamphlets
- Acknowledgment of company sponsorship on HULEAD promotional and marketing materials

SPONSORSHIP OPTIONS

CUSTOM TIER

Create your own custom tier with items from below:

\$2900 - Booth at HULEAD Networking Fair Event, alongside other companies and graduate schools

\$800 - Access to resume booklet of all LEAD attendees after the conference

\$750 - Acknowledgment of company sponsorship on promotional and marketing materials

\$400 - Acknowledgment on our quarterly newsletters for the year after the conference to current and past attendees

\$350 - Acknowledgment of company sponsorship on informational materials

\$250 - Acknowledgment of company sponsorship on HULEAD website year-round

\$180 - Acknowledgment of company sponsorship on HULEAD social media sites (Instagram and Facebook) year-round

\$170 - Acknowledgment of company sponsorship on HULEAD day-of student pamphlets

ADDITIONAL OPPORTUNITIES

- **Promotional Advertisements:** On HULEAD social media sites (Facebook and Instagram);

Price negotiable depending on company size.

- **Alternative Donations:** We also welcome product and service donations from the sponsor (e.g. electronics, subscription boxes, makeup products, books) to raffle off to HULEAD attendees, in exchange for promotional advertisements through our social media.

- **Monetary Donations:** In-kind and monetary donations of any amount can also be made.

IMPORTANT DATES

- HULEAD 2024 will be held from February 8th-11th, 2024

- Let us know if you are interested in sponsoring us at your earliest convenience, by mid-December at the latest

We hope you can join us!



FREQUENTLY ASKED QUESTIONS



WHERE ELSE CAN I FIND INFORMATION ABOUT HULEAD?

- Website: <http://www.harvardleadconference.org>
- Instagram: Follow us @HU_LEAD
- Facebook: Like and follow "LEAD Conference"
- LinkedIn: Follow and connect with us at "Harvard Latina Empowerment and Development (LEAD) Conference"

WHAT DOES THE RESUME BOOKLET CONSIST OF?

Your company will receive a resume booklet of all HULEAD attendees a week after the conference has ended; usually around 250-350 resumes.

WHAT ARE SOME PAST PANELS AND WORKSHOPS?

- Panels: STEM; Business and Entrepreneurship; Law and Advocacy; Arts; Education and Academia; Media and Communications; Health and Medicine
- Workshops: Diversity, Solidarity, and Vulnerability within our Community; How to be a Latinx Activist; Dance to Power; Investing 101; Entrepreneurship: From Passions to Benjamins; Leveraging Your Network; Health and Wellness as Self-Care

Please direct all other questions to our Co-Executive Directors at leadconference.harvard@gmail.com

WHO ATTENDS HULEAD?

- 250+ Attendees
- 50% Harvard Students
- 50% other colleges or graduate programs
- 95% college students
- 5% high school students
- 95% undergraduates
- 5% graduates

WHO CAN I CONTACT IF I WOULD LIKE TO LEARN MORE ABOUT SPONSORING HULEAD?

Email our Director of Corporate Relations:
LEADcorporaterelations@gmail.com

WHO CAN I CONTACT IF I WOULD LIKE TO LEARN ABOUT SPEAKING AND WORKSHOP OPPORTUNITIES AT HULEAD?

Email our Directors of Workshops and Speakers:
LEADspeakers@gmail.com

WHO CAN I CONTACT IF I WOULD LIKE TO ATTEND OR IF MY COLLEGE WOULD LIKE TO ATTEND HULEAD?

Email our Directors of Outreach:
LEADoutreachteam@gmail.com