



# REUNIÓN LATINA TRAINING INSTITUTE SPONSORSHIP PACKAGE 2018



# IDENTIFYING & ADDRESSING HEALTH DISPARITIES IN LATINO COMMUNITIES

Your commitment to become a sponsor of Reunión Latina 2018 will make an impact on creating awareness and providing current information to people living with HIV and service providers working in Latino and Spanish-speaking communities.

## 20TH ANNUAL REUNION LATINA

Hispanic/Latinos make up 18.4% of the more than 19.5 million NYS residents and make up 29% of New York City's population. Hispanics/Latinos are the largest racial/ethnic minority population in the United States (U.S.). About 1 in 6 people living in the U.S. are Hispanic/Latino (almost 57 million). By 2035, it is estimated that this ratio could be nearly 1 in 4. Evidence shows that Latino health care needs are largely unmet and encounter barriers to health care access: lack of health insurance, transportation, underutilization of preventive health services, and limited availability of linguistic and culturally competent services.

In New York State, 32% of people living with HIV are Latino, at a rate 5.7 times higher than the rate for Whites. There are groups more highly impacted: Latino MSM (with alarming rates for YMSM), women, IVDU and transgender individuals. Knowing this, Latinos are being connected to care at a much later stage of HIV diagnosis or more likely to be diagnosed with AIDS. The HIV epidemic continues to disproportionately affect the Hispanic/Latino population, especially Hispanic/Latino MSM. Hispanics/Latinos represented about 17% of the US population, yet accounted for almost 1 in 4 (24%) infections in 2014.

Participants at this Reunion Latina will have a chance to understand the Healthcare Needs and the Diversity of Latinos in NYS as well as understand and examine the implementation challenges of *The Plan to End the AIDS Epidemic by 2020*.

### AUDIENCE

# 250

Service providers, community leaders, elected officials, representatives of the health Department, and people living with HIV/AIDS.

### DAYS

# 002

Two days that bring together a group of people with ideas and experiences on how to address health care needs of Latinos.

### SPEAKERS

# 018

Experts from the medical field, advocates, legislators, social and civic leaders.

### WORKSHOPS

# 012

Topics include HIV and Hep C treatment updates, PrEP, advocacy awareness, among others.



**MARCH 15-16, 2018**  
**HILTON HOTEL**  
**ALBANY, NY**

# IDENTIFYING & ADDRESSING HEALTH DISPARITIES IN LATINO COMMUNITIES

## SPONSOR BENEFITS

Reunion Latina provides you a space to showcase the commitment of your organization to ending health disparities among underserved populations, meet potential partners, and reach to service providers and their clients.

Your sponsorship makes possible to grant scholarships to people with HIV/AIDS who want to get involved in the community and make some change – and we need your help to ensure that we can bring as many of them to the training institute.



## SPONSORSHIP PACKAGE

### GOLD \$10,000

Sponsorship provides scholarship to 10 participants who live with HIV.



Sponsors receives a full page ad inside of Reunion Latina Journal and logo placement on website.



### SILVER \$7,000

Sponsorship provides scholarship to 8 participants who live with HIV.



Sponsors receives a full page ad inside of Reunion Latina Journal and logo placement on website.



### BRONZE \$5,000

Sponsorship provides scholarship to 6 participants who live with HIV.



Sponsors receives a half page ad inside of Reunion Latina Journal and logo placement on website.



## JOURNAL ADVERTISING

### FULL PAGE

8 x 10.5 inches

Corporate \$1,500

Non-Profit \$500



### HALF PAGE

8 x 5.125 inches

Corporate \$500

Non-Profit \$250



SPECS: Ads can be in b/w or color; 300 dpi; pdf or jpg; no bleed. Logos in eps format. Send art work to [dravelo@latinoaid.org](mailto:dravelo@latinoaid.org)

**MEDIA REACH:** Approximately 3 million media impressions per year (social media & website)



sponsorship provide funds for scholarships



scholarship recipients are given to those who can make an impact in the community

# IDENTIFYING & ADDRESSING HEALTH DISPARITIES IN LATINO COMMUNITIES

## PAYMENT INFORMATION

Name/Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_

### Payment Enclosed for:

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| <input type="checkbox"/> Gold Sponsorship \$10,000  | <input type="checkbox"/> Full Page Ad Corporate \$1,500 |
| <input type="checkbox"/> Silver Sponsorship \$7,000 | <input type="checkbox"/> Full Page Ad Non-profit \$500  |
| <input type="checkbox"/> Bronze Sponsorship \$5,000 | <input type="checkbox"/> Half Page Ad Corporate \$500   |
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Signature \_\_\_\_\_

### Please mail, fax or email completed form to:

Latino Commission on AIDS, 24 W 25th Street, 9th Floor, New York, NY 10010  
Fax: 917-591-5438, Email: [NQuirch@latinoaids.org](mailto:NQuirch@latinoaids.org)  
Attn: Natasha Quirch

**Paying by check?** Make check payable to Latino Commission on AIDS

**Questions?** Contact Natasha Quirch, [NQuirch@latinoaids.org](mailto:NQuirch@latinoaids.org), (212) 675-3288 x316  
Or visit: [www.latinoaids.org/reunion](http://www.latinoaids.org/reunion)

