



2026 SPONSORSHIP  
OPPORTUNITIES



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# About Us

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

With over 20,000 P/CHWs certified, vibrant health events across the United States and Puerto Rico, and trusted bilingual platforms, DML fosters trust and creates equitable 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 equity in Latino communities. With nearly three decades of leadership, Venus has pioneered culturally tailored initiatives, including the Health Fiesta and Community Health Worker Training Programs, certifying over 20,000 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.”

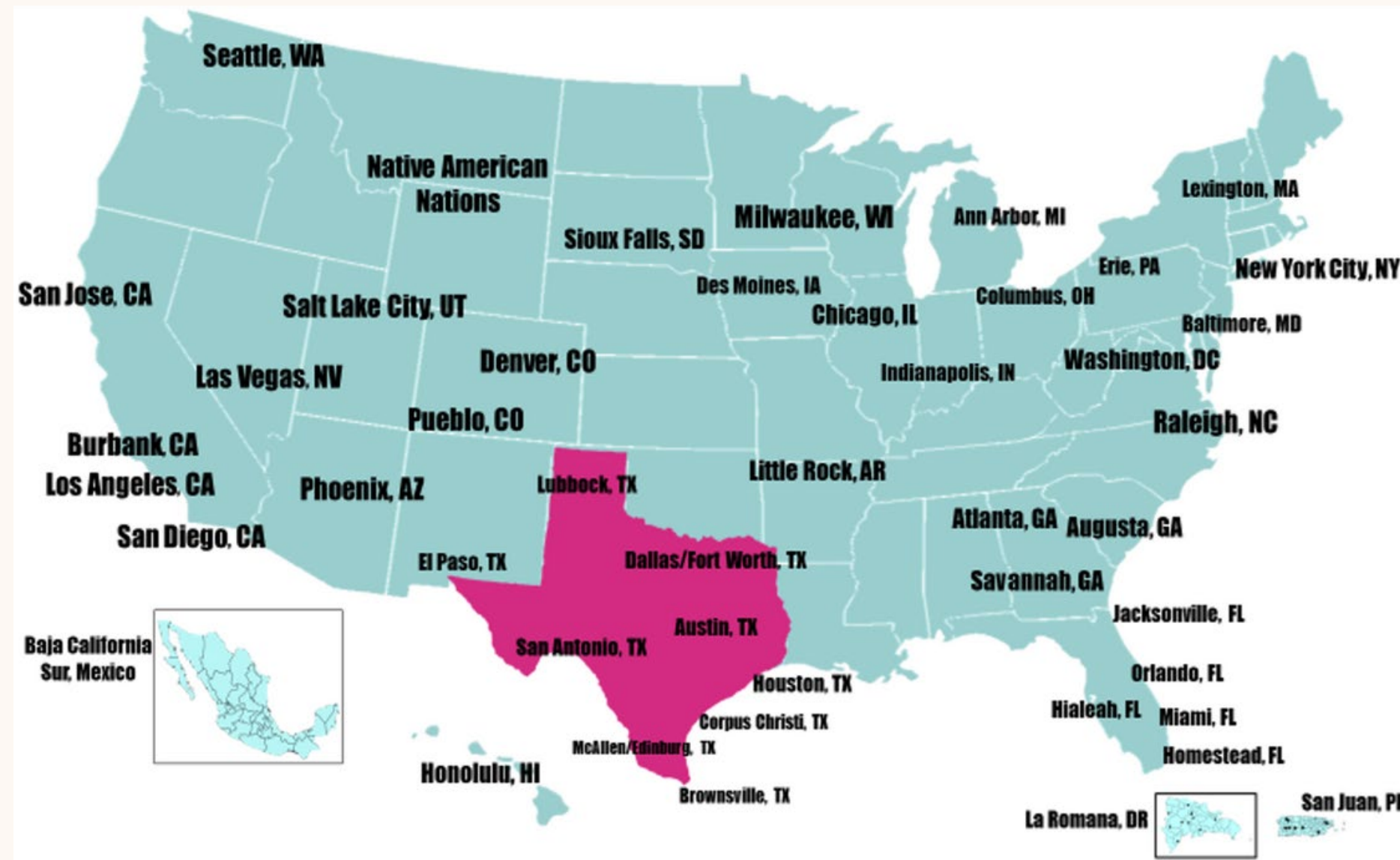




# **Our Health & Wellness Initiatives**



# National Health Fiestas



Since 1997, our Health Fiestas have provided culturally tailored health education, screenings, and resources to more than **500,000 underserved Latinos across the U.S. and Puerto Rico**. These vibrant events connect attendees with trusted Promotores/Community Health Workers (P/CHWs) and healthcare partners to address health & wellness, build 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 2026 Health Fiesta Dates & Cities

February 21<sup>st</sup> - Houston, Texas

April 10<sup>th</sup>-11<sup>th</sup> - Chicago, Illinois

May 9<sup>th</sup> - Houston, Texas

May 23<sup>rd</sup> - San Juan, Puerto Rico

**Additional Dates/Cities Coming Soon!**



# 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 providing 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 20,000 P/CHWs through Texas-sponsored, certificate-based programs. These programs equip participants with eight core competencies, experiential learning, and pathways to workforce development, enabling CHWs to bridge gaps in care and navigate Latino 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, Honduras, and Cuba** ensures that health messaging is culturally and linguistically appropriate for Latina 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.

Our team has **translated more than 700 materials**, working alongside sponsors to ensure their content resonates authentically with Latina audiences, using culturally relevant approaches and appropriate terminology to effectively communicate healthcare messages and build stronger connections with the Latina community.



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



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 directly 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 30,000 yearly 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 Learning Academy

## A Scalable, Bilingual Workforce Platform

The **Día de la Mujer Latina Community Health & Wellness Training Academy** is a **24/7 digital training platform** preparing promotores and community health workers (P/CHWs), navigators, clinicians, employees in the healthcare sector and more to serve Latino and historically marginalized communities across Texas and nationally.

As a **U.S. Department of Labor–certified apprenticeship program**, the Academy trains across **nine state-aligned core competencies**, including communication, advocacy, service coordination, education, and research & evaluation .

### Built for Today's Workforce:

- On-demand, self-paced bilingual training (Spanish/English)
- Immediate certificate generation
- Aligned with updated 180-hour state requirements, including 20 hours in research & evaluation
- Real-world practicum through Health Fiestas and community activations
- Acquire In-person skills (past examples include CPR, CERT,, vision screening, diabetes, blood pressure, mental health first aid)
- Specialized lessons from Internationally recognized instructors (past participants include a County district attorney on child protection and elder rights, a Memorial Hermann Provider on diabetes/heart disease, a MD/PhD on Dementia Research, roundtables with experts on cancer disparities.)

### Why It Matters:

- Community health workers promotores are trusted messengers in communities where access, misinformation, and fear create real barriers to care.
- The Learning Academy enables partners to:
  - Scale culturally competent health education
  - Increase clinical trial and research readiness
  - Embed disease-state education into trusted community networks
  - Strengthen long-term health equity infrastructure
  - With new research & evaluation training requirements , industry partners can integrate compliant, evidence-based education directly into a growing CHW/P, workforce.





# Bilingual Disease Navigation Playbook

Culturally Grounded. Evidence-Based. Field-Ready.



The **Bilingual Disease Navigation Playbook** is a culturally grounded, disease-specific field guide designed to equip promotores and community health workers with the tools they need to translate complex medical information into trusted, actionable guidance.

Built for real-world community settings, each Playbook includes:

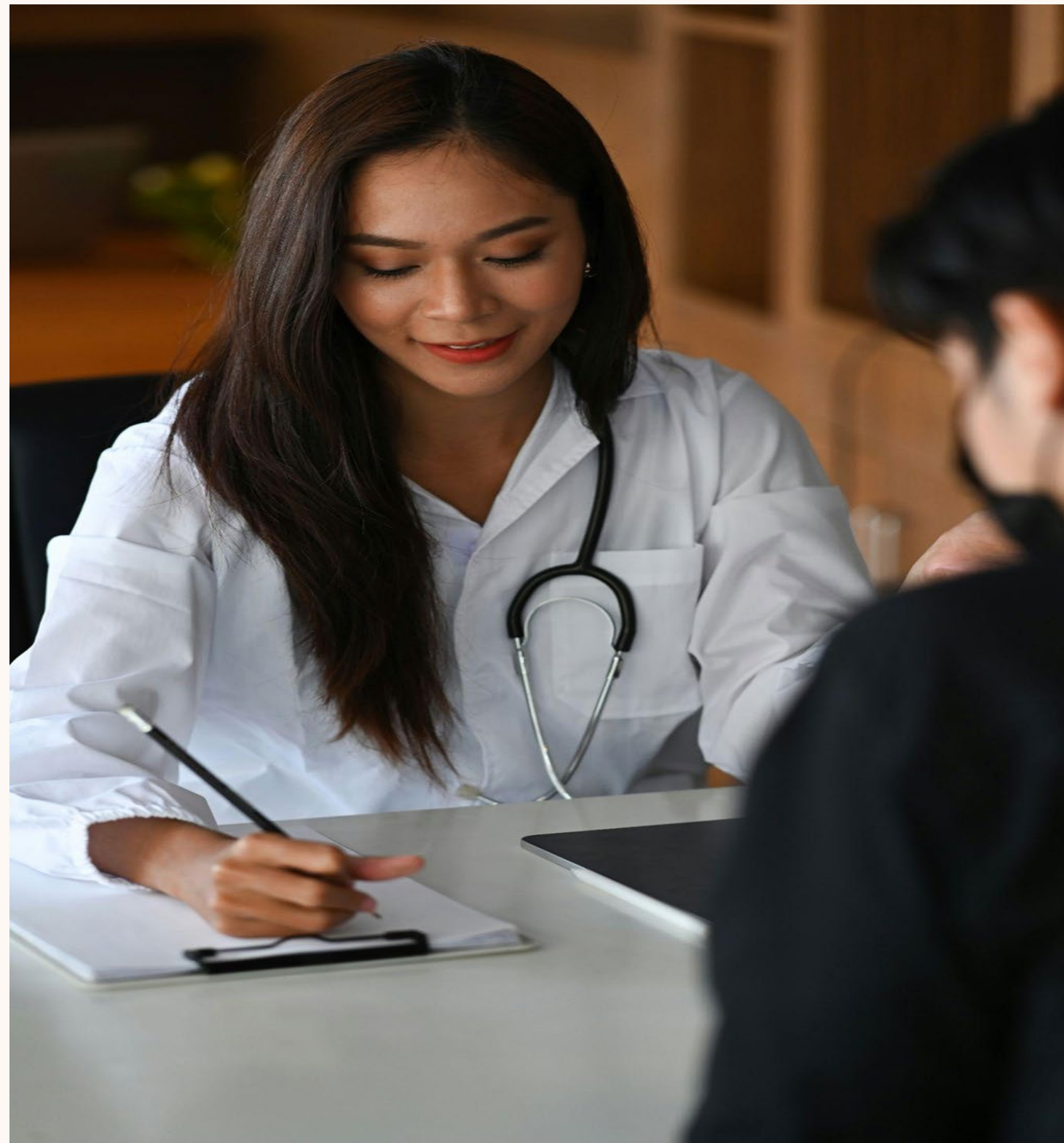
- Plain-language disease education
- Prevention and screening guidance
- Standard of care and emerging therapies
- Myth vs. fact scripts and culturally relevant communication tools
- Navigation checklists and care coordination resources
- Outreach templates and pre/post assessments for measurable impact

By addressing language access, cultural context, and structural barriers, the **Playbook strengthens early detection, improves treatment navigation, supports research inclusion, and builds a specialized bilingual workforce.**



# Clinical Trial Community Navigator (CTCN™) Training

Turning Community Trust into Research Participation



The **Clinical Trial Community Navigator (CTCN™) Training** equips community health workers and promotores to serve as trusted bridges between clinical research teams and communities historically underrepresented in trials

CTCNs are trained to move individuals from curiosity to confident participation translating complex research protocols into culturally relevant, understandable guidance while addressing real-world barriers.

## What the Training Delivers

- Clinical trial literacy and historical context
- Informed consent navigation and teach-back techniques
- Myth-dispelling frameworks and cultural humility strategies
- Community-embedded recruitment outreach models
- Barrier mitigation (transportation, childcare, literacy, fear)
- Retention follow-up and participant coaching
- Reporting support and structured community feedback loops

**The CTCN™ model strengthens recruitment pipelines, stabilizes retention, improves trial completion rates, and builds measurable trust within communities.**





# Sponsorship Tiers



# Health Fiesta Sponsorship Tiers

## Official Sponsor

\$50K+

- **Title Sponsor of two Health Fiesta cities**
- Two Premium Booth Location
- Panel Discussion
- Speaking Opportunity
- Guest feature on Hablando Entre Nos (Spanish) or Let's Talk Community Health (English) with co-branded bilingual messaging
- Co-creation of Spanish content & Review
- Premium Brand Placement (welcome banner, event flyers, digital materials, website, and across our social media platforms)

## Platinum

\$30K+

- Featured Sponsor of one Health Fiesta city
- Premium booth location
- Panel Discussion
- Speaking Opportunity
  - Guest feature on Hablando Entre Nos (Spanish) or Let's Talk Community Health (English) with co-branded bilingual messaging
- Co-creation of Spanish content & Review
- Premium Brand Placement (welcome banner, event flyers, digital materials, website, and across our social, media platforms)

## Gold

\$20K+

- Featured Sponsor of one Health Fiesta city
- Booth
- Speaking Opportunity
- Guest feature on Hablando Entre Nos (Spanish) or Let's Talk Community Health (English) 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 one Health Fiesta city
- Booth
- Co-creation of Spanish content & Review
- Logo Placement - (Event flyers, digital materials, and across our social media platforms)



# Community Health & Wellness Learning Academy

24/7 Bilingual Workforce Development. Built for Scale. Designed for Impact.

## Co-Branded Education Partnership

- **\$50,000+ Module Development Partnership**
- **What's Included**
  - Curriculum co-development (English & Spanish)
  - Disease-state education aligned with clinical standards
  - Research literacy and evaluation integration (aligned with required training hours)
  - Pre/post assessments to measure knowledge lift
  - Short-form culturally relevant video vignettes
  - CEU submission support
  - Sponsor recognition within platform materials

## Projected Reach & Scale

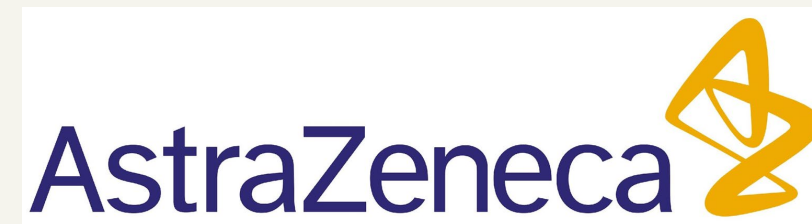
- **Year 1 Assumptions**
  - 500+ CHWs complete sponsored module
  - Each CHW reaches an average of 150–250 community members annually
- **Multi-Year Impact**
  - Evergreen placement within 24/7 Learning Academy
  - Ongoing CEU enrollment beyond initial cohort
  - Potential expansion across Texas and partner states
  - Integration into Health Fiestas and community activations
- **Built-In Measurement**
  - Completion rates
  - Pre/post test to ensure knowledge gains
  - Geographic distribution
  - Community activation tracking (where applicable)

## Strategic Focus Areas

- **Clinical Trial Awareness & Navigation**
  - Building research literacy and trial readiness
  - Addressing myths, eligibility concerns, and informed consent
  - Strengthening referral pathways to research sites
- **Health Literacy & Community Education**
  - Strengthening foundational health knowledge in historically underserved communities
  - Culturally responsive education that improves understanding, navigation, and decision-making
  - Countering misinformation with trusted, community-based messaging
- **Chronic & Rare Disease Engagement**
  - Education across high-burden conditions (diabetes, cardiovascular, asthma, oncology)
  - Medication adherence and lifestyle support
- **Research & Evaluation Capacity**
  - Training CHWs to collect and apply community insights
  - Supporting community-informed outreach strategies
- **Preventive Health & Vaccination Initiatives**
  - Increasing screening and prevention uptake



# Sponsors, Partners & Clients



# Contact Us



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