



¡Varrío Si! (Neighborhood Yes! Junkyards No!), by Raul Jose Jaquez & Alvaro Millan, Victor Ochoa, Armando Rodriguez (1977/1989) | Photo credit: Valerie Delgado.

CONGRESO 2024 EVENT SPONSORSHIP PACKAGES

In August 2024, [Latinos in Heritage Conservation](#) (LHC), the nation's leading advocate for Latinx history and historic preservation, will host Congreso 2024, a national preservation conference. Taking place from August 8th to 10th in San Diego, California, this event aims to explore diverse perspectives and foster the next generation of Latinx heritage leaders. Organized in collaboration with the [Chicano Park Museum and Cultural Center](#), this three-day conference will be a success with your support, addressing this timely and important topic on Latinx voices.

Congreso 2024 marks LHC's inaugural national gathering in the California and Western region and is expected to attract more than 250 attendees from across the nation, as well as local and state communities. This conference underscores LHC's dedication to fostering a culturally and geographically diverse movement during a pivotal period for American Latinxs. Our biennial conference brings together national thought leaders, preservationists, scholars, and community advocates for a comprehensive dialogue on the significance and future of heritage conservation within the Latinx communities along the southern California borderland.

How can I sponsor?

For more information about Congreso 2024 in San Diego, CA, please visit

<https://www.latinoheritage.us>.

To sponsor Congreso, sign up here. For more information on sponsorship opportunities, in-kind, and tax-deductible donations, or developing a custom package, please contact René Ballesteros at rene@latinoheritage.us or call 737.270.9574.

Why sponsor?

Congreso 2024 allows you to support an important cause and connect with talented individuals leading the next wave of preservation. Sponsors who support main conference activities receive exposure and visibility at key events throughout the conference. Your sponsorship will reach a large audience of historians, preservationists, educators, students, emerging professionals, local and national civic leaders, advocates, historic site directors, university staff, and community practitioners.

Becoming a sponsor is easy, and we're here to help! Your tax-deductible contribution provides multiple ways to engage and gain exposure with premium benefits. **Support Congreso 2024 today!**

En paz y solidaridad,
Latinos in Heritage Conservation



LATINOS
IN HERITAGE CONSERVATION

Sehila Mota Casper
Executive Director

📍 PO Box 1071 • Bastrop, TX 78602

✉ scasper@latinoheritage.us

📞 737.270.9597

🌐 www.latinoheritage.us

EVENT SPONSORSHIP PACKAGES

[Sign up here!](#)

Sponsorship Packages focus on Congreso 2024’s core programming and event packages while giving you maximum exposure to our attendees. Each package will allow LHC to keep this event affordable and accessible to our community and student attendees.

Your support will help promote Latinx heritage, connect with a diverse audience, and showcase their commitment to the cause.

Tax-deductible sponsorship opportunities include:

PRESENTING SPONSOR	SIGNATURE SPONSOR	DIAMANTE SPONSOR	LUNCHEON SPONSOR
\$15,000	\$10,000	\$7,500	\$5,000

Premiere sponsorship	Package includes:	Package includes:	Package includes:
<ul style="list-style-type: none"> • Opportunity to host Congreso 2024 at your facility. • Four (4) conference registrations • Remarks to present during our opening welcome. • Inclusion of 2 panelists in conference sessions. • Premiere sponsor recognition. • Premier logo placement on all program materials tailored to your needs. (website, mailings, social, on-site banners, etc.) • One full-page message/ad in program. • Inclusion in a thank-you email to conference attendees after Congreso. 	<ul style="list-style-type: none"> • An official 5-minute welcome at one of our key events. (reception, morning welcome, keynote, etc.) • Two (2) conference registrations. • Inclusion in a thank-you email to conference attendees after Congreso. • Listing with logo on our program. • Logo on event signage. 	<ul style="list-style-type: none"> • 1-minute welcome at one of our key events. (reception, morning welcome, keynote, etc.) • Listing with logo in Congreso program. • Logo and link on Congreso webpage. • Two (2) conference registrations. • Half-page message/ad in the Congreso program. • Inclusion in a thank-you email to conference attendees after Congreso. 	<ul style="list-style-type: none"> • 1-minute welcome at one of our lunch events. • Listing with logo on the program. • Sponsorship recognition on each lunch table. • 1 conference registration. • Inclusion in a thank-you email to conference attendees after the summit. • Logo on event signage.

LHC Student Scholarships

Support the Next Generation of Latinx Changemakers with a \$1,500 Scholarship!

Help empower emerging Latinx scholars and heritage changemakers. Each scholar will receive:

- Complimentary conference registration.
- A travel stipend to offset additional conference expenses like hotel and travel.
- An LHC Sustaining Membership.
- A dedicated conference mentor.

In addition, donors will receive logo and sponsor recognition listings on all event-related marketing and promotions. Your support makes a difference!

Local Student and Latinx Community Leader \$400 Each

Do you want to support local/regional students, emerging professionals, and community leaders in attending Congreso?

Donors will receive a listing with logo and sponsor recognition on all event-related marketing and promotional materials. Please contact LHC to contribute. Your support is valued!

More Sponsor Levels

Special Snack Sponsor (four available) \$3,500

- One (1) conference registration
- Inclusion in a "Thank you" email to attendees after the conference.
- Listing with logo on the 2024 *Congreso* program.

Congreso Amigxs \$500

- Listing with logo and sponsor recognition on all event-related marketing and promotional collateral.

ABOUT LATINOS IN HERITAGE CONSERVATION



Founded in 2014, Latinos in Heritage Conservation (LHC) is a prominent nonprofit organization dedicated to preserving Latinx places, stories, and cultural heritage throughout the United States. Our diverse network of intergenerational advocates works tirelessly to conserve Latinx sites and living cultures, reinforcing the historical value of Latinx contributions to the hemispheric struggle for social justice.

Since our inception, LHC has been committed to promoting and preserving Latinx heritage in the United States. We have hosted national gatherings in various cities, including Tucson, AZ (2015), Houston, TX (2016), Providence, RI (2018), and most recently, Denver, Colorado (2022). To learn more about LHC and our initiatives, please visit our website [here](#).

Your Tax-Deductible Contribution

Supporting LHC is a tax-deductible opportunity. We are a 501(c)(3) tax-exempt organization. Donors contributing more than \$250 will receive a written tax-deductible acknowledgment from Latinos in Heritage Conservation. Rest assured, every dollar raised will be used exclusively for the benefit of LHC, a 501(c)(3) nonprofit.

For more information on sponsorship opportunities, in-kind and tax-deductible donations, or to create a custom package, please contact René Ballesteros at rene@latinoheritage.us or call 737.270.9574.

Support our cause today!



FAST FACTS ABOUT CONGRESO

- **Attendance:** Congreso 2024 attracted 250 community members, including preservationists, historians, architects, educators, students, tourism experts, preservation activists, revitalization experts, community leaders, and historic site staff.
- **Event Highlights:** This 3-day conference offers a diverse range of activities, including educational presentations, workshops, speaker panels, Latinx initiatives, networking opportunities, and historical and cultural tours of Latinx sites.
- **Speaker Lineup:** Over 30 speakers, including highly respected national preservation leaders, community leaders, authors, historians, leading conservationists, activists, and museum curators, delivered thoughtful keynotes.
- **Atmosphere:** The event provides an educational and intimate atmosphere that encourages next-gen knowledge, networking, and professional development. It features diverse and inclusive attendees and speakers.
- **Location:** San Diego, California, was intentionally selected for its significance to the Chicano/a/x movement and Latinx history, as well as its role in current preservation and advocacy efforts.

Stay in Touch!

Please keep up with future updates through the [La Herencia](#) newsletter, on our [website](#), and on [Instagram](#), [Facebook](#), [LinkedIn](#) and [TikTok](#).