



# Sponsorship Opportunities

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**CELEBRATING  
LEADERSHIP, CULTURE,  
AND COMMUNITY  
IMPACT**

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**October 2, 2026  
Lincoln Manor · Lincoln Park, MI**

## **Contact**

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## Introduction

2026 marks the eighth anniversary of the Talentos Latinos Awards — a premier celebration of culture, empowerment, and the remarkable contributions of Michigan’s Hispanic community.



What began as a vision to spotlight Latino achievement has evolved into a cornerstone tradition. We honor the entrepreneurs, artists, and community leaders whose dedication and passion drive progress across our state. Through these awards, we recognize the unsung heroes who inspire others, open doors of opportunity, and solidify the legacy of Latino leadership in Michigan.

Our stage also shines a light on the extraordinary talent of Hispanic artists and dancers. Their performances bring to life the beauty, diversity, and spirit of Latin American culture—reminding us of our roots and the vibrant future we are building together.

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# About Us

## MINORITY EDUCATION FREEDOM FOUNDATION & LATINOS EN MICHIGAN USA

10

Years of  
Latino Media

80K+

Monthly  
Digital Reach

56K+

Facebook  
Community

501(c)(3)

Nonprofit  
Status

Celebrating its 10th anniversary in 2026, Latinos En Michigan USA is one of Michigan's leading bilingual digital media platforms dedicated to amplifying Latino voices, stories, and achievements.

As a flagship initiative of the Minority Education Freedom Foundation (MEFF), Latinos En Michigan USA leverages digital media and community storytelling to expand visibility, foster cultural engagement, and strengthen community impact across Michigan. MEFF leads programs and initiatives that advance community media, entrepreneurship and business education, and arts and cultural engagement, including signature programs such as the Talentos Latinos Awards and Latino Voices in Tech.



# The Latino Community

Latinos are one of the fastest-growing forces in the U.S. workforce, driving innovation, entrepreneurship, and economic growth nationwide. Latino households contribute more in federal, state, and local taxes than they receive in public services, generating a positive economic impact and reinforcing the importance of representation in every industry.

**65M**

Latinos in the U.S.  
19.5% of population

**\$3.2T**

Latino contribution  
to U.S. GDP annually

**\$500B**

Revenue of Latino-owned  
businesses

**#1**

Fastest-growing  
U.S. workforce  
demographic

## In Michigan

In the Greater Detroit area alone, more than 250,000 Latinos representing 22 countries across North, Central, and South America, and the Caribbean contribute to Michigan's cultural richness, workforce expansion, and business development — making the Hispanic community a vital part of the state's future.



# About The Event

## MORE THAN A GALA — A MOVEMENT!

Since 2019, the Talentos Latinos Awards has become one of Michigan's premier annual galas, celebrating the outstanding achievements of Latino entrepreneurs, artists, community leaders, educators, and volunteers. More than an awards ceremony, Talentos Latinos is an immersive celebration featuring folkloric dance, live music, inspiring speakers, and authentic community connection.

The 2026 edition marks the event's 8th anniversary — eight years of strengthening community engagement, expanding corporate partnerships, and building a bilingual media presence unmatched by any other Latino event in Michigan.



## Event Highlight

### Recognition

Honoring leaders, entrepreneurs, artists & volunteers

### Culture

Live folkloric performances celebrating Latin heritage

### Community

Connecting Michigan's Latino professionals & businesses

### Media

Broadcast across Latinos En Michigan platforms.

# Covered by Michigan's leading media

Seven years of recognition from the outlets that define Detroit  
— broadcast, print, and digital.



**Click On Detroit**  
WDIV Local 4 · NBC Affiliate

“Latino Talent Awards honor Metro Detroit community members making a positive impact”



**WXYZ Channel 7**  
7 News Detroit · ABC Affiliate

Broadcast coverage of the Talentos Latinos Awards — recognizing the Hispanic community's contributions across Michigan.



**Hour Detroit**  
Michigan's Premier City Magazine

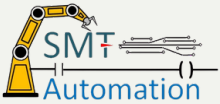
“7th Annual Talentos Latinos Awards: Details on Honorees, Tickets” — featured event coverage in Michigan's leading lifestyle publication.



**El Central**  
Hispanic News · Michigan

“Los Premios Talentos Latinos celebran líderes que hacen un impacto positivo en el futuro de Michigan” — 10,424 votes cast by the community.

# Past sponsors who have partnered with us



# The opportunity



## THE MOST ENGAGED LATINO AUDIENCE IN MICHIGAN — IN ONE ROOM

Each year, Talentos Latinos brings together more than 300 Latino entrepreneurs, professionals, corporate leaders, educators, artists, nonprofit advocates, and community leaders from across Michigan.

This is not a general audience, but a highly connected and influential network of business owners, ERG leaders, bilingual media professionals, community advocates, and decision-makers shaping conversations within their industries and communities.

Attendees represent sectors including healthcare, education, finance, automotive, media, nonprofit organizations, and small business leadership, creating meaningful opportunities for authentic brand visibility and strategic relationship-building.

Beyond event-night presence, sponsors also expand their reach through Latinos en Michigan USA, a growing bilingual platform that has connected with Michigan's Latino community since 2016.

# Your brand reaches beyond the room

Latinos en Michigan USA impact



**80K+**

Monthly Website  
Clicks



**24K+**

Facebook  
Followers



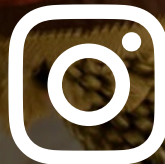
**32K+**

Facebook Group  
Members



**5K+**

LinkedIn  
Followers



**4K+**

Instagram  
Followers



**2K+**

YouTube  
Subscribers

# More than a sponsorship — a community investment

When you sponsor the Talentos Latinos Awards, your investment works on two levels simultaneously. It connects your brand with the most engaged Latino network in Michigan, and it directly funds the programs of the Minority Education Freedom Foundation — a registered 501(c)(3) nonprofit — that are building a more equitable Michigan for everyone.

## YOUR DOLLARS FUND THESE ACTIVE PROGRAMS

### Prospera Lab

Business incubation, financial literacy, and entrepreneurship training — with a focus on Latina immigrant women founders.

### Latino Voices in Tech

Quarterly speaker series highlighting Latino founders and professionals succeeding in tech, innovation, and entrepreneurship across Michigan.

### Latinos En Michigan USA

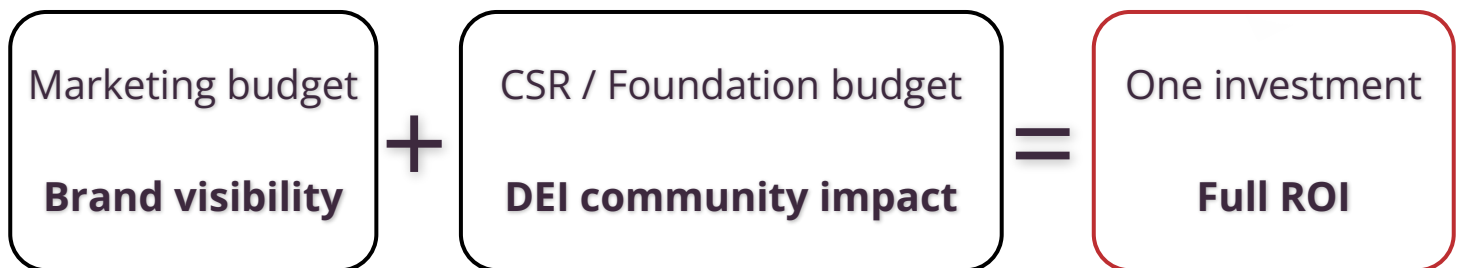
Bilingual digital platform with 80K+ monthly reach — amplifying community stories, resources, and leadership statewide.

### Arts & Culture

Live folkloric performances, cultural exhibitions, and community storytelling that preserve and celebrate Latino heritage.



## TWO BUDGET DOORS — ONE SPONSORSHIP



## YOUR SPONSORSHIP IS TAX-DEDUCTIBLE

**The Minority Education Freedom Foundation** is a registered **501(c)(3)** nonprofit organization. Sponsorship contributions are tax-deductible to the fullest extent permitted by law. An official acknowledgment letter will be issued upon receipt of your sponsorship.

A **\$10,000** sponsorship may represent an effective investment of **\$7,000-\$7,500** after your tax benefit, depending on your organization's tax situation. We recommend consulting your tax advisor.



## ESTRELLA

**Presenting Partner · Patrocinador Presentador**

**1 AVAILABLE ONLY**

**20 guests · 2 VIP tables**

- Event co-branded: "Talentos Latinos Awards 2026, Presented by [Company Name]"
- Dominant logo — top placement on ALL materials, signage, screens & step-and-repeat (largest size, first position)
- Full-page ad in the event program booklet (your design)
- Company banner on latinosenmiusa.com for the full event period
- Dedicated recognition slide displayed on event screens during reception (first thing guests see upon arrival)
- Logo on latinosenmiusa.com for the event period
- Logo on official event invitation and save the date
- Logo on all pre-event promotional materials and signage
- Brand actively featured in pre-event promotional content posts across all platforms
- Named in official event press release with logo
- Dedicated email to full Latinos En Michigan USA subscriber list
- One award category naming right included — "The [Company] Award for [Category]"
- Centerpiece sponsor — your logo on branded table cards at every table
- 3 dedicated branded social media posts
- 2 featured posts in Latinos En Michigan USA Facebook community groups
- Feature article on latinosenmiusa.com (permanently indexed)
- Dedicated recognition slide displayed on event screens during reception
- Logo on event screens throughout the evening
- Inclusion in event night coverage published across all platforms
- Included in group social media recognition post
- Pre & post-event social tag
- Post-awards highlights social mention
- Featured in post-event coverage across all platforms
- Logo on shared Estrella tier recognition page in program booklet
- 3-minute stage welcome opportunity during the program
- Verbal recognition by host
- Display table at the event
- Post-event recognition during closing remarks
- Group recognition at the event
- Sponsor placard presented on stage by Liliana Ospina (premium format, custom design with your logo)
- 20 guests · 2 VIP tables · front of room · full gala dinner, wine & beer

**Add-on eligible:**

*Additional award category naming right +\$3,500 · Additional dedicated email +\$2,000 · Additional centerpiece +\$500*

**\$15,000**



## LEGADO

Legacy Partner · Socio de Legado

2-3 AVAILABLE

10 guests · 1 VIP table

- Half-page ad in the event program booklet (your design)
- Logo on [latinosenmiosa.com](http://latinosenmiosa.com) for the event period
- Logo on official event invitation and save the date
- Logo on all pre-event promotional materials and signage
- Logo on Step-and-repeat banner
- Brand actively featured in pre-event promotional content posts across all platforms
- Named in official event press release (mention only)
- 2 dedicated branded social media posts
- 1 featured post in Latinos En Michigan USA Facebook community groups
- Sponsor spotlight article on [latinosenmiosa.com](http://latinosenmiosa.com)
- Dedicated recognition slide displayed on event screens during reception
- Logo on event screens throughout the evening
- Inclusion in event night coverage published across all platforms
- Included in group social media recognition post
- Pre & post-event social tag
- Post-awards highlights social mention
- Featured in post-event coverage across all platforms
- Logo on shared Legado tier recognition page in program booklet
- Verbal recognition by host
- Display table at the event
- Post-event recognition during closing remarks
- Group recognition at the event
- Sponsor placard presented on stage by Lilia Ospina
- 10 guests · 1 VIP table · full gala dinner, wine & beer

**Add-on eligible:**

Award category naming rights +\$3,500 · Dedicated email +\$2,000 · Centerpiece sponsor +\$500

**\$10,000**



## INSPIRACIÓN

Inspiration Partner · Socio Inspirador

5-6 AVAILABLE

8 guests · 1 reserved table

- Logo on latinosenmiusa.com for the event period
- Logo on Step-and-repeat banner
- Logo on official event invitation and save the date
- Logo on all pre-event promotional materials and signage
- 1 dedicated branded social media post
- 1 featured post in Latinos En Michigan USA Facebook community groups
- Logo on event screens throughout the evening
- Inclusion in event night coverage published across all platforms
- Included in group social media recognition post
- Pre & post-event social tag
- Post-awards highlights social mention
- Featured in post-event coverage across all platforms
- Logo on shared Inspiración tier recognition page in program booklet
- Post-event recognition during closing remarks
- Group recognition at the event
- Sponsor placard presented at your table
- 8 guests · 1 reserved table · full gala dinner, wine & beer

### Add-on eligible:

*Award category naming rights +\$3,500 · Dedicated email +\$2,000 · Display table +\$500 · Centerpiece sponsor +\$500*

**\$6,000**

# Sponsorship Package



## ALTRUISMO

Community Patron · Patrono Comunitario

UP TO 8 AVAILABLE

6 guests · reserved seating

- Logo on latinosenmiusa.com for the event period
- Logo on event screens throughout the evening
- Logo on Step-and-repeat banner
- Included in group social media recognition post
- Pre & post-event social tag
- Post-awards highlights social mention
- Logo on shared Altruismo tier recognition page in program booklet
- Group recognition at the event
- Sponsor placard presented at your table
- 6 guests · reserved seating · full gala dinner, wine & beer

**\$3,000**



## SEMILLA

Seed Sponsor · Patrocinador Semilla

UP TO 10 AVAILABLE

4 guests · reserved seating

- Logo on latinosenmiusa.com for the event period
- Logo on Step-and-repeat banner
- Logo on shared Semilla tier recognition page in program booklet
- Group recognition at the event
- Sponsor placard presented at your table
- 4 guests · reserved seating · full gala dinner, wine & beer

**\$1,500**

# Add-On Opportunities

## ➤ Award Category Naming Rights

**\$3.500**

Available to *Inspiración*  
tier and above

Your company names an award category: "The [Company] Award for Latino Entrepreneurship." Includes on-stage brand recognition when the award is presented in front of 300+ attendees. With 13+ award categories available this is a highly exclusive opportunity.



## ➤ Additional Video Interview

**\$2.000**

Available to *any tier*

A produced video interview filmed, edited, and published across the Latinos En Michigan USA platform network.



## ➤ Display Table at the Event

**\$500**

Available to *Inspiración*  
and below

A confirmed branded display space at the event to showcase your organization and engage directly with 300+ attendees. Note: Estrella and Legado include a confirmed display table within their tier benefits.



# Add-On Opportunities

## ➤ Centerpiece Sponsor

**\$500**

Available to all tiers

Your logo on branded table cards placed at every table throughout the room — visible to all 300+ guests for the entire evening.



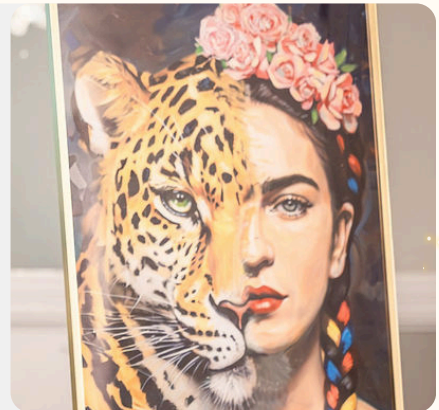
## ➤ Program Booklet Advertisement

**Full page \$500**

**Half page \$300**

Available to all tiers

Printed advertisement in the official Talentos Latinos Awards 2026 event program booklet, distributed to all attendees on the evening of the gala. Note: Estrella includes a full-page ad and Legado includes a half-page ad within their tier benefits.





# Thank You For Supporting Our Community

Together, we continue honoring leadership, culture, and community impact across Michigan!

## Contact

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