



*“La lucha continúa pero no seremos vencidos.”*  
*“The struggle continues but we will not give up.”*  
**- Venus Ginés**

**Día de la Mujer Latina , Inc.**  
**Celebrating our Culture and Navigating**  
**Latino Health since 1997**

# Letter from Venus Ginés – Founder & CEO

**It was quite a surprise for me to discover that Latinas have a high mortality rate in breast and cervical cancer due to late detection. As a breast cancer survivor, advocate and researcher, I made it my mission to find creative ways to reach this population-at-risk with culturally specific cancer education, screening and follow-up care. While investigating breast cancer in Latinas, as part of my graduate studies, I discovered that our culture plays a vital role in embracing optimum health. My concern is that too many Latinas do not have access to care because of barriers specific to them. For this reason, we offer our unique health fiestas, whereby *Día de la Mujer Latina, Inc.* registers all its clients, partners with many health care providers, Latino community-based organizations and local merchants to provide culturally and linguistically proficient health awareness “DAY OF THE LATIN AMERICAN WOMAN.” Be part of the vision and the mission to save lives.**

# Mission Statement

- **Promote Culturally & Linguistically health education to the underserved Latino community.**
- **Create a culturally-specific “safe” setting for early detection & screening.**
- **Provide resource information & patient navigation for follow-up care.**
- **Train Promotores (as)/Community Health Workers - Patient Navigators nationally and internationally.**



# Stand Out!

## Main Sponsor \$25,000 2013

### **For your contribution, your company will receive:**

- ✓ Recognition in all advertisements and promotional materials as the official and only presenting contributor exclusively for **3 cities**.
- ✓ Inclusive with all television commercials and radio announcements.
- ✓ Your company's logo as a presenter on all printed promotional materials, including the event program
- ✓ Your company's logo, next to Día de la Mujer Latina logo on our banner and all flyers
- ✓ Special thanks and numerous mentions for recognition as a presenting sponsor during the events.
- ✓ Presentation of a 10.5" X 13" Plaque of Distinction with Company Logo
- ✓ **EXCLUSIVITY!** Your Company or Organization will be the only presenter, along with Día de la Mujer Latina in the Event.

# Stand Out!

**PLATINUM CONTRIBUTOR \$10,000**

**For your contribution, your company will receive:**

Recognition in all advertisements and promotional materials as a platinum sponsor for one event.

Inclusive with all television commercials and radio announcements

Your company's name on all printed promotional materials, including the event program

Your company's logo on our main banner/flyers.

A corporate/exhibitor table at the 2 events.

Special thanks and numerous mentions for recognition during the event -

Presentation of a 8" X 10" Plaque of Distinction

# Stand Out!

Gold Contributor \$5000

**For your contribution, your company will receive:**

Recognition in all advertisements and promotional materials as a gold sponsor for Día de la Mujer Latina health fiesta in 1 city

Your company's name on all printed promotional materials, including the event program

Your company's logo on our main banner/flyer

A corporate/exhibitor table at the event.

Special thanks and numerous mentions for recognition during the event

Presentation of a 6" x 8" Plaque of Distinction

# Stand Out!

## SILVER CONTRIBUTOR - \$3,000

**For your contribution, your company will receive:**

Your company's name on all printed promotional materials, including the event program

Your company's logo on our main banner/flyer

A corporate/exhibitor table at the event.

Special thanks and mention for recognition during the event

**Stand Out!**

*Friend of the Mission \$1500*

**For your contribution, your company will receive:**

Your company's logo on our main banner/flyer  
A corporate/exhibitor table at the event.