

## Third Annual Marketing to Latinos Sports Conference and Business Networking Event

In an ever-changing sports and events marketplace, marketers must stay on top of current topics and trends as well as acquire relevant management skills to make successful decisions in today's competitive business environment



Marketing to Latinos:  
**Sports Conference & Networking**

April 12, 2012 | The Harvard Club | 8am - 5pm | New York City



- Overview
- Become a Sponsor
- Ticket Instructions
- Live Streaming
- Blog
- Business Networking Event
- Next Conferences

Alvaro Saralegui - NFL | Manuel Garcia - NY Yankees | Saskia Sorrosa - NBA  
Russell Findlay - MLS | Hugo Hernandez - Impremedia

## Become a Sponsor

[www.latinvision.com/conference/sports/sponsors.pdf](http://www.latinvision.com/conference/sports/sponsors.pdf)

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## SPONSORSHIP BENEFITS

Marketers who are interested in gaining exposure for their company and products at this event can choose from a number of different sponsorship opportunities, all designed to enhance brand recognition amongst a core audience of industry leaders and decision makers.

Sponsors of this event will enjoy the benefits of product and literature distribution, on-site signage, online exposure via the official event websites and LatinVision.com – the most recognizable name in connecting Hispanic companies within the business community.

The official **conference program** will be distributed to all the attendees in a **magazine-like format** as will the advertising message of our Platinum, Gold and Silver sponsors. All sponsors will be highlighted in the program.

Sponsors also enjoy recognition at the networking event to follow the conference.

## WHO WILL BE ATTENDING

- Anyone who wants to be a Player in Sports and Events Marketing Industry
- Young Professionals in the Sport or Event fields who want to further their career
- International and National Sports Organizations/Federations
- Coaches, Trainers, Athletic and Sports Directors
- Sports Marketing, Event and Sales Professionals
- Owners, Managers, Operators and Staff of Sports Teams and Staff of Venues & Facilities
- Owners, Managers, Operators and Staff of Sports Related Retail Organizations
- Corporate Communications Executives
- CEOs & Board members of interactive entertainment corporations
- Venture Capital and Private-Equity investors
- Entertainment, Media, Technology and Sports Executives
- Cable and Satellite Companies
- TV, Radio, Cable Broadcasters and TV Executives, Producers, and Talent
- Corporate Marketing, Branding, and Agency Leaders
- Sales, Marketing, Advertisers, HR and PR Professionals
- Content Owners and Developers
- Wireless Industry Professionals
- Sports Lawyers/Agents
- New Media Creators and Distributors
- Streaming Media Industry, Print, Online and Video Journalists
- Entrepreneurs and Professionals

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Marketing to Latinos Conference Series  
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## PARTICIPATION

To register for the Conference, go [here](#). To express your ideas or suggestions on speakers and discussion topics, please send an e-mail to [speakers@latinvision.com](mailto:speakers@latinvision.com).

Many of the world's best known and most successful companies have chosen to become sponsors of LatinVision Conferences' events.

We work closely with each sponsor to create a distinctive package tailored to individual marketing and business development objectives. Our aim with all our sponsors is to foster a mutually rewarding and long-term partnership.

The cachet of being associated with the LatinVision brand, recognized internationally-over for holding forums which attract audiences of the highest caliber, is only the starting point. We offer a wealth of other specific benefits to companies that choose to sponsor our conferences and events. Please see our [testimonials](#).

### Benefits

Among the benefits offered to sponsoring companies of LatinVision Conferences and events are:

- Contribution to the [Conference program](#) and marketing strategy
- Speaking opportunities for senior company executives and Participation in media activities
- Logo on all conference publicity and documentation
- Promotion on LatinVision Conference website
- Exhibition stand space at the conference
- Complimentary tickets at the event for senior executives and clients
- Networking opportunities with delegates and speakers
- Opportunity to host cocktails, a power lunch, or a gala dinner
- Privileged access to senior executives and government officials

There are still opportunities available to sponsor the **Conference** and **Networking Event**. We suggest that you contact us as soon as possible to take advantage of the benefits of this unique opportunity. See our media kit and sponsorship packages at: [www.latinvision.com/conference/sports/sponsors.pdf](http://www.latinvision.com/conference/sports/sponsors.pdf)

In case that you are not able to attend, you may access the conference via [live stream](#), or please feel free to reach out to us about our other upcoming conferences and events.

For information on how LatinVision Conferences could work with your organization, contact us:

Violeta Alba  
Conference Manager  
Tel: (646) 519-3580  
Fax: (469) 533-4874  
Email: [violeta@latinvision.com](mailto:violeta@latinvision.com)

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**This is an official event of  
The Latin Media & Entertainment Commission of the City of New York**



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## SPONSORSHIP & BRANDING OPPORTUNITIES

SPONSORSHIPS MUST BE SECURED BY March 25, 2012  
All sponsorship is on a first come first served basis

### Platinum Sponsorship \$20,000

#### Pre-event Marketing Exposure

- One full page advertisement in the Conference Program Magazine
- Four (4) complimentary registrations for the Conference
- Banners/links to appear on Official website for the event, blogs and all LatinVision websites
- Logo/link Placement on all ads, mailings and marketing materials pertaining to event
- Top Sponsorship banner on E-Newsletters sent out specifically about event
- Prominent placement on social network system used by all attendees
- Acknowledgement of sponsorship in all press releases about event
- Stand alone full company page on official website with links to company site
- Rights to use conference logo on your promotional materials
- Premium cover position in the official conference program
- Continuous scrolling ticker of your logo on [www.latinvision.com/conference/sports](http://www.latinvision.com/conference/sports)
- Skyscraper banner on LatinVision conference blog website, linking to your web site

#### On-site Market Exposure at the Venue

- Signage at registration table
- VIP clearance at registration table
- Video of your Programming in the Programming Showcase
- Expert Speaker/s Presenter or Moderator
- Company video broadcast at event (material provided by sponsor)
- Giant screen advertising display at conference
- Gift bag material distribution at conference and networking event

#### Post-show Marketing

- Three months advertising on [www.latinvision.com](http://www.latinvision.com) and blogs
- Complete database of conference attendees
- Four weeks top sponsorship on latinvision.com blogs
- Website link to sponsor's webpage for one year
- Video of your Programming in the Programming Showcase DVD distributed to attendees

### Gold Sponsorship \$15,000

#### Pre-event Marketing Exposure

- One full page advertisement in the Conference Program Magazine
- Two (2) complimentary registrations for the Conference
- Banners/links to appear on Official website for the event, blogs and all LatinVision websites
- Logo Placement on all ads, mailings and marketing materials pertaining to event
- Banner on E-Newsletters sent out specifically about event
- Acknowledgement of sponsorship in all press releases about event

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## On-site Market Exposure at the Venue

- Signage at registration table
- Company video broadcast at event
- Giant screen advertising display at conference and Business Networking
- Gift bag material distribution at conference and networking event

## Post-show Marketing

- One month advertising on [www.latinvision.com](http://www.latinvision.com) and blogs
- Website link to sponsor's webpage for one year

## **Silver Sponsorship \$10,000**

### Pre-event Marketing Exposure

- Half-page advertisement in the Conference Program Magazine
- One complimentary registration for the Conference
- Banners/links to appear on Official website for the event, blogs and all LatinVision websites
- Logo Placement on all ads, mailings and marketing materials pertaining to event
- Banner on E-Newsletters sent out specifically about event
- Acknowledgement of sponsorship in all press releases about event

### On-site Market Exposure at the Venue

- Signage at Registration table
- Giant screen advertising display at conference and Business Networking
- Gift bag material distribution at conference and networking event

### Post-show Marketing

- Two weeks advertising on [www.latinvision.com](http://www.latinvision.com) and blogs
- Website link to sponsor's webpage for one year

## **ADDITIONAL SPONSORSHIP OPPORTUNITIES**

### **Coffee breaks and beverage Sponsorship \$14,000 (Exclusive)**

- Provide Coffee, beverages, and food during the Conference. Price covers staffing costs & Flowers
- One (1) full complimentary registration for the Conference
- Logo Placement on all ads, mailings and marketing materials pertaining to event
- Gift bag material distribution at conference and networking event
- Website link to sponsor's webpage for one year
- Acknowledgement of sponsorship in all press releases about event
- Half-page advertisement in the Conference Program Magazine

### **Business Networking Event Sponsorship \$14,000 (Exclusive)**

- Provide hors d'oeuvres, liquors and beverages for the Networking Event. Price covers staffing costs.
- One full complimentary registration for the Conference/event
- Logo Placement on all ads, mailings and marketing materials pertaining to conference/event
- Gift bag material distribution at conference and networking event
- Website link to sponsor's webpage for one year
- Acknowledgement of sponsorship in all press releases about conference /event
- Half-page advertisement in the Conference Program Magazine

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## **Audio Visual Sponsorship \$12,000 (Exclusive)**

- Placement of logo on all screen Projections
- One (1) full complimentary registration for the Conference
- Logo Placement on all ads, mailings and marketing materials pertaining to event
- Gift bag material distribution at conference and networking event
- Website link to sponsor's webpage for one year
- Acknowledgement of sponsorship in all press releases about event
- Half-page advertisement in the Conference Program Magazine

## **Conference Attendee Bag Sponsorship \$12,000 (Exclusive)**

- One (1) full complimentary registration for the Conference
- Logo Placement on all ads, mailings and marketing materials pertaining to event
- Gift bag material distribution at conference and networking event
- Website link to sponsor's webpage for one year
- Acknowledgement of sponsorship in all press releases about event
- Half-page advertisement in the Conference Program Magazine
- Logo to appear on tote bags distributed at registration table for both conference and business networking event - this is a keepsake item and great way to continue to be kept in mind during and after the event –

## **Breakfast Sponsor \$8,000 (Exclusive)**

- Give conference attendees a lift by providing coffee and beverages prior to the Conference. Price covers staffing costs.
- Gift bag material distribution at conference and networking event
- 1/3 page advertisement in the Conference Program Magazine

## **Pad and Pen Sponsorship \$5,000 (Exclusive)**

- Provide the pen and pad to all attendees placed on all seats and tables in the Conference room
- Gift bag material distribution at conference and networking event
- 1/3 page advertisement in the Conference Program Magazine

## **Video Clip \$4,000**

- Short, original video clip produced by sponsor (30-second max.) as entertainment for the audience throughout the conference (pre-session and post-session)
- Video must be provided by client and sent to LatinVision.com March 1, 2012. LatinVision.com must approve video content prior to conference

## **Conference and Business Event Name Tag & Lanyards Sponsorship \$3,500 (Exclusive)**

- Be the exclusive provider of neck cords, imprinted with your logo, used by all the attendees for participation in the Conference and Event.
- Gift bag material distribution at conference and networking event
- 1/3 page advertisement in the Conference Program Magazine

## **All Day Bottled Water Sponsor \$3,000 (Exclusive)**

- Throughout the day your message will be seen by all attendees - Water served throughout the day.
- 1/3 page advertisement in the Conference Program Magazine

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## **Exhibit Space at the Conference \$3,000**

8' x 10' raw exhibit space, draped six foot table, and 2 chairs

- Listing as an exhibitor in the program, on the website, and in other promotional materials as available
- Two (2) free full-conference passes for staff members
- Exhibitor may offer its customers a discount of 20% off the regular conference registration rate. Applies to new registrations only. Cannot be used in conjunction with any other discounts.

## **Wi-fi Lounge Sponsorship \$3,000 (Exclusive)**

- Provide attendees with the ability to stay connected throughout the day with Wi-Fi access point. Includes Wi-Fi signage.
- 1/3 page advertisement in the Conference Program Branding Magazine

## **Live Streaming \$2,000**

- Listing as a sponsor in our live streaming homepage and inside pages
- One (1) free ticket to the Conference
- 1/3 page advertisement in the Conference Program Branding Magazine

## **Pre-Conference Email Reminder \$1,000**

- Promote your presence or special function to the conference attendees through targeted e-mail marketing. We will send out your message (75 words or less) in HTML format to the pre-registered attendee list one week prior to the event. Listing order on the blast is determined by sponsorship level and/or a first come, first served basis.

Please note: Text, logos, and links must be sent to LatinVision.com one week prior to message delivery. We reserve the right to modify your message (upon your approval) to meet our formatting and privacy guidelines

## **Insert into bags distributed at conference and networking event \$800**

- Distribute collateral to all conference and business networking attendee's bags.
- 1/3 page advertisement in the Conference Program Branding Magazine

### **Contact:**

Violeta Alba  
Conference Manager  
Tel: (646) 519-3580  
Fax: (469) 533-4874  
Email: [violeta@latinvision.com](mailto:violeta@latinvision.com)

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Email: [daren@latinvision.com](mailto:daren@latinvision.com)

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## CONFERENCE MAGAZINE

### POWERFUL – PROVEN – BRANDING MAGAZINE

Drive traffic to your site and increase brand awareness by advertising in the LatinVision Conference Magazine.

This indispensable magazine is distributed on-site to all Conference attendees, prospects, partners and press. As the official guide to LatinVision Media Conferences, the Program and Event Magazine provides comprehensive information for every conference session and presentation. 300 copies distributed during event.

See our 2010 program magazine sample here:  
[www.latinvision.com/conference/sports/magazine2010.PDF](http://www.latinvision.com/conference/sports/magazine2010.PDF)

**\*\*  
Prices below Includes Four FREE TICKETS to the Conference and Networking Event**

Full Page Ad	\$2,000
Full Page Ad opposite Sessions-at-a-Glance page	\$3,000
2-Page Spread	\$3,500
Full Page Ad on Interior Back Cover	\$4,000
2-Page Spread (Interior Front Cover & Page 1)	\$5,000
2-Page Spread (Page 2 & Page 3)	\$4,000
Full Page Ad on Back Cover	\$6,000

Download Magazine and FTP Specifications [www.latinvision.com/conference/sports/specs.pdf](http://www.latinvision.com/conference/sports/specs.pdf)

## REGISTRATION FEES

### GENERAL ADMISSION FOR CONFERENCE AND EVENT

General Admission	Non-members	LatinVision Members	Deadline
Early Bird	\$395	\$295	March 15, 2012
Regular	\$495	\$395	

**To register visit:** <http://www.latinvision.com/conference/sports>

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## AVAILABLE SPONSORSHIP OPPORTUNITIES

BRANDING OPPORTUNITY	SLOTS	AVAILABLE PRICE (\$)
Platinum Sponsorship	8	\$20,000
Gold Sponsorship	10	\$15,000
Silver Sponsorship	12	\$10,000
<b>ALL OTHERS</b>		
Coffee breaks and beverage Sponsorship	1	\$14,000
Business Networking Event Sponsorship	1	\$14,000
Audio Visual Sponsorship	1	\$12,000
Conference and Business Networking Event Attendee Bag Sponsorship	1	\$12,000
Breakfast	1	\$8,000
Pad and Pen Sponsorship	1	\$5,000
Video Clip	10	\$4,000
Conference and Business Event Name Tag & Lanyard Sponsorship	1	\$3,500
All Day bottled Water Sponsor	1	\$3,000
Exhibit Space at the Conference	4	\$3,000
Wi-fi Lounge Sponsorship	1	\$3,000
Live Streaming	5	\$2,000
Pre-Conference Email Reminder	5	\$1,000
Conference and business networking bags inserts Sponsorship	20	\$800

### Contact:

Violeta Alba  
Conference Manager  
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Email: [daren@latinvision.com](mailto:daren@latinvision.com)

Information about the Event:

[www.latinvision.com/conference/sports](http://www.latinvision.com/conference/sports) and [www.latinvision.com/conferencia/deportes](http://www.latinvision.com/conferencia/deportes)

General Information: [www.latinvision.com/marketing/events.asp](http://www.latinvision.com/marketing/events.asp)

**Be a Sponsor:** [www.latinvision.com/conference/sports/sponsors.pdf](http://www.latinvision.com/conference/sports/sponsors.pdf)

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## SPONSOR REPLY FORM AND AGREEMENT

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

Web address: \_\_\_\_\_

Conference Contact: \_\_\_\_\_

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

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax \_\_\_\_\_

E-mail: \_\_\_\_\_

**Payment Terms:** by signing this document, the signer is agreeing to pay the sponsorship fee of \$\_\_\_\_\_ for \_\_\_\_\_ sponsorship. Payment in full is due by time of commitment.

**Cancellation Policy:** Cancellation of sponsorship must be provided in writing to LatinVision. Cancellations postmarked not later than March 25, 2012, will be refunded minus a two hundred and fifty dollar (\$250) cancellation fee. Any cancellation made after March 25 will be fully due and/or non-refundable.

The undersigned hereby expressly represents and warrants that he/she is duly authorized to execute this binding contract on behalf of the sponsor / Company named above and acknowledges that he / she has read and accepts all the terms on this contract.

Authorized Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Accounts Payable: \_\_\_\_\_

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

Email: \_\_\_\_\_

Telephone: \_\_\_\_\_

### Conference Sponsorship Levels

Please, check your selection

Description	✓ Price
Platinum	\$20,000
Gold	\$15,000
Silver	\$10,000
Coffee Breaks, Beverage	\$14,000
Business Networking Event	\$14,000
Audio Visual	\$12,000
Bags sponsorship	\$12,000
Breakfast	\$12,000
Pad and Pen	\$5,000
Video Clip	\$4,000
Name Tag & Lanyards	\$3,500
Water Sponsorship	\$3,000
Exhibit Space Conference	\$3,000
Wi-fi lounge	\$3,000
Live Streaming	\$2,000
Email Reminder	\$1,000
Bags inserts	\$800

Please, mail, fax or e email to:  
LatinVision Media  
PO Box 376 , New York, NY 10008  
Tel 646-519-2452 / Fax 469-533-4874  
email: violeta@latinvision.com

Note: Download this form online [www.latinvision.com/conference/sports/sponsorshipform.pdf](http://www.latinvision.com/conference/sports/sponsorshipform.pdf)

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**LatinVision Media 2012 Conference Series**  
[www.latinvision.com/marketing](http://www.latinvision.com/marketing)

The screenshot shows the LatinVision website interface. At the top left is the LatinVision logo. To the right, it says 'Marketing Conferences 2011' and 'LATINVISION's FEATURED EVENTS'. Below this is a navigation bar with a search box and a 'GO' button. The main content area features three event banners: 
 

- Marketing to LATINOS** Conference Series: Travel, Tourism and Hospitality (Feb 24), Sports (Apr 7), Marketing to Latinas (Jun 16), Banking and Finance (Dec 1).
- The CEOs Summit** on October 6th, co-located with NYC Latin Media & Entertainment Summit and IAB.
- Investing in Latin America & in the U.S. Hispanic Market** on September 22nd, featuring the International Economic Alliance.

 At the bottom of the featured events section, it reads 'LATINVISION's HispanicBusinessNetworking'.

**LATINVISION MEDIA CONFERENCES & EVENTS >>**



→ Business Networking



→ CEOs Summit



→ Pathways to Prosperity



→ Marketing to Latinos Series

- Travel [www.latinvision.com/conference/travel](http://www.latinvision.com/conference/travel)
- Sports [www.latinvision.com/conference/sports](http://www.latinvision.com/conference/sports)
- Latinas [www.latinvision.com/conference/latinas](http://www.latinvision.com/conference/latinas)
- CEOs Summit [www.latinvision.com/conference](http://www.latinvision.com/conference)
- Banking [www.latinvision.com/conference/banking](http://www.latinvision.com/conference/banking)
- Investment [www.latinvisionfinance.com/conference](http://www.latinvisionfinance.com/conference)