



**2025 SPONSORSHIP
OPPORTUNITIES**



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About Us

Founded in 1997, Día de la Mujer Latina (DML) is dedicated to improving the well-being of Latino communities by addressing health disparities through culturally relevant education, advocacy, and outreach. With initiatives like our **National Health Fiesta, Promotores/Community Health Worker (P/CHW) Training Academy, Telehealth Navigation Contact Center and Hablando Entre Nos Facebook Live program**, DML empowers individuals with the tools and resources they need to navigate and access healthcare.

With over **17,600 P/CHWs certified** and vibrant bilingual health events across the United States and Puerto Rico, DML fosters trust and creates innovative healthcare solutions. We value working with sponsorship partners to expand access to care and make a lasting impact in underserved communities. Together, we're advancing healthcare access for all.

Meet Our Founder



Venus Ginés, MA, CHWI

Founder & CEO, Día de la Mujer Latina (DML)

Venus is the visionary founder and President/CEO of Día de la Mujer Latina (DML), a nationally recognized nonprofit dedicated to improving health education in Latino communities. With over two decades of leadership, Venus has pioneered culturally tailored initiatives, including the Health Fiesta and Community Health Worker Training Programs, certifying over 17,600 CHWs to address critical healthcare disparities.

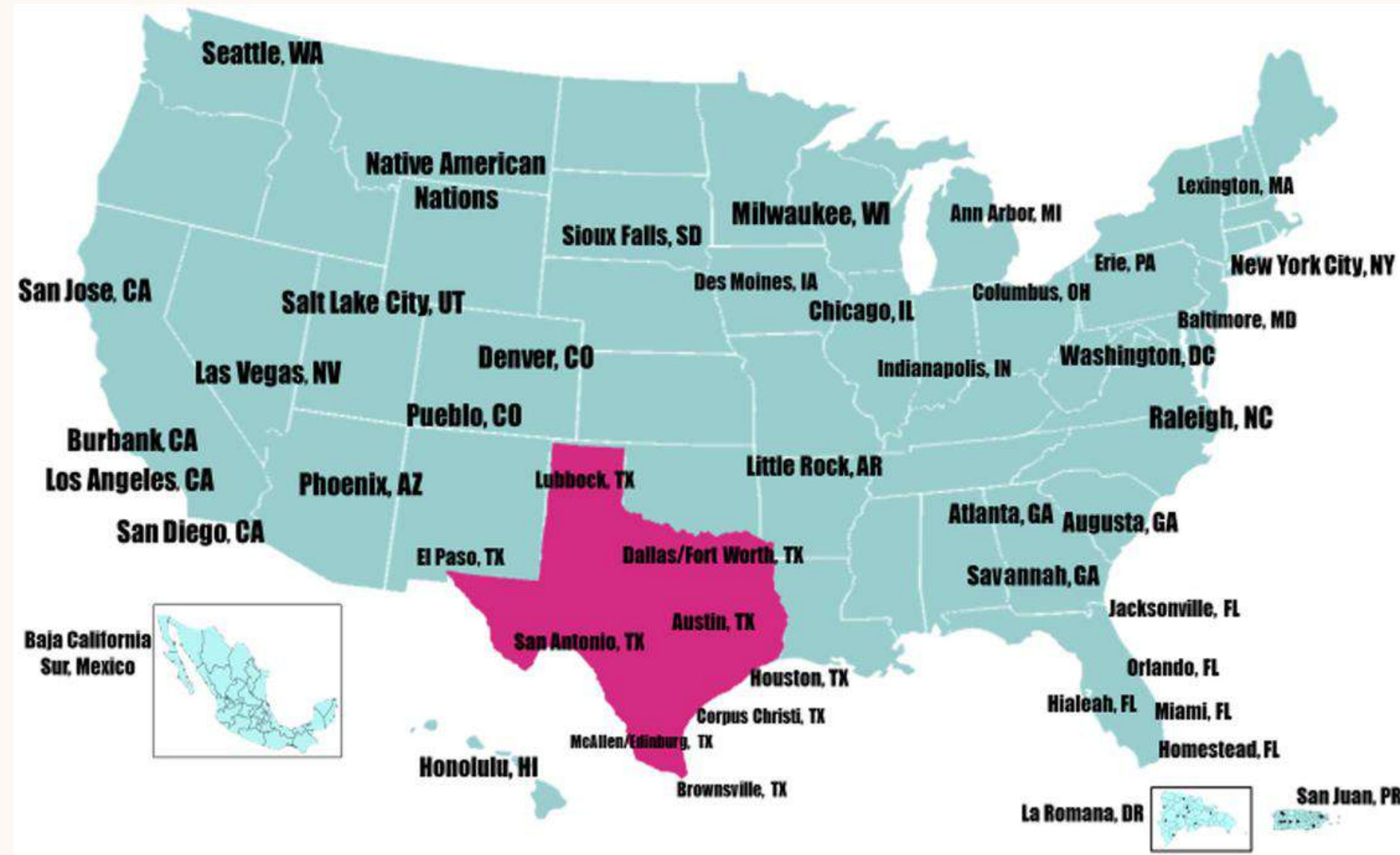
A passionate advocate for underserved populations, Venus works tirelessly to bridge gaps in care by empowering individuals with culturally relevant health education and resources. Her innovative approach to addressing social determinants of health and fostering trust within Latino communities has earned her numerous accolades and made DML a trusted partner for healthcare organizations nationwide.

“Our mission is simple but powerful: Everyone deserves access to care. We are here to help empower the Latino communities by providing culturally and linguistically tailored health education, community resources, and training.”



Our Health & Wellness Initiatives

National Health Fiestas



Since 1997, our Health Fiestas have provided culturally tailored health education, screenings, and resources to underserved Latino communities across the U.S. and Puerto Rico. These vibrant events connect attendees with Promotores/Community Health Workers (P/CHWs) and wellness partners while building trust and improve health outcomes. Featuring interactive activities, bilingual resources, and direct engagement, the Health Fiestas create a welcoming space where sponsors can elevate their brand, engage directly with attendees, and support meaningful healthcare initiatives.

Sponsorship opportunities include speaking engagements, co-branded materials, and collaboration with DML's Cultural Translation Team to deliver impactful messaging.

Upcoming 2025 Health Fiesta Dates & Cities

January 25th - Houston, Texas

March 1st - San Juan, Puerto Rico

April 4th - Austin, Texas

May 10th - Miami, Florida & Houston, Texas

June (Date TBD) - Philadelphia, Pennsylvania

August (Date TBD) - Seattle, Washington

September (Dates TBD) - Riverside, California & Chicago, Illinois

October (Date TBD) - San Diego, California

November (Date TBD) - New York, New York

Hablando Entre Nos - Facebook Live Event



Hablando Entre Nos is a bilingual Facebook Live series addressing health topics, combating misinformation, and supporting mental health in underserved Latino communities. With **over 2,000 monthly viewers**, it features expert guest speakers that provide culturally relevant insights on infectious and chronic disease, cancer awareness, behavioral health, and navigating healthcare systems.

Sponsors have the opportunity to appear as guest speakers, showcasing their healthcare advancements and connecting directly with an engaged Latino audience, fostering trust and promoting health & wellness.

Promotora & Community Health Worker Training



As trailblazers in Promotora/Community Health Worker (P/CHW) training, DML launched its first training program alongside its inaugural Health Fiesta. Since then, we have certified over 17,600 P/CHWs through Texas-sponsored, certificate-based programs. These programs equip future leaders with eight core competencies, experiential learning, and pathways to workforce development, enabling them to bridge gaps in care and navigate communities to appropriate health services.

We collaborate with healthcare sponsors to develop tailored trainings on critical topics such as chronic disease management, infectious disease prevention, mental health, and oncology awareness. By working together, we empower P/CHWs to deliver culturally relevant health education and improve outcomes in underserved populations.

Our Cultural Translation Team



DML's Cultural Translation Team, **representing seven countries—Puerto Rico, Mexico, Colombia, Venezuela, Costa Rica, Brazil and Cuba—ensures that health messaging is culturally and linguistically appropriate for Latino communities. This team bridges gaps in understanding, addresses misinformation, and fosters trust in healthcare systems** by tailoring content to reflect cultural values and accessible language.

We work alongside sponsors to ensure their content resonates authentically with Latino audiences, using culturally relevant approaches and appropriate terminology to effectively communicate healthcare messages and build stronger connections.

Advocacy for Policy Change: Elevating the Voices of Promotores & CHWs



Since 2011, DML has championed the voices of Promotores and Community Health Workers (P/CHWs) through its Annual Conference and Community Health Worker Advocacy Day in Austin, Texas. These events provide P/CHWs with invaluable opportunities to network, share best practices, and expand their knowledge while engaging with policymakers to advocate for solutions addressing health disparities.

Sponsors can support this impactful initiative by funding P/CHW participation, sponsoring conference sessions, or partnering on advocacy efforts that highlight the critical role of P/CHWs in advancing health & wellness.

Telehealth Community Navigation Contact Center



DML's Telehealth Community Navigation Contact Center serves as a lifeline for underserved communities, managing an average of 4,000 monthly encounters through phone, text, email, and social media. This vital initiative provides support by building individual health needs assessments and navigating to resources that address social and medical care determinants. With timely follow-ups, the center ensures no gaps in care, helping vulnerable populations access the services they need.

Sponsors can get involved by supporting technology upgrades, funding outreach efforts, or collaborating on specific programs that address chronic conditions, infectious disease prevention, and mental health. Together, we can expand this critical resource to better serve those who need it most.



Community Health & Wellness Training Academy

The Community Health & Wellness Training Academy covers critical topics in Spanish and English including cancer education, behavioral health peer support, patient-centered navigation, case management for pregnant women, and community advocacy. Interactive forums and networking opportunities further enhance learning, equipping P/CHWs to be social influencers in their communities.

Sponsors can support by funding new courses, supporting technology enhancements, or co-developing training modules focused on specific healthcare priorities.





Sponsorship Tiers

Health Fiesta Sponsorship Tiers

Official Sponsor

\$50K+

- Title Sponsor of **two Health Fiesta cities**
- 3 exhibitor tables for Sponsor use or donation to the exhibitor of Sponsor's choice
- Co-sponsor a CHW Training
- Premium Exhibitor Table
- Panel Discussion
- Speaking Opportunity
- Guest feature on Hablando Entre Nos with co-branded bilingual messaging
- Co-creation of Spanish content & Review
- Premium Brand Placement (welcome banner, flyers, digital materials, website, and social media platforms)

Platinum

\$30K+

- Featured Sponsor of selected Health Fiesta city
- Premium Exhibitor Table
- Panel Discussion
- Speaking Opportunity
- Guest feature on Hablando Entre Nos with co-branded bilingual messaging
- Co-creation of Spanish content & Review
- Premium Brand Placement (welcome banner, flyers, digital materials, website, and social media platforms)

Gold

\$20K+

- Featured Sponsor of selected Health Fiesta city
- Exhibitor Table
- Speaking Opportunity
- Guest feature on Hablando Entre Nos with co-branded bilingual messaging
- Co-creation of Spanish content & Review
- Logo Placement - (Event flyers, digital materials, and across our social media platforms)

Silver

\$10K+

- Sponsor of selected Health Fiesta city
- Exhibitor Table
- Speaking Opportunity
- Co-creation of Spanish content & Review
- Logo Placement - (Event flyers, digital materials, and across our social media platforms)

Our Former Sponsors, Partners & Clients



#start small

Contact Us



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