



LATINA
EXP **26**

WORLD SOCCER CELEBRATION

The Largest Latina Empowerment & Lifestyle Tour in North America

Where Fútbol Meets Business & Community

HOUSTON • NEW JERSEY • DALLAS • SAN DIEGO • MIAMI • CHICAGO • LOS ANGELES

WWW.THELATINAEXPO.COM

To Our Esteemed Partners and Future Sponsors

As the Founder and Lead Producer of The Latina Expo National Tour 2026 – WORLD SOCCER CELEBRATION Edition, I am committed to elevating Latina leadership, entrepreneurship, and economic power on a national stage. This tour was built to meet the moment. Uniting culture, commerce, and global energy in six powerhouse markets across North America. Fueled by decades of multicultural communications experience and a deep understanding of the Latina consumer, this platform brings together the fastest-growing and most influential audience in the U.S., giving brands direct access to a demographic that is shaping markets, setting trends, and redefining the future of the American economy.

With The Latina Expo, my mission is simple: create a world-class experience where women, families, and brands connect through innovation, cultural pride, community impact, and real business opportunities. Inspired by the global excitement of the World Cup, this tour delivers unmatched visibility, engagement, and return on investment for partners committed to reaching today's multicultural consumer. Together, we are not just building an event, we are shaping a legacy, amplifying representation, and driving meaningful change across industries and communities nationwide.

Warm regards,
Cesar Rolon
Founder and Lead Producer





THE EXECUTIVE TEAM POWERING THE LATINA EXPO NATIONAL TOUR 2026

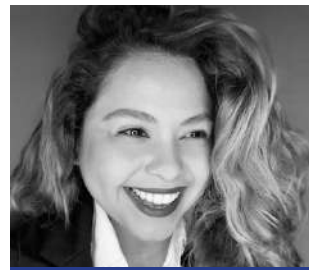
OUR TEAM

The Latina Expo Production Team delivers world-class experiences by Latinas, for Latinas.

Uniting culture, commerce, and community with World Cup inspired energy to elevate and empower La Mujer Latina.



Cesar Rolon
Founder and Lead Producer



Tyzza Macias
Board Member / Partner



Dr. Mary Margaret Carrillo
Region Co-Producer



Fabiola Angulo
Miami Co-Producer



Melissa Martínez
Los Angeles Co-Producer



Marilyn Santiago
Miami Co-Producer



Margarita Holguin
San Diego Co-Producer



Paulaska Ramirez
New Jersey Co-Producer



Empowering Latinas & Inspiring Generations

A BRIEF ABOUT US

The Latina Expo is the premier national platform celebrating the economic power, cultural influence, and leadership of Latinas across the United States. Our mission is to create meaningful pathways that empower women, strengthen communities, and drive business growth through authentic multicultural engagement.

Latinas are one of the fastest-growing economic and consumer forces in the nation — shaping markets, influencing culture, and redefining leadership across industries. The Latina Expo harnesses that energy by connecting brands, entrepreneurs, and community leaders in an environment designed to inspire, educate, and activate.

Through large-scale expos, thought leadership panels, and experiential brand activations, The Latina Expo delivers measurable impact for partners. Enhancing brand visibility, deepening cultural relevance, and building long-term loyalty within the Latina community.

Together with our partners, we are shaping a future where Latinas lead the conversation, drive innovation, and expand the global marketplace.

VISION

To empower Latinas to lead with confidence, purpose, and impact. Shaping industries, uplifting communities, and advancing through education, entrepreneurship, and cultural pride.

We envision a future where every Latina has equitable access to the resources, opportunities, and networks needed to thrive personally, professionally, and collectively.

MISSION

01

Our mission is to empower, educate, and elevate Latinas by providing access to essential resources, inspiring collaborations, and inclusive spaces that celebrate culture and leadership.

02

Through innovative programs, dynamic partnerships, and community-driven experiences, we connect Latinas across generations and industries. Fostering growth in business, education, wellness, and career development.

03

Together, we're building a vibrant ecosystem where Latinas support Latinas, success is shared, and our collective strength drives progress for the next generation.

04

Explaining your objective will facilitate the realization of the vision. The mission is explicated by a diverse array of major challenges and concerns.



The Largest Latina Empowerment & Lifestyle Tour in North America

The Latina Expo National Tour 2026 unites thousands of Latinas and their families across six major markets. Inspired by the energy of the World Cup, it celebrates Latinas leadership, entrepreneurship, and cultural pride, while offering brands direct access to one of the fastest growing and most loyal consumer market in the U.S.

Through powerful live experiences, immersive brand activations, and dynamic community engagement, the tour connects culture, commerce, and empowerment on a national stage.

For brands, it represents a one-of-a-kind opportunity to build authentic relationships with one of the fastest-growing, most influential, and most loyal consumer segments in the United States; the Latina community. Together, we're not just shaping moments, we're shaping the future.

National Reach, Local Impact

Connecting with over thousands attendees across six key U.S. markets; Houston, New Jersey, Dallas, San Diego, Miami, Chicago, and Los Angeles through in-person experiences, media exposure, and digital amplification.

Authentic Brand Integration

Offering customizable brand activations, sponsorship tiers, and immersive experiences that create meaningful engagement with Latina consumers and their families.

Unmatched Cultural Influence

Providing direct access to the fastest-growing multicultural demographic in the U.S., representing over \$3.4 trillion in buying power and shaping the future of culture, commerce, and innovation.



HOUSTON NEW JERSEY DALLAS SAN DIEGO MIAMI CHICAGO LOS ANGELES



LATINA EXPO 26

WHERE FÚTBOL MEETS BUSINESS & COMMUNITY

The Latina Expo National Tour 2026 launches its WORLD SOCCER CELEBRATION Edition inspired by the World Cup. Seizing a global moment that unites culture, commerce, and the unstoppable power of Latinas while giving brands unparalleled visibility and impact.

01

HOUSTON - April

Launches the tour with early host-city excitement, positioning Texas as a central force in the 2026 World Cup.

02

NEW JERSEY - May

Connects the Expo to the New York metro market, unlocking unmatched media reach and multicultural consumer influence.

03

DALLAS - June

A key World Cup host city delivering global visibility, high fan traffic, and major economic momentum for partners.

04

San Diego - July

High Latina engagement and cross-border influence in a rising cultural market.

05

MIAMI - September

A top cultural and international gateway, amplifying Latino influence, global tourism, and premium brand activations.

06

CHICAGO - October

The Midwest's strongest Latina economic hub, driving high attendance, business engagement, and regional impact.

06

LOS ANGELES - November

A world-class media and entertainment capital, maximizing national exposure, cultural relevance, and sponsor visibility.



The Latina Expo Audience

Target Audience and Segmentation

Category	Insights
Gender	80% Women, 15 % Men, 5% Gen Z Professionals
Age Range	25–55 Core, with strong Gen Z engagement
Top Interests	Beauty, Fashion, Finance, Tech, Wellness, Sports
Brand Loyalty	9 in 10 attendees support brands embracing their culture
Conversion Rate	7 in 10 purchase products discounted at the expo

Operational Achievements

The Latina Expo has built a proven track record of delivering seamless, high-impact events across major U.S. markets. Our team has successfully executed large-scale expos with strategic programming, efficient logistics, and strong partner integration, resulting in sold-out exhibitor floors, high attendee satisfaction, and measurable ROI for participating brands.

With each city, we refine our systems, expand our infrastructure, and elevate the experience, ensuring operational excellence that sponsors can trust and confidently invest in.



Brand Awareness

Increase your brand's visibility and connect authentically with the powerful Latina consumer market.



Boost Sales

Drive measurable sales growth by engaging high-intent buyers in a dynamic, culturally driven environment.



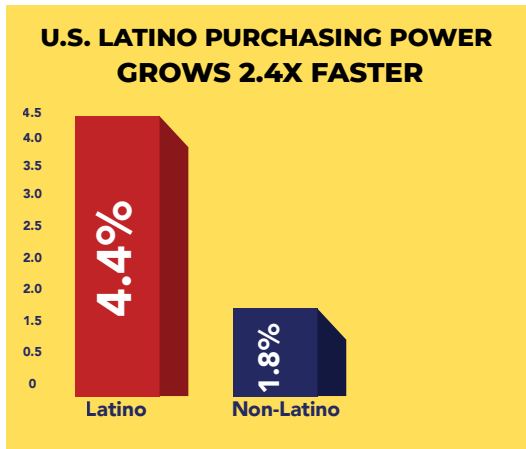
Market Expansion

Expand your reach into one of the fastest-growing, most loyal, and influential markets in the U.S.



Why This Audience Matter

U.S. LATINO PURCHASING POWER SURGED TO 4.1 TRILLION



1 in 4

Women in the U.S. is Latina

\$3.4 trillion

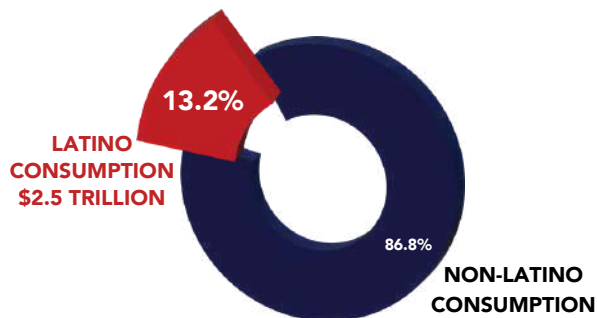
In Hispanic buying is Latina

#1 Fastest Growing

Group of entrepreneurs

U.S. LATINO CONSUMPTION (2023)

U.S. Latinos spent \$2.5 trillion on goods and services in 2023, accounting for 13.2% of the nation's total personal consumption expenditures.



**LATINAS INFLUENCE HOUSEHOLD
PURCHASES, FAMILY DECISIONS,
AND BRAND LOYALTY ACROSS
GENERATIONS.**

**PARTNERING WITH THE LATINA EXPO ALIGNS
YOUR BRAND WITH A POWERFUL MOVEMENT,
CULTURALLY RICH, ECONOMICALLY STRONG,
AND GLOBALLY CONNECTED.**



Empowering Community Through Culture

● **Over 500 Latinas-owned businesses**

Showcased annually

● **50+ media outlets**

engaged nationally

● **Host cities typically see a 20%–30% boost**

in hotel, dining, transportation, and retail spending tied to Expo attendees and vendors.



CONTENT Engagement Analysis Report

REPORTING PERIOD

19 September 2025
– 18 October 2025

Key Metrics

Total Views

367,000+

Across Instagram, Facebook, and LinkedIn

Total Engagements

8,359

Across Instagram, Facebook, and LinkedIn

Engagement Rate

8.93%

Performing 4–8x above industry norms

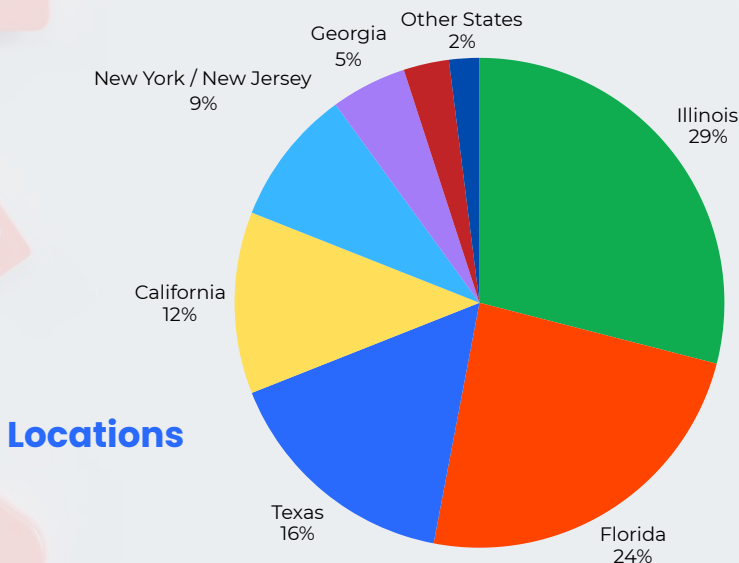
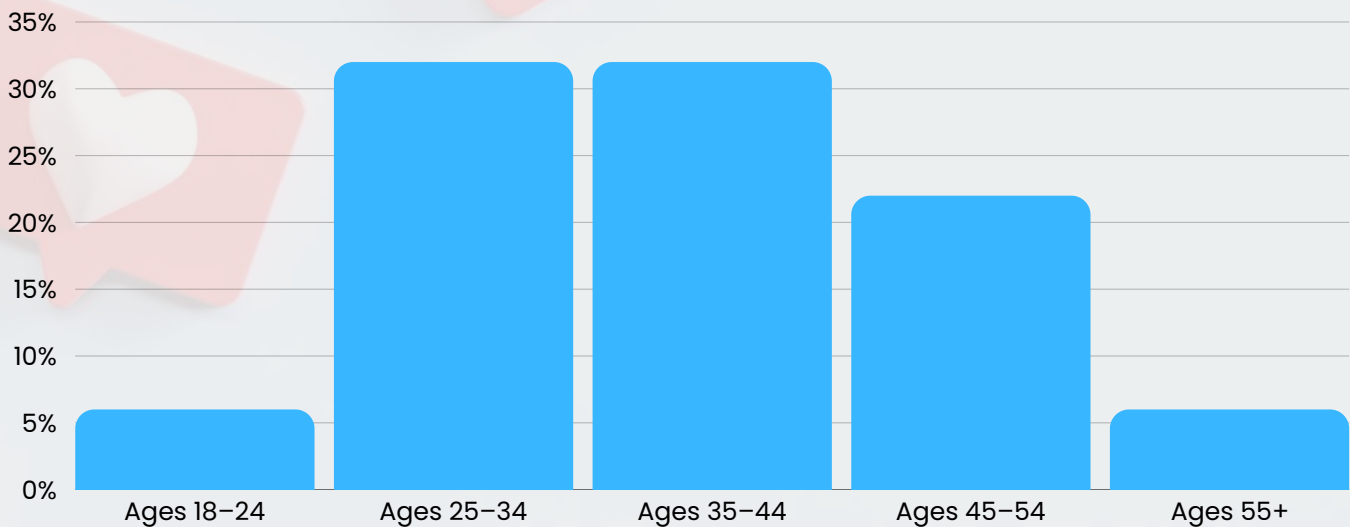
Audience Rate

79% Women

Ages 18 – 55

Audience Demographics

● Age



Locations



Why The Latina Expo Is the Smartest Sponsorship Choice

● Direct Access to the Fastest-Growing Consumer Market

Tap into the powerful Latina demographic driving U.S. cultural influence, purchasing power, and multi-industry growth.

● High-Impact Visibility During a Global World Cup Moment

Align your brand with a national tour synced to the World Cup, maximizing reach, engagement, and cultural relevance.

● Proven ROI Through Engagement, Commerce, and Community

Benefit from a platform designed to deliver measurable results—brand awareness, sales growth, lead generation, and lasting community impact.

Unmatched Reach. Unmatched Influence. Unmatched ROI

The Latina Expo is the smartest sponsorship choice. Uniting brands with the fastest-growing powerhouse consumer market, elevating visibility during a global World Cup spotlight, and delivering proven ROI through deep engagement, cultural relevance, and meaningful community impact. No other platform offers this level of reach, influence, and opportunity.



Trusted by Industry Leaders



American Airlines

Walgreens



CHICAGO DEFENDER



Chicago Tribune



ComEd
An Exelon Company

CHICAGO SUN-TIMES

EPSON®
EXCEED YOUR VISION

FOX 32
CHICAGO

francesca's
COLLECTIONS



WWD

SEPHORA

BAJA
BREWING CO

Kellogg's



KORBEL
CALIFORNIA CHAMPAGNE

★ macy's
by T Mobile



MICHIGAN AVENUE
MAGAZINE

PEOPLES GAS®
We Keep Life Moving®

CHICAGO'S VERY OWN
WGN 9



GoGoChicago™

United
Airlines

5
CHICAGO



WINTRUST
BANK



Genentech



Chicana
HOLLYWOOD

Bally's
CHICAGO CASINO

GOYA®

ALPFA

♥ aetna™



5 CHICAGO

TELEMUNDO
CHICAGO

CLM
OUR LATINX MAGAZINE

Latina



39
TELEMUNDO

verizon

Los
White Sox

IMC
IMAGEN
MARKETING
CONSULTANTS



The LATINO FAMILY
WELLNESS
HEALTH EQUITY
Fiesta Tour

WOMEN
IN BUSINESS
BY FANAMORS



HISPANIC
PUBLIC
MEDIA



LATINA VOICES
INSTITUTE

Sponsorship Levels

Benefits	Title	Presenting	Corporate	Contributing	Care
CATEGORY EXCLUSIVITY	\$30K	\$20K	\$15K	\$10K	\$5K
	X	X	X		
Logo on 30-Second Television Spot	X	X	X		
Logo on Site Digital Assets	X	X	X	X	
Sponsor With Top Billing "Sponsor Presents The Latina Expo"	Title	Presenting	Corporate	Contributing	Care
Sponsor Inclusion in OurLatinxMagazine.com Ad	X	X	X		
Ad in The Latina Expo Digital Program	X	X	X	X	X
Logo Placement on Expo Staff T-Shirts	X	X	X		
Logo on Customized Lanyards	X	X			
Logo on Expo Welcome Boards	X	X	X	X	X
SOCIAL MEDIA					
Logo on Social Media Promotional Spots	X	X	X		
Logo on Social Media Ads — Facebook, Instagram, LinkedIn	X	X			
Logo on CTV Ads	X				
Mentions in digital Radio Ads	X	X			
Mentions in local podcasts	X	X			
EVENT PROMOTION					
Logo or Mention in customized Press Release	X	X			
Mentions in Digital Radio Ads	X	X	X	X	X
General Admission Tickets for Giveaway or Distribution	X	X	X		
Logo on Customized E-Vites	X	X	X		
Customized Sponsor Promotional Template	X	X	X		
ONSITE INTEGRATION					
Logo on Branded Step-and-Repeat	X	X	X		
Activation Booth Space	20x30	20x20	20x10	10x10	Table
Banner Placement in Designated Areas (must be provided)	X	X	X		
Logo on Video Sizzle Reel Displayed on Video Wall Monitors	X	X	X		
Opportunity to Cut the Grand Opening Ribbon	X	X			
HOSPITALITY					
Spotlight Latina Luncheon (per city)	30 Tickets	20 Tickets	10 Tickets	5 Tickets	2 Tickets

FÚTBOL. COMMERCE. COMMUNITY.
LATINA IMPACT AT THE CENTER



LATINA
EXP 26

THANK YOU

We are ready to assist you

Join us in shaping a historic moment. Partner with The Latina Expo 2026 and amplify your impact, elevate your brand, and empower the fastest-growing force driving culture and commerce.

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www.thelatinaexpo.com

