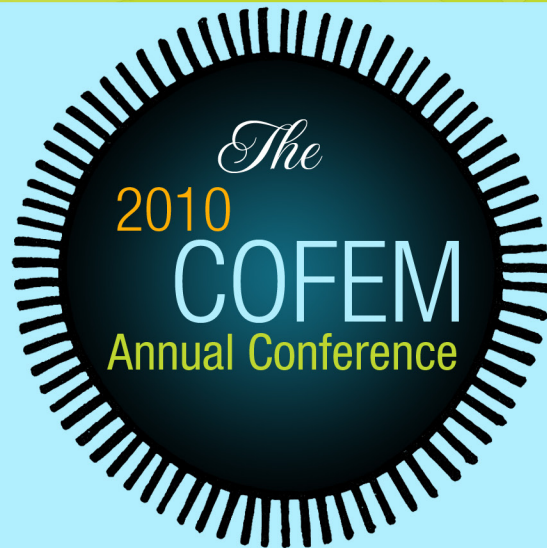




# COFEM



Union Station | Olvera Street  
LOS ANGELES

August 14 & 15, 2010



5 YEARS OF EMPOWERING  
IMMIGRANT FAMILIES  
*Celebrating the Adventure ★ Continuing the Journey*

The Consejo de Federaciones Mexicanas en Norteamérica (COFEM) was established by a league of organizations comprised of people who share ideas and participate in efforts to improve educational, health, social, economic, and political conditions for Latino Immigrants in North America. The mission of COFEM promotes the advancement of the Latino community in North America through public policy advocacy, community organizing, leadership and organizational development, educational and cultural programs, and bi-national economic development.

## Honorary Committee

**Mayor Antonio Villaraigosa**  
City of Los Angeles

**Councilmember José Huizar**  
14<sup>th</sup> District, City of Los Angeles

**Juan Marcos Gutierrez González**  
Consulate General of Mexico, Los Angeles

**Congressman Xavier Becerra**  
31<sup>st</sup> District, California

**Congresswoman Lucille Roybal-Allard**  
34<sup>th</sup> District, California

**Speaker John Perez**  
California State Assembly

**Dr. Douglas X. Patiño**  
Trustee, Charles Stewart Mott Foundation

**Senator Gloria Romero**  
Senate Majority Leader  
California State Senate

**Samuel Magaña**  
CEO, Diana's Foods

## 2010 COFEM Annual Conference

COFEM, one of the nation's largest immigrant led organizations invites you to the 2010 COFEM Annual Conference in Los Angeles, California. The COFEM Annual Conference is the largest gathering of its kind uniting immigrant families, organizations, elected officials, and private companies that are interested in working with the Latino community. The conference is an important opportunity for partners to present information, services and products to various audiences within the Latino community. The various events will attract thousands of families eager to incorporate into American society and build relationships with partners and allies.

### Join us and discover...

- **EXPO MEXICO** will gather tens of thousands of families in a festive environment to learn about new partners, services, companies and opportunities that are important to Latino families. The festival type celebration will incorporate expositions of food, culture, artists, entertainment, and much more.
- **WORKSHOPS AND PLENARIES** will gather hundreds of immigrant leaders, elected officials, experts and academics, and other important figures in the Latino community to discuss and address the most significant issues impacting the Latino community. The issue areas of education, health, economic development, U.S.-Mexico relations, and civic engagement will be covered before a more targeted audience in the conference. A dynamic policy luncheon will also take place incorporating distinguished keynote speakers.
- **SCHOLARSHIP RECEPTION** will recognize and support a deserving group of outstanding immigrant students in partnership with sponsors and community leaders. The personal stories of educational promise and achievement despite extenuating circumstances will be celebrated in a community atmosphere.

# Sponsor Levels and Benefits

The COFEM Annual Conference offers you three primary events including the Expo Mexico, the Workshops and Plenaries, and the Scholarship Reception to showcase your company before important audiences in the Latino community. The following three tables offer a wide range of sponsorship opportunities for your company or organization. When selecting a sponsorship level, please consider that you will be receiving benefits in all three events (tables). We look forward to partnering with you in this exciting opportunity.

<b>Expo Mexico</b>	<b>Title \$35,000</b>	<b>Gold \$20,000</b>	<b>Silver \$15,000</b>	<b>Titanium \$10,000</b>	<b>Bronze \$5,000</b>	<b>Amigo \$2,500</b>
Sponsorship recognition with your company's logo on stage backdrop.	Top	x	x			
Verbal stage recognitions by MC during event hours. (Title Only: Your company will have the opportunity to make a presentation for 5 minutes during the event.)	x	x	x			
Your company logo will be placed on all official Expo Mexico 2010 badges: VIP, Media, Staff, Volunteer and others.	x					
Plaque of appreciation will be presented publicly to your company at Expo Mexico, recognizing your company as the event's title sponsor.	x					
High visibility spots with your company's logo on the large video screen during the event.	30+	20+	15+			
Advertisement placement on "Oorale" Weekly Magazine promoting Expo Mexico 2010 with your company's Logo.*	Top	x	x			
Logo placement on 100,000 event promotional-flyers distributed in the different areas prior to the event**	Top	Large	Medium	Small		
Logo placement on 1,000 official event posters (18"x 24") with your company's logo in full color distributed in many businesses in the same areas mentioned above.	Top	Large	Medium	Small		
10' x 10' booth with company exposure.	2 Premier	2 Premier	1 Premier	1 Premier	1	1
Install a banner provided by your company at the VIP reception area at Expo Mexico.	x	x				
Three event banners hung on or next to the main streets surrounding the El Pueblo Historical Monument of Los Angeles with your company's logo at least two weeks prior to the event.***	x	x	x			
Event news releases and news advisories will recognize your company's sponsorship.	x	x				
VIP passes for stage area/reception and Beer Garden Area.	20	15	10	8	6	4
VIP parking passes.	10	8	5			
Banner ad on COFEM website event page from time of signature through date of event, including corporate logo and interactive link.	x	x				
Ad in the Commemorative Annual Conference Program recognizing your organization's Sponsor Level.****	Full page	Full page	Full page	Full page	Half page	Quarter page

\* Ads will start circulating 6 weeks prior to the event through a weekly certified publication. Circulation of 100,000 x 6 weeks = 900,000; covers Los Angeles, Orange, Riverside/San Bernardino, and Kern Counties.

\*\* Los Angeles (covering San Fernando, East, South, and Central LA), Huntington Park, Maywood, South Gate, Bell Gardens, Bell, Lynwood, Monterrey Park, Montebello, Downey, Commerce, and other surrounding areas.

\*\*\* The streets included are: Main St., Alameda St., Cesar Chavez Ave., Los Angeles St. and Arcadia St.

\*\*\*\* Title and Gold only: Your company will choose placement of add on either back outside cover, front outside cover, or any other available placement in the program.

<b>Workshop and Plenaries</b>	<b>Title \$35,000</b>	<b>Gold \$20,000</b>	<b>Silver \$15,000</b>	<b>Titanium \$10,000</b>	<b>Bronze \$5,000</b>	<b>Amigo \$2,500</b>
Sponsorship recognition with your company's logo on main plenary room stage backdrop.	Top	x	x			
Sponsorship recognition on all conference promotional materials, including flyers, posters, and other promotion.	Top	x	x	x		
Sponsor one of the three plenary sessions with the presence of all conference participants which will incorporate various recognitions of sponsorship.	x	x				
Sponsor one of the workshops of the conference which will incorporate various recognitions of sponsorship.	x	x	x	x	x	x
Access to tables or booths to provide information and promotion to conference participants.	Two	Two	One	One	One	One
Ad in the Commemorative Expo Mexico and the Annual Conference Program recognizing your organization's Sponsor Level.*	Full page	Full page	Half page	Half page	Quarter page	Half Quarter page

\*Title and gold only: Your company will choose placement of add on either back outside cover, front outside cover, or any other available placement in the program.

<b>Scholarship Reception</b>	<b>Title \$35,000</b>	<b>Gold \$20,000</b>	<b>Silver \$15,000</b>	<b>Titanium \$10,000</b>	<b>Bronze \$5,000</b>	<b>Amigo \$2,500</b>
Sponsorship recognition through various stage acknowledgements by MC during reception.	Top	Preferred				
Logo Placement with sponsorship recognition on the Scholarship Reception program.	Top	Preferred	x	x	x	x
VIP passes to Scholarship Reception	20	15	12	10	5	
Sponsor scholarship recipients (Title, Gold, and Silver only: escort one student during the Scholarship Reception).	4*	3*	3*	2*	1*	

\* Number of students that you will sponsor

## Advertisement

### • Ad in the Commemorative Expo Mexico Program (Please select one)

- Full page (back outside cover) \$1,750
- Full page (front or back inside cover) \$1,300
- Full page (8 1/2" x 11") \$1,000
- Half-page (8 1/2" x 5 1/2") \$500
- Quarter-page (4 1/4" x 5 1/2") \$250
- Business card (3 1/2" x 2") \$150
- Name listing \$75

Artwork submission specifications: please submit 300 dpi resolution files (tiff, eps, illustrator, photoshop, jpg, or pdf) with fonts. We are happy to create an ad using your submitted text. Please send your logos separately. E-mail files to [agarcia@cofem.org](mailto:agarcia@cofem.org). Artwork submission MUST be submitted by July 15, 2010.

## COFEM Annual Conference

### Saturday, August 14, 2010

9:00 am - 10:00 am	Plenary Breakfast
10:00 am - 11:00 am	Workshop Series #1
11:05 am - 12:05 pm	Workshop Series #2
12:10 pm - 1:10 pm	Policy Luncheon
1:15 pm - 2:15 pm	Workshop Series #3
2:20 pm - 3:30 pm	Closing Plenary
4:00 pm - 6:00 pm	Scholarship Reception

### Sunday, August 15, 2010

10:00 am - 8:00 pm	Expo Mexico
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**Thank you** for your support of COFEM. COFEM will contact you to obtain your company's logo and additional information needed for promotional materials. If you have any questions regarding the 2010 Expo Mexico and the Annual Conference, or your sponsorship, please contact Arturo Carmona by email at [acarmona@cofem.org](mailto:acarmona@cofem.org) or by telephone at (213)417-8381.

- Deadline date for receipt of sponsorship contracts is July 15, 2010

Please complete and mail this form with deposit to COFEM 125 Paseo de La Plaza, Suite 101, Los Angeles, CA 90012 USA.

### Sponsor Information

Authorized Company Representative Name:

\_\_\_\_\_  
(First Name/Last Name)

Company: \_\_\_\_\_

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

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

### Sponsorship Commitment

I/We will sponsor the Expo Mexico and select the following option:

- |  |  |
|--|--|
| <input type="checkbox"/> Title Sponsor \$35,000    | <input type="checkbox"/> Amigo \$2,500   |
| <input type="checkbox"/> Gold Sponsor \$20,000     | <input type="checkbox"/> COFEM Federations \$1,000                                     |
| <input type="checkbox"/> Silver Sponsor \$15,000   | <input type="checkbox"/> Individual Sponsor \$200                                      |
| <input type="checkbox"/> Titanium Sponsor \$10,000 | <input type="checkbox"/> I'm unable to attend, but wish to contribute \$_____ to COFEM |
| <input type="checkbox"/> Bronze Sponsor \$5,000    |  |

### Ad in Event Program

*Please select one*

- \_\_\_ Full page (8 1/2" x 11") \$1,000
- \_\_\_ Half-page (8 1/2" x 5 1/2") \$500
- \_\_\_ Quarter-page (4 1/4" x 5 1/2") \$250
- \_\_\_ Business card (3 1/2" x 2") \$150
- \_\_\_ Name listing \$75

The 50% deposit required may be made by check payable to COFEM or by credit card.

Circle One:            Visa                    MasterCard            American Express

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Print Name as it appears on credit card: \_\_\_\_\_

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

# Past COFEM Conferences



2007

COFEM

MEXICANA

frutifresca

Elektra

azteca

ANDREA

Sedalmex

México

YUCATAN

ZACATECAS