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2025

GEORGIA TERRACE | 659 PEACHTREE ST NE | ATLANTA, GA 30308

..... **OCT. 14-16, 2025**

LATINOS IN THE SOUTH

In 2002, the Latino Commission on AIDS recognized that the growing Latino communities in the South frequently had no healthcare access, were not adequately reached through traditional health/prevention awareness programs, and faced numerous language barriers as many health service agencies lacked Spanish-speaking or culturally conversant employees.



In the summer of 2007, the Latino Commission on AIDS launched its strategic program initiative: Latinos in the Deep South. Latinos in the Deep South worked in seven states: North Carolina, South Carolina, Alabama, Georgia, Tennessee, Louisiana, and Mississippi. In 2019, Latinos in the Deep South became Latinos in the South, adding Texas and Florida to our target states. That same year, Latinos in the South convened the first Encuentro, a yearly Southern gathering of the multi-racial Latinx LGBTQ+ community and leaders to end the HIV epidemic.



Last year, the Encuentro was held in Charlotte, NC, and we welcomed close to 150 LGBTQ+ Latinx health advocates and allies from across the Southeast



ENCUENTRO 2025

In recent years, the Southeastern states have become home to some of the fastest-growing destinations for Latinxs. As a result of this rapid growth, the Deep South states have had slow responses to the needs and barriers of treating, caring for, and providing adequate and quality services for the Latinx community. The South has consistently reported the highest rates of HIV diagnosis of any US region (AL, FL, GA, LA, MS, TN, SC, and TX). Access to HIV-related medical care is complicated by fear, stigma, and, for undocumented immigrants, a variety of administrative, practical, and legal obstacles. The South is also home to the highest percentage of LGBTQ+ community members and also experiences a record number of anti-LGBTQ+ legislation impacting the well-being and health of our communities.

Approximately 100 participants will gather in Atlanta, GA, to address the challenges above, increase their organizational development and leadership capacity, establish a collective vision for advocacy in the South, and develop their own stories with a focus on race, ethnicity, sexuality, and gender identity. Interpretation is provided wholly throughout the conference as part of our commitment to language justice. Participants are encouraged to submit abstracts, and for many, it is their first time presenting at a conference regarding their work in the South without the limitation of language.

YOUR SPONSORSHIP OF ENCUENTRO 2025 SUPPORTS BUILDING SPACES DESIGNED FOR LGBTQ+ LATINX SOUTHERN HEALTH ADVOCATES, ENCOURAGING THE GROWTH, MOBILIZATION, AND DEVELOPMENT OF REGIONAL HEALTH AGENDAS.



ENCUENTRO | OCT 14-16, 2025 | ATLANTA, GA

CORPORATE SPONSORSHIP OPPORTUNITIES

executive | ejecutivo

\$200,000

Sponsorship provides scholarships for ten participants, prioritizing Latinx individuals who identify as LGBTQ+, live with HIV, are from the regional Southeast, and/or live in rural areas.

Exhibit table and two chairs at the Exhibitor Hall

Logo placement on the website, social media platforms, and all printed materials

60 sec video ad featured at day 1 lunch plenary

Complimentary Encuentro registration for up to 10 participants

Opportunity to host the day 1 lunch plenary

Opportunity to host a breakout session

Opportunity for product placement in event gift bags

Verbal recognition during the Opening Plenary

Recognition on all event press and social media

champion | campeón

\$100,000

Sponsorship provides scholarships for ten participants, prioritizing Latinx individuals who identify as LGBTQ+, living with HIV, are from the regional Southeast, and/or live in rural areas.

Exhibit table and two chairs at the Exhibitor Hall

Logo placement on website, social media, and printed materials

Sponsorship recognition in event press release

30 sec video ad featured during day 2 lunch

Complimentary Encuentro registration for up to 6 participants

Opportunity to host a breakout session

Opportunity for product placement in event gift bags



ENCUENTRO | OCT 14-16, 2025 | ATLANTA, GA

CORPORATE SPONSORSHIP OPPORTUNITIES

board | consejo

\$50,000

Sponsorship provides scholarships for ten participants, prioritizing Latinx individuals who identify as LGBTQ+, live with HIV, are from the regional Southeast, and/or live in rural areas.

Exhibit table and two chairs at the Exhibitor Hall

Logo placement on the website, social media, and printed materials

Sponsorship acknowledgement in event press release

Static digital ad on website and plenary room scroll

Complimentary Encuentro registration for up to 5 participants

Opportunity to host a breakout session

Opportunity for product placement in event gift bags

associate | socio

\$25,000

Sponsorship provides scholarships for eight participants, prioritizing Latinx individuals who identify as LGBTQ+, living with HIV, are from the regional Southeast, and/or live in rural areas.

Exhibit table and two chairs at the Exhibitor Hall

Logo placement on website, social media, and printed materials

Static digital ad on website and plenary room scroll

Complimentary Encuentro registration for up to 4 participants

Opportunity for product placement in event gift bags



ENCUENTRO | OCT 14-16, 2025 | ATLANTA, GA

SPONSORSHIP OPPORTUNITIES

arcoiris | rainbow

\$20,000

Sponsorship provides scholarships for eight participants, prioritizing Latinx individuals who identify as LGBTQ+, live with HIV, are from the regional Southeast, and/or live in rural areas.
Exhibit table and two chairs at the Exhibitor Hall
Logo placement on the website, social media platforms, and all printed materials
Static digital ad on website and plenary room scroll
Complimentary Encuentro registration for up to 6 participants
Opportunity for product placement in event gift bags

orgullo | pride

\$10,000

Sponsorship provides scholarships for six participants, prioritizing Latinx individuals who identify as LGBTQ+, living with HIV, are from the regional Southeast, and/or live in rural areas.
Exhibit table and two chairs at the Exhibitor Hall
Logo placement on the website and all printed materials
Complimentary Encuentro registration for up to 4 participants
Opportunity for product placement in event gift bags



ENCUENTRO | OCT 14-16, 2025 | ATLANTA, GA

SPONSORSHIP OPPORTUNITIES

aliade | ally

\$5,000

Sponsorship provides scholarships for four participants with priority given to Latinx individuals that identify as LGBTQ+, are living with HIV, are from the regional Southeast, and/or live in rural areas.

Exhibit table and two chairs at the Encuentro Exhibitor Hall

Logo placement on the website and all printed materials

Complimentary Encuentro registration for up to 2 participants

Opportunity for product placement in event gift bags

madrina & padrino

corporate \$2500

Sponsors will also have logo placement on the website and all printed materials

Complimentary registration to our Encuentro for up to 2 participants

madrina & padrino

non-profit \$450 with operating budgets under \$1M

Sponsors will also have logo placement on the website and all printed materials

non-profit \$750 with an operating budget of over \$1M

Complimentary registration to our Encuentro for up to 2 participants



ENCUENTRO | OCT 14-16, 2025| ATLANTA, GA

SPECIALTY SPONSORSHIP OPPORTUNITIES

opening plenary

\$15,000 (one available)

Exhibit table and two chairs at the Encuentro Exhibitor Hall

Logo placement on the website and all printed materials

Complimentary Encuentro registration for up to 2 participants

Recognition as the Opening Plenary Sponsor an opportunity for opening remarks

One Sponsored Breakout Session and product placement in event gift bags

welcome reception

\$15,000 (one available)

Logo placement on the website and all printed materials

Complimentary Encuentro registration for up to 4 participants

Recognition as our reception sponsor and specialty branded material for the reception

Opportunity for remarks during the reception and one sponsored breakout session

art & advocacy

\$15,000 (one available)

Exhibit table and two chairs at the Encuentro Exhibitor Hall

Logo placement on the website and all printed materials

Complimentary Encuentro registration for up to 4 participants

Recognition as the art & advocacy social sponsor, and option to showcase an artist

Opportunity to provide remarks during art & advocacy night



ENCUENTRO | OCT 14-16, 2025 | ATLANTA, GA

INDIVIDUAL TICKET PURCHASE

early registration

available until August 31

\$185 for non-profit and government employees
\$350 for-profit employees

regular registration

available until September 30, 2025

\$235 for non-profit and government employees
\$400 for-profit employees

late registration

available until Oct 10, 2025

\$275 for non-profit and government employees
\$450 for-profit employees





Payments can be made online or by check.

Checks should be made payable to the:

Latino Commission on AIDS

24 West, 25th Street, 9th Floor, New York, NY 10010

thank you! ¡gracias!

For questions or additional information needed, contact: encuentro@latinoaidso.org

www.latinodeepsouth.org

