

# Somos, Inc.

# 2026

## 40th Anniversary

*New York Conference*

Albany, April 17 - 19th

Sponsor Packet

Dear Somos Inc. Supporter,

On behalf of the Board of Directors and our new Executive Director, Rosa Pelton Alcantara we are excited and pleased, once again to collaborate with the NYS Assembly/ Senate Puerto Rican Hispanic Task Force to invite your corporation and/or organization to become a sponsor of the 2026 Somos, Inc. New York Conference, to be held in Albany, New York, April 17th through 19th, 2026.

This year we are especially excited and honored to invite you to celebrate the 40th Anniversary of Somos Inc. as a nonpartisan, nonprofit organization dedicated to uniting the Latino community, by advocating for equitable public policy, advancing educational and leadership opportunities for youth through mentoring, scholarships, and civic engagement programs.

This year's Annual Albany Conference is once again expected to attract thousands of participants, while serving as a premier space for corporations and organizations to highlight and market their goods and services. Our annual conference brings together hundreds of influential leaders from government, business, labor, education, and community organizations, creating a powerful environment for collaboration and meaningful dialogue. As a potential sponsor of this year's Annual Albany Conference, we would appreciate your involvement and support. For those returning to once again support this important event, we extend our sincere gratitude for your generous continued support and sponsorship of Somos Inc.

Your generous sponsorship directly supports the success of the conference as well as our student leadership and scholarship initiatives, including youth leadership development and paid internship programs that prepare the next generation of public service leaders, while uplifting communities across New York State and beyond. By becoming a sponsor, your corporation and/or organization will gain valuable exposure thousands of attendees, key decision-makers, community leaders, and emerging professionals while demonstrating a strong commitment to community investment and public service.

Somos Inc. is offering sponsorship opportunities at multiple levels, that will include benefits such as logo placement, event recognition, promotional visibility, speaking opportunities, and additional branding options tailored to your goals & needs. We welcome the opportunity to discuss how we can customize a sponsorship package that aligns with your corporation's and/or organization's mission and outreach objectives.

We look forward to welcoming you as a sponsor of the 2026 Somos Inc. Albany, New York Conference and thank you for your continued partnership and support initiatives that strengthen and empower our communities.

Sincerely,

Francisco Diaz, Jr.

Hon. Fransisco Diaz, Jr.
Chairman, Somos Inc.
Board of Director's
news4frankie@gmail.com

Dear Community Partner,

On behalf of Somos, Inc., I am honored to introduce myself as the newly appointed Executive Director and to invite your organization to become a sponsor of the 2026 Somos, Inc. New York Conference, to be held in Albany, New York, April 17–19, as we celebrate our 40th Anniversary and continue strengthening partnerships that uplift communities across New York State and beyond. I look forward to collaborating with your organization to build impactful initiatives and deepen our shared commitment to community advancement.

Somos, Inc. is a nonpartisan, nonprofit organization dedicated to uniting the Latino community, advocating for equitable public policy, and advancing educational and leadership opportunities for youth through mentoring, scholarships, and civic engagement programs. Our annual conference brings together influential leaders from government, business, labor, education, and community organizations, creating a powerful environment for collaboration and meaningful dialogue.

The conference attracts thousands of participants and generates significant economic and civic impact in the Capital Region while serving as a premier space for networking, policy discussions, and community engagement. Sponsorship directly supports the success of the conference as well as our student leadership and scholarship initiatives, including youth leadership development and paid internship programs that prepare the next generation of public service leaders.

By becoming a sponsor, your organization will gain valuable exposure to decision-makers, community leaders, and emerging professionals while demonstrating a strong commitment to community investment and public service. Sponsorship opportunities are available at multiple levels and include benefits such as logo placement, event recognition, promotional visibility, speaking opportunities, and additional branding options tailored to your goals.

I welcome the opportunity to discuss how I can customize a sponsorship package that aligns with your organization's mission and outreach objectives. Thank you for your continued partnership and support initiatives that strengthen and empower our communities.

I look forward to welcoming you as a sponsor of the 2026 Somos, Inc. New York Conference.

With appreciation,

Rosa M. Pelton Alcantara

Rosa M. Pelton Alcantara
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Somos INC
NEW YORK

## ABOUT SOMOS

SOMOS,Inc., is a nonpartisan, nonprofit 501(c)3 organization that unites the Latino community, raises awareness, advocates and elevates social consciousness on public policy in collaboration with the New York State Assembly/Senate Puerto Rican & Hispanic Task Force; and ensures the upward mobility of Latino youth through educational empowerment, mentoring programs and scholarships. SOMOS is a leading force in bringing together Latino communities to make positive and transformative impacts resulting in an improvement of the socioeconomic and civic status of all Latinos across New York State and beyond.

## WHO PARTICIPATES?

Our conferences bring together a diverse and influential audience from the public and private sectors across many industries. Attendees include political leaders, activists, students, scholars, entrepreneurs, and labor and community leaders—offering sponsors meaningful exposure to decision-makers and emerging leaders alike. One of the core objectives of our upcoming New York Conference in Albany is to broaden national participation by inviting individuals and organizations from across the United States to engage in meaningful dialogue. By expanding our network and strengthening connections with communities throughout the diaspora, we amplify collective voices, elevate shared priorities, and ensure that the evolving needs of our community are both represented and addressed.

**THIS CONFERENCE** will provide your company/organization with unique exposure to professionals in an environment rich with networking and developmental opportunities.
Sponsorship of this conference contributes to the overall success of Somos Inc, the conference, our student leadership & scholarship programs, and provides your organization the opportunity to actively participate in efforts that create a lasting impact.



Help Somos, Inc. mission & Vision.



Participate in Thought Provoking CONVERSATIONS with Various Leaders



Expand your NETWORK



Enjoy CULTURAL Immersion & Education

# WHY YOUR PARTICIPATION & SUPPORT MATTERS

With your support and our efforts to expand collaboration and community engagement, last year we had our biggest year ever and we anticipate a larger conference this year.

We have welcomed a higher number of first-time participants, enhanced diversity and inclusion while attracting an increasing amount of out-of-state interest from government and community-based organizations

## GROWING IMPACT & PARTICIPATION

- **2023:** Somos Inc. New York Conference was a record-breaking success, solidifying its position as the premier gathering for New York's most influential political, labor, and business leaders. With a focus on "Strengthening & Supporting Our Communities," the event offered unparalleled opportunities for networking and public policy advocacy.
- **2024:** Building on a legacy of record-breaking engagement, the 2024 Somos Inc. Conference reinforced its status as the most influential convening of New York's political, labor, and business sectors. With the theme "Navigating Change Together: Fostering Collaboration for a Sustainable Future," the conference served as a critical platform for shaping the post-election legislative agenda and driving community-focused investment.
- **2025:** The 2025 Somos Inc. New York Conference, themed "Justice in Action," was a landmark event that redefined political and civic engagement in Albany. Held in March 2025, the conference successfully bridged the gap between community advocacy and legislative power, setting the tone for the 2025-2026 legislative session.

*In total over $200,000 in charitable contributions to organizations through funding & donated items. This does not include contributions towards our student programs*

### Economic Impact in the Capital Region Through Conference Participation*

- Direct Spending $1.1M – $1.5M, Includes hotel stays, venue rentals, and locally catered events.
- Hospitality Growth 100%, Occupancy Major hotels like the Albany Hilton and Renaissance Albany typically sell out months in advance.
- Local Revenue $300,000+ Estimated spending at local restaurants, transport (cabs/rideshare), and nightlife.

# Supporting Education and Leadership

## Angelo Del Toro Puerto Rican/Hispanic Youth Leadership Institute (PR/HYLI)

The PR/HYLI program is a collaboration with the NYS Assembly/Senate Puerto Rican/Hispanic Task Force, and the New York State Education Department, aimed at empowering Hispanic youth through leadership development and civic engagement. We have been able to strengthen our commitment and provide over $50,000 in student scholarships each year.

- Program Highlights:
  - Participants gain in-depth knowledge of the state legislative process.
  - Opportunities to interact with Hispanic leaders and role models.
  - Emphasis on leadership skills, critical thinking, and responsible citizenship.
  - Participation in a three-day institute with a mock Assembly legislative session and award ceremony during our Albany, NY Conference.

Since the inception of the program, Somos, Inc, has provided PR/HYLI student delegates more than $750,000.

## Edward T. Rogowsky Internship Program in Government and Public Affairs (ETR)

The ETR program provides student training and summer internships, focusing on practical experience and professional development in public service and policy. We have been able continue to provide training stipends and funding for the paid internship program.

- Program Goals:
  - Enhance professional skills and career readiness.
  - Foster a deeper understanding of public service and policy-making processes.
  - Emphasis on leadership skills and critical thinking Participation in a mock Senate legislative session during our Albany, NY Conference and a ceremony in June.
  - Hand on summer internship within elected offices.

# A Glance at Sponsorship Benefits

| Sponsorship Level | Registrations | Benefits |
|---|---|---|
| **Diamond Sponsor - $75,000+** | 10 | Premier level logo placement on conference website, event screens, & Booklet. Opportunity to provide item for welcome bag. Opportunity to speak at a key conference event or provide video message. Verbal recognition from podium. *Additional Branding Support and options available** |
| **Double Platinum Sponsor - $55,000+** | 8 | Premier level logo placement on conference website, event screens, & Booklet. Opportunity to provide item for welcome bag. Opportunity to speak at a key conference event or provide video message for conference website. Verbal recognition from podium. *Additional Branding Support and options available** |
| **Platinum Sponsor - $45,000+** | 5 | Prominent logo placement on conference website, event screens, & Booklet. Opportunity to provide item for welcome bag. Opportunity to speak at a key conference event or provide video message for conference website. Verbal recognition from podium. |
| **Gold Sponsor - $35,000+** | 4 | Prominent logo placement on conference website, general event screens, & Booklet. Verbal recognition from podium. |
| **Silver Sponsor - $25,000+** | 4 | Logo placement on conference website, general event screens, & Booklet. Verbal recognition from podium. |
| **Bronze Sponsor - $15,000+** | 3 | Logo placement on conference website, general event screens, & Booklet. |
| **Benefactor Sponsor- $10,000+** | 3 | Logo placement on conference website & general event screens |
| **Amigos Sponsor - $5,000+** | 2 | Logo placement on conference website & general event screens |
| **Supporter Level** | 1 | Name on Conference Website |

*We understand that sponsorship is a significant investment, and we are committed to working closely with you. We would be happy to discuss your sponsorship options further and tailor a package that meets your specific needs.*

# Conference Events & Activities

Many supporters contribute to our overall conference and programs. Although the conference features a variety of events, we highlight some of our Official Key Conference Events below. These signature events are held in the main ballrooms and other prestigious locations at the host hotel or other local venues.

**Key Conference Events & Activities**

- Welcome Reception
- Booth Expos
- Senior Summit
- Evening Receptions
- CUNY/SUNY Model Senate Mock Session
- El Arco Iris (LGBTQAI+)
- Scholarship Gala
- Labor Breakfast
- Farewell Events
- Women's Development & Networking Series

**Other Opportunities**

- Support Conference Volunteers
- Sponsor an Organization/Student
- Conversation Site
- Cultural Performance
- Support a Student Activity

+ title changes each year to fit conference +

## Other Sponsorship Opportunities

| | | |
|---|---|---|
| Special Events/Activities Excursions, Charity Golf Outing, Special Entertainment, Transportation | WELLNESS SESSION or COFFEE STATION | Scholarship Program Contributions |
| EMAIL FOR MORE DETAILS & INFORMATION | There is limited Space First Come First Served | Various Contribution Opportunities. |

+ Items provided by sponsor ** Frequency based on level * Eblast & social media wording/graphics supplied by sponsor

## Will You Be Hosting Your Own Event During The SOMOS Conference? Let Us Know!

# Gracias

# Thank You!

Somos INC
NEW YORK

## Stay Connected!

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