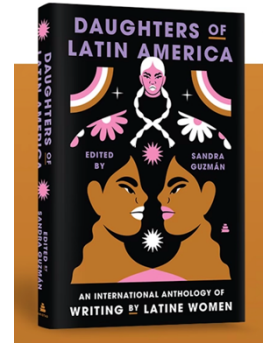


## DAUGHTERS OF LATIN AMERICA ACTIVATION National Book Tour

We invite you to be a part of a transformative literary journey, visiting 20 cities and Puerto Rico to conduct curated events in colleges, universities and cultural venues designed to promote discussion, community, and celebration. The tour will bring together dynamic, powerful, and talented Latinas to celebrate the release of ***Daughters of America: An International Anthology of Writing by Latine Women***, masterfully curated and edited by Sandra Guzmán.



### CELEBRATE THEIR VOICES, THEIR STORIES AND THEIR STRENGTH!

***Daughters of Latin America*** is a groundbreaking book that illuminates brilliant writers who have achieved acclaim, are on the rise, and women who have been erased, underappreciated, and forgotten. The vibrant voices showcased express themselves through poetry, speeches, letters, essays, drama, memoirs, charts, songs and more. They are beloved writers from Chicago to Havana, Mexico City to Santiago, The Bronx to Buenos Aires, and Port-Au-Prince to San Juan – all celebrating a heritage that unites them.



Sandra Guzmán

**Sandra Guzmán** is an award-winning writer, editor, and documentary filmmaker. Her journalism has been featured in USA Today, CNN, and NBC News, among others. Her work explores identity, land, memory, race, sexuality, spirituality, culture, and gender. She was a producer of *The Pieces I Am*, a critically-acclaimed film about the art and life of her literary mentor Toni Morrison. She is the author of the non-fiction feminist book, *The New Latina's Bible*.

Boost awareness of your brand during this special event where we'll unite our voices and inspire and empower Latinas, celebrate, and highlight the work of Latina artists, and encourage Latinas to harness their power for positive impact. With an array of opportunities, you can choose the commitment that aligns with your goals and initiatives.

Participate as a **Presenting, Featured, Sampling** or **Media** sponsor and receive benefits including some or all of the following based on sponsor level:

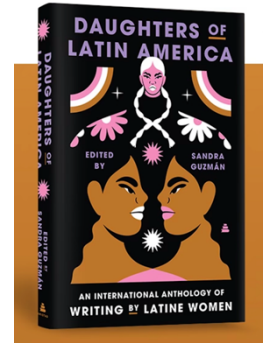
- Category Exclusivity
- Logo and or brand mention on select materials and promotional elements including:
  - Pre and post event coverage to disseminate content on shared platforms and with media (local and national)
  - Event collateral - invitation and signage
  - Pre- and post-event email blasts in partnership with collaborating venue/entity
  - All social promotion across all platforms
- Opportunity for a small, branded activation during event (mutually agreed upon)
- Inclusion in media alert announcing event(s)
- Sampling opportunity and/or booth to distribute branded materials at event(s)

Bespoke packages are available including opportunity for participation in program and more.

For inquiries and to secure your sponsorship slot, please contact:  
Samí Haiman-Marrero | URBANDER | [shaiman@urbander.com](mailto:shaiman@urbander.com) | 917-589-4229

## DAUGHTERS OF LATIN AMERICA ACTIVATION *Latinas On The Page Summit 2024*

**Latinas On The Page** is an inspiring and enlightening summit celebrating Hispanic Heritage Month 2024. This event focuses on highlighting the rich literary contributions of Latina women, shedding light on their achievements, stories, and voices that have often been underappreciated or overlooked. The summit features the masterfully curated anthology ***Daughters of Latin America: An International Anthology of Writing by Latin Women***, edited by award-winning author Sandra Guzmán. The event includes a diverse range of activations, discussions, and performances that explore identity, culture, gender, and more.



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### LATINAS ON THE PAGE SUMMIT HIGHLIGHTS

**Panel Discussions:** Engaging discussions featuring renowned authors, scholars, and cultural influencers exploring themes from the anthology, including identity, memory, culture, and representation.

**Readings and Performances:** Live readings, poetry recitations, and performances from contributing authors, bringing their words to life, and showcasing their unique voices.

**Author Meet and Greet:** Exclusive opportunities for sponsors to connect with featured authors, fostering meaningful relationships and networking.

**Keynote Address:** An inspiring keynote speech by Sandra Guzmán, highlighting the importance of elevating women's voices and the impact of literature on culture and society.

**Interactive Workshops:** Engaging workshops focused on creative writing, storytelling, and self-expression, led by accomplished authors and writing experts.

**Cultural Showcase:** A showcase of visual art, music, and dance celebrating the diverse cultures and heritage of Latin women.

**Networking Opportunities:** Sponsor-exclusive networking events, allowing sponsors to connect with attendees, authors, and other industry leaders.

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## DAUGHTERS OF LATIN AMERICA ACTIVATION

### Meet The Editor Panel

The **Meet the Editor Panel** is a unique and engaging activation that provides sponsors with an exclusive opportunity to connect with the esteemed editor and contributors of the masterfully curated anthology ***Daughters of Latin America: An International Anthology of Writing by Latin Women***, edited by award-winning author Sandra Guzmán. This virtual or in-person event will feature an insightful panel discussion where attendees can interact with the editor and writers, gaining deeper insights into the book's themes, stories, and the broader cultural significance.



### CELEBRATE THEIR VOICES, THEIR STORIES AND THEIR STRENGTH!

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### EVENT FORMAT

Panel Discussion: An engaging and interactive discussion featuring Sandra Guzmán and select contributors from the anthology. Attendees will have the opportunity to ask questions and engage in dialogue.

### SPONSORSHIP BENEFITS

- Exclusive branding as the Title Sponsor of the event in all promotional materials.
- Prominent logo placement on event landing page and virtual event platform.
- Verbal recognition during the event's opening and closing remarks.
- Opportunity to provide a welcome message or introduction during the event.
- Recognition as the Title Sponsor in pre-event promotional emails.
- Social media mentions and promotion across event channels.
- Digital or physical swag bag distribution to all attendees.

Activation costs vary based on the sponsorship level and the chosen activation opportunities. We will work closely with your team to tailor activations to your brand's goals and budget.

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## DAUGHTERS OF LATIN AMERICA ACTIVATION

### Book Tour After Parties

The **Daughters of Latin America Book Tour After Parties** offer sponsors an exclusive opportunity to align their brand with the masterfully curated anthology **Daughters of Latin America: An International Anthology of Writing by Latin Women**, edited by award-winning author Sandra Guzmán. This activation takes place as a vibrant and engaging after party following each stop of the book tour across 20 cities. It provides sponsors with a unique platform to connect with attendees, authors, and influencers in a celebratory atmosphere.



### CELEBRATE THEIR VOICES, THEIR STORIES AND THEIR STRENGTH!

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### EVENT FORMAT

A dynamic and culturally rich gathering featuring music, entertainment, art, networking, and opportunities for sponsor(s) to showcase their brand that will take place in each city after a book tour reading or panel discussion.

### SPONSORSHIP BENEFITS

- Exclusive branding as the Title Sponsor of the after party activation in the chosen city.
- Prominent logo placement on event signage, banners, and promotional materials.
- Verbal recognition during the after party's opening and closing remarks.
- Opportunity to provide a welcome message or introduction during the after party.
- Recognition as the Title Sponsor in pre-event promotional emails.
- Social media mentions and promotion across event channels.
- Sampling opportunity (brand provided)

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## DAUGHTERS OF LATIN AMERICA ACTIVATION

### *Latinas On The Page* Documentary

The *Latinas On ThePage* Documentary of the *Daughters of Latin America* Book Tour offers sponsors a unique opportunity to capture the journey, stories, and cultural significance of this groundbreaking book tour. The documentary will provide an intimate look into the creation and execution of the tour, highlighting the voices of women, their experiences, and the impact of the anthology. Award-winning writer, editor, and documentary filmmaker Sandra Guzmán will lend her expertise to create a compelling and engaging narrative.



### CELEBRATE THEIR VOICES, THEIR STORIES AND THEIR STRENGTH!

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### DOCUMENTARY HIGHLIGHTS

- Interviews with contributing authors, capturing their insights and personal experiences.
- Behind-the-scenes footage of book tour preparations, interactions, and special moments.
- Exploring the cultural diversity and heritage celebrated in the anthology.
- Insights from Sandra Guzmán on the creation and significance of the book.

### SPONSORSHIP BENEFITS

- Exclusive branding as the Title Sponsor of the behind-the-scenes documentary.
- Prominent logo placement in the documentary's opening and closing credits.
- Verbal recognition in the documentary by the narrator/host.
- Opportunity to provide a welcome message or introduction in the documentary.
- Logo inclusion on all promotional materials related to the documentary.
- Social media mentions and promotion across documentary-related channels.
- Host the presentation of the documentary at the *Latinas On the Page Summit* That will take place during Hispanic Heritage Month 2024.

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## DAUGHTERS OF LATIN AMERICA ACTIVATION Call-to-Artist and Art Exhibit

The **Call-to-Artist and Art Exhibit** is a captivating activation that invites artists to visually interpret and celebrate the themes and stories from the masterfully curated anthology **Daughters of Latin America: An International Anthology of Writing by Latin Women**, edited by award-winning author Sandra Guzmán. This exhibit can be hosted in each of the 20 cities as part of the book tour, providing sponsors with a unique platform to showcase their brand alongside the creativity and cultural richness of women's voices.



### CELEBRATE THEIR VOICES, THEIR STORIES AND THEIR STRENGTH!

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### EXHIBIT HIGHLIGHTS

- Curated collection of artworks inspired by themes from the book, including identity, heritage, culture, and empowerment.
- Diverse artistic mediums, including painting, photography, sculpture, mixed media, and more.
- Inclusion of artist statements and narratives that connect the art to the anthology's stories.

### SPONSORSHIP BENEFITS

- Exclusive branding as the Title Sponsor of the **Daughters of Latin America Call-to-Artist and Art Exhibit** in the chosen city.
- Prominent logo placement on exhibit signage, banners, and promotional materials.
- Verbal recognition during the exhibit's opening remarks.
- Opportunity to provide a welcome message or introduction at the exhibit.
- Recognition as the Title Sponsor in pre-event promotional emails.
- Social media mentions and promotion across event channels.

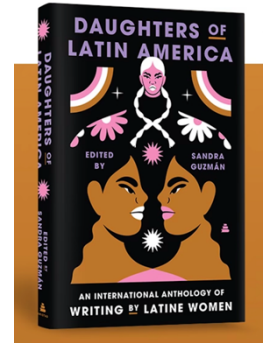
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## DAUGHTERS OF LATIN AMERICA ACTIVATION

### *Latinas On The Page Podcast*

The ***Latinas On The Page Podcast*** is an engaging and enlightening series that brings to life the stories, voices, and themes from the masterfully curated anthology ***Daughters of Latin America: An International Anthology of Writing by Latin Women***, edited by award-winning author Sandra Guzmán. Hosted by Sandra Guzmán herself, this podcast explores the rich literary contributions of women, their experiences, and the cultural significance of their work. The podcast provides sponsors with a unique opportunity to align their brand with meaningful storytelling and amplify the voices of underrepresented writers.



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### PODCAST HIGHLIGHTS

- In-depth interviews with contributing authors, discussing their writings and personal journeys.
- Insights from Sandra Guzmán on the creation and impact of the anthology.
- Thematic explorations of identity, culture, heritage, and empowerment.

### SPONSORSHIP BENEFITS

- Exclusive branding as the Title Sponsor of the ***Latina On The Page Podcast***.
- Prominent logo placement in podcast episodes and promotional materials.
- Verbal recognition by Sandra Guzmán at the beginning and end of each episode.
- Opportunity to provide a welcome message or introduction in select podcast episodes.
- Logo inclusion on all podcast-related promotional materials.
- Social media mentions and promotion across podcast channels.

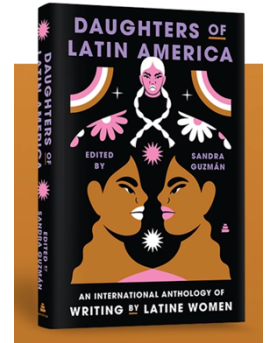
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## DAUGHTERS OF LATIN AMERICA ACTIVATION

### Employee Resource Group (ERG) In-Person Visit

The **Employee Resource Group (ERG) In-Person Visit** activation offers sponsors the opportunity to support a meaningful and engaging event where members of a specific ERG within your company have the chance to connect with the themes and voices of the masterfully curated anthology **Daughters of Latin America: An International Anthology of Writing by Latin Women**, edited by award-winning author Sandra Guzmán. This activation aims to foster diversity, inclusion, and cultural understanding within your organization while celebrating the contributions of underrepresented women writers.



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### ACTIVATION HIGHLIGHTS

- Interactive discussions with Sandra Guzmán and/or guest speakers from the anthology.
- Engaging workshops, discussions, and activities related to the anthology's themes.
- Opportunities for networking and dialogue among ERG members.

### SPONSORSHIP BENEFITS

- Exclusive branding as the Title Sponsor of the ERG In-Person Visit.
- Prominent logo placement on event signage, banners, and promotional materials.
- Verbal recognition during the event's opening and closing remarks.
- Opportunity to provide a welcome message or introduction during the event.
- Logo inclusion on all event-related promotional materials.
- Social media mentions and promotion across event channels.

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