



2025 **SOMOS INC** **PUERTO RICO CONFERENCE**

San Juan, Puerto Rico
Sponsor Packet

24 4th Street, Troy, NY 12180



About Us

ABOUT SOMOS

SOMOS, Inc., is a nonpartisan, nonprofit 501(c)3 organization that unites the Latino community, raises awareness, advocates and elevates social consciousness on public policy in collaboration with the New York State Assembly/Senate Puerto Rican & Hispanic Task Force; and ensures the upward mobility of Latino youth through educational empowerment, mentoring programs and scholarships.

SOMOS is a leading force in bringing together Latino communities to make positive and transformative impacts resulting in an improvement of the socioeconomic and civic status of all Latinos across New York State and beyond.

WHO PARTICIPATES?

There is a diverse range of participants at our conferences. Attendees are at various professional levels from both the public and private sector and a wide range of industries. Including political leaders, activists, students, scholars, entrepreneurs, labor & community leaders.

One of our goals for this upcoming Puerto Rico Conference is to expand participation by encouraging individuals across the United States to join us and be part of the dialogue. Expanding our network to communities throughout the diaspora is crucial to ensure that our voices are heard, and the needs of the community are met.

THIS CONFERENCE will provide your company/organization with unique exposure to professionals in an environment rich with networking and developmental opportunities while also giving back to the community. Sponsorship of this conference contributes to the overall success of Somos Inc, the conference, our student leadership & scholarship programs, and provides your organization the opportunity to actively participate in efforts that create a lasting impact.



Help **SUPPORT** Puerto Rico & it's communities



Participate in Thought Provoking **CONVERSATIONS** with Various Leaders



Expand your **NETWORK**



Enjoy **CULTURAL** Immersion

#SOMOSPR2025

WHY YOUR PARTICIPATION & SUPPORT MATTERS

With your support and our efforts to expand collaboration and community engagement, last year we had our biggest year ever and we anticipate a larger conference this year.

We have welcomed a higher number of first-time participants, enhanced diversity and inclusion while attracting an increasing amount of out-of-state interest from government and community-based organizations

GROWING IMPACT & PARTICIPATION POST PANDEMIC

- **2021:** First sold-out conference in organizations history, two Legislative workshops sessions with 8 workshops, and two day of service sites.
- **2022:** Despite the impact of Hurricane Irma, we successfully restructured our conference to also meet the needs of the local community. Once again, a sold-out conference with 7 service sites, two service days, and two separate construction projects in collaboration with the Building Trades and Heart 911.
- **2023:** Our largest conference yet! Moved to a larger hotel, opened up Legislative workshop process; increasing community input, three workshop sessions with over 30 workshops total, more networking events including our first official LGBTQAI+ Reception, Mexican Reception & AAPI Reception in Puerto Rico. Partnered with various groups on 15 day of service sites, increased support for PR based organizations, and our first student scholarship in Puerto Rico. We also had our top 7 NY student delegates from the PR/HYLI Program join us for the first time.

In total over \$100,000 in charitable contributions to organizations through funding & donated items. This does not include contributions towards our student programs

Economic Impact on Puerto Rico Through Conference Participation*

- **2018 & 2019:** Approx. \$300,000 each year in economic impact.
- **2020:** No conference due to COVID-19.
- **2021 & 2022:** Approx. \$600,000 each year in economic impact.
- **2023:** Approx. \$1,060,534 in economic impact.

*Note: These figures have been provided by Discover Puerto Rico and exclude grants to organizations, day of service funding, or external events/activities.

Supporting Education and Leadership

Angelo Del Toro Puerto Rican/Hispanic Youth Leadership Institute (PR/HYLI)

The PR/HYLI program is a collaboration with the NYS Assembly/Senate Puerto Rican/Hispanic Task Force, and the New York State Education Department, aimed at empowering Hispanic youth through leadership development and civic engagement.

We have been able to strengthen our commitment and provide \$50,000 in student scholarships each year.

- Program Highlights:
 - Participants gain in-depth knowledge of the state legislative process.
 - Opportunities to interact with Hispanic leaders and role models.
 - Emphasis on leadership skills, critical thinking, and responsible citizenship.
 - Participation in a three-day institute with a mock Assembly legislative session and award ceremony during our Albany, NY Conference in March.

SOMOS Inc. has provided \$626,960 in scholarships to PR/HYLI delegates

Edward T. Rogowsky Internship Program in Government and Public Affairs (ETR)

The ETR program provides student training and summer internships, focusing on practical experience and professional development in public service and policy.

We have been able continue to provide training stipends and funding for the paid internship program.

- Program Goals:
 - Enhance professional skills and career readiness.
 - Foster a deeper understanding of public service and policy-making processes.
 - Emphasis on leadership skills and critical thinking
 - Participation in a mock Senate legislative session during our Albany, NY Conference in March and a ceremony in June.
 - Hand on summer internship within elected offices.

A Glance at Sponsorship Benefits

Sponsorship Level	Registrations	Benefits
Diamond Sponsor - \$75,000+	10	Premier level logo placement on conference website & event screens. Opportunity to provide item for welcome bag. Opportunity to speak at a key conference event or provide video message. Verbal recognition from podium. <i>Additional Branding Support and options available*</i>
Double Platinum Sponsor - \$55,000+	8	Premier level logo placement on conference website & event screens. Opportunity to provide item for welcome bag. Opportunity to speak at a key conference event or provide video message for conference website. Verbal recognition from podium. <i>Additional Branding Support and options available*</i>
Platinum Sponsor - \$45,000+	5	Prominent logo placement on conference website & event screens. Opportunity to provide item for welcome bag. Opportunity to speak at a key conference event or provide video message for conference website. Verbal recognition from podium. <i>Additional Branding Support and options available*</i>
Gold Sponsor - \$35,000+	4	Prominent logo placement on conference website and general event screens. Verbal recognition from podium.
Silver Sponsor - \$25,000+	4	Logo placement on conference website & general event screens, Verbal recognition from podium.
Bronze Sponsor - \$15,000+	3	Logo placement on conference website & general event screens
Benefactor Sponsor - \$10,000+	3	Logo placement on conference website & general event screens
Amigos Sponsor - \$5,000+	2	Logo placement on conference website & general event screens
Supporter Level	1	Name on Conference Website

We understand that sponsorship is a significant investment, and we are committed to working closely with you. We would be happy to discuss your sponsorship options further and tailor a package that meets your specific needs.

Conference Events & Activities

Many supporters contribute to our overall conference and programs. Although the conference features a variety of events, we highlight some of our Official Key Conference Events below. These signature events are held in the main ballrooms and other prestigious locations at the host hotel or other local venues.

Key Conference Events & Activities

- Welcome Reception
- Workshop Breakfast
- Workshop Lunch Session
- El Arco Iris (LGBTQAI+)
- Thursday Evening Reception+
- Friday Evening Reception+
- Day Of Service
- Day of Service Breakfast
- Leaders Reception
- Labor Breakfast
- Farewell Events
- Women's Development & Networking Series

Other Opportunities

- Support Conference Volunteers
- Coffee Breaks & Stations
- Sponsor an Organization/Student
- Support a Day of Service Site or Community Conversation Site
- Mente Clara- Wellness Activities
- Cultural Performance
- Support a Student Activity

+ title changes each year to fit conference +

Other Sponsorship Opportunities

Special Events/Activities

Excursions, Charity Golf Outing, Special Entertainment, Transportation

**WELLNESS
SESSION or
COFFEE
STATION**

**Day of Service- In-Kind &
Scholarship Program
Contributions**

**EMAIL FOR MORE DETAILS &
INFORMATION**

**There is limited
Space First Come
First Served**

**Various Contribution
Opportunities.**

+ Items provided by sponsor

** Frequency based on level

* Eblast & social media wording/graphics supplied by sponsor

**Will You Be Hosting Your Own Event
During The SOMOS Conference?
Let Us Know!**

Thank You!

Somos INC
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Stay Connected!



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