TECHQUERIA
LATINX IN TECH

LATINÉ HERITAGE MONTH SPONSORSHIP DECK 2023

Join us on our path to recognition
& The Latiné Agenda within Tech

Virtual: 10.4.23
In-Person: 10.5.23

WELCOME MESSAGE

Join us for the biggest gathering of Latiné in Tech. A two-day celebration, professional development and community event that brings non-tech and tech professionals together.

Please take time out to review our LHM Sponsorship Packages. The LHM Summit will be both virtual (10.4.23) and in-person (10.5.23).

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WE CAN DO MORE!

Join us in making your company and tech more inclusive of the Latiné community. There's still so much work to do. Check out the stats below to prove it.

7%

The percentage of Latiné in Tech

2%

Venture Capital Investment Professionals identify as Latiné

11%

Employers surveyed by HRDIVE stated DEI programs “are among the first to go when they are forced to cut costs."

LETS DIVE INTO IT

ABOUT US

WHO WE ARE ?

Techqueria is a 501c3 nonprofit that serves the largest global community of Latiné professionals in the tech industry.

HOW WE WORK ?

Techqueria collaborates with community members and tech companies to create Latiné-centered spaces that focus on fostering career growth and facilitating networking opportunities. Our collective efforts aim to create a significant impact on the tech industry by driving comprehensive change.

OUR VOYAGE, VILLAGE, & VISION

OUR VOYAGE

Starting as a slack community founded by 3 amigos in a Taqueria in California, Techqueria has managed to blossom into one of the largest non-profit organizations to support Latiné professionals within the tech industry.

OUR VILLAGE

Techqueria has expanded through the years at an astounding amount of 15,000 slack members and chapters including: LA, San Francisco- Bay Area, Denver, Austin, Chicago, Atlanta, Milwaukee, and NYC and more.

OUR VISION

We're working very hard to support our incredible community of talent by ensuring they have the appropriate tools and resources to drive their careers, enable them to thrive, and become leaders within the tech industry.

OUR REACH

LINKEDIN
17,697 followers - LinkedIn Page
4,012 members - LinkedIn Group

SLACK COMMUNITY
15,734 members
2,172 weekly active users

TWITTER
7,074 followers

EMAIL LIST
18,689 Subscribers
41%-51% Open Rate

INSTAGRAM
5,091 followers

PAST EVENTS & PREVIOUS SPONSORS

TECHQUERIA LATINX HERITAGE MONTH 2022 (SEPT 15 - OCT 15)

TECHQUERIA VIRTUAL LHM SUMMIT 2022

995 # OF VIRTUAL CONFERENCE REGISTRANTS

50% AUDIENCE TURNOUT RATE

NYC SOHO SHOPIFY COLLABORATION

400 EVENT REGISTRANTS

65% AUDIENCE TURNOUT RATE

GOLD SPONSORS

AUTODESK, Better, paloalto NETWORKS

SILVER SPONSORS

XM, ck, intuit, chime, asana

BRONZE SPONSORS

miro, Medallia, attentive, evidation, alto

GOVERNMENT PARTICIPANTS

U.S. DIGITAL SERVICE

A SPECIAL THANKS TO OUR PREVIOUS SPONSORS AND SUPPORTERS

> TECHQUERIA'S LHM SUMMIT HAS ALWAYS BEEN A CONFERENCE THAT I LOOK FORWARD TO EVERY YEAR. NOT ONLY IS IT A SPACE WHERE YOU'RE ABLE TO MEET OTHER LATINE FOLKS IN TECH, BUT THEY OFFER A LONG LIST OF SPEAKERS, PANELISTS AND WORKSHOPS THAT OFFER AN INTERSECTIONAL PERSPECTIVE ABOUT THIS INDUSTRY THROUGH THE LENS OF NUESTRA CULTURA.
>
> -FÉLIX MANUEL CHINEA, MD, DOXIMITY (LHM SPONSOR)

LATINÉ HERITAGE MONTH SUMMIT: WHAT TO KNOW

This year we're focusing on: Paving Paths to Recognition for the Latiné Tech Community

VIRTUAL

WEDNESDAY, OCTOBER 4, 2023

- 12:30pm ET - 6:30pm ET
- Keynote Speakers
- Hosted on Hopin
- Multiple Tracks
- Expo Booths for Recruiting
- Speed Networking

IN-PERSON

THURSDAY, OCTOBER 5, 2023

- 3-Hour Event
- Panel Discussion on Recorgnition
- Happening in: New York CIty **
- Networking
- Attendee Resume Database
- Giveaway Opportunities

**Our in-person summit is taking place in NYC with potential additional locations including: Atlanta, Austin, Chicago, Denver, , Los Angeles, Milwaukee. San Francisco, and Diego with our City Activation Package [located on page 11].

LATINÉ HERITAGE MONTH SPONSORSHIP PACKAGES

10.4.23 (Virtual) -10.5.23 (In-Person)

PLATINUM PLUS PACKAGE: $60,000

Limited to 1 sponsor

- Hyperlinked logo on event page and registration page
- Hyperlinked logo on website
- Hyperlinked logo in event emails
- Social media posts promoting sponsorship
- Resume database of conference attendees
- Offer giveaway in all marketing
- Branded virtual expo booth - Large
- Dedicated session
- Keynote Opportunity- virtual
- 1 Guaranteed Speaker Slot in Panel Discussion in 1 chapter
- Brand presence at all in-person national local activations on Oct 5th

PLATINUM PACKAGE: $40,000

Limited to 2 sponsors

- Hyperlinked logo on event page
- Hyperlinked logo on registration page
- Hyperlinked logo on website
- Hyperlinked logo in event emails
- Social media posts promoting sponsorship
- Resume database of conference attendees
- Offer giveaway in all marketing
- Branded virtual expo booth - Large
- Dedicated session
- Keynote Opportunity- virtual

LATINÉ HERITAGE MONTH SPONSORSHIP PACKAGES

10.4.23 (Virtual) -10.5.23 (In-Person)

GOLD PACKAGE: $30,000

Limited to 3 sponsors

- Hyperlinked logo on event page
- Hyperlinked logo on registration page
- Hyperlinked logo on website
- Hyperlinked logo in event emails
- Social media posts promoting sponsorship
- Resume database of conference attendees
- Offer giveaway in all marketing
- Branded virtual expo booth - Large
- Dedicated session

SILVER PACKAGE: $20,000

Limited to 10 sponsors

- Hyperlinked logo on event page
- Hyperlinked logo on registration page
- Hyperlinked logo on website
- Hyperlinked logo in event emails
- Social media posts promoting sponsorship
- Resume database of conference attendees
- Offer giveaway in all marketing
- Branded virtual expo booth - Medium

LATINÉ HERITAGE MONTH SPONSORSHIP PACKAGES

10.4.23 (Virtual) -10.5.23 (In-Person)

BRONZE PACKAGE: $10,000

Limited to 15 sponsors

- Hyperlinked logo on event page
- Hyperlinked logo on registration page
- Hyperlinked logo on website
- Social media posts promoting sponsorship
- Branded virtual expo booth - Small

CITY ACTIVATION PACKAGE: $5,000

In-Person Only | Priced Per Chapter

- We're bringing back our in-person summit panels and networking on October 5th in New York City. Interested in hosting in different city ? Please don't hesitate to reach out!
- Brand presence featured on:
  - Event and Registration Page
  - Digital Marketing Communications
  - Social Channel Shout Outs
  - 1 Guaranteed Speaker Slot in Panel Discussion
  - Any printed marketing materials and signage
  - Post Event Communications

FIND & CONTACT US

Please don't hesitate to contact us for more information, we look forward to working with you and thank you for supporting Techqueria's LHM Summit.

partnerships@techqueria.org

www.techqueria.org