

IGNITING OUR *POWER*



HAITIAN LADIES *Weekend* 2026

WASHINGTON DC

SPONSORSHIP PACKAGE

OCTOBER 2-4

Who



Haitian Ladies Network® is a global platform of influence and impact, 100K+ women and girls strong. Over two decades deep, operating at the intersection of culture, power, capital, HLN is anchored in a community that spans the United States, Canada, France, Haiti, and the broader diaspora.

We



Through its flagship **Haitian Ladies Network®** Weekend and year-round programming, HLN uplifts women through five core pillars: **Financial Well-Being, Wellness and Healing, Culture and Heritage, Bridging Haiti and its Diaspora, and Voice and Influence.**

What began as an intimate DC gathering has grown into one of the most trusted and high-value convenings of its kind, with rare intergenerational reach, cross-sector credibility, and multinational visibility.

This is an ecosystem built on trust where brands don't just show up, they become part of a network that drives purchasing, influence, and long-term loyalty.

Are



We convene women who shape decisions: executives, founders, investors, policymakers, creatives, and the next generation of leaders. Our flagship, the Haitian Ladies Weekend, is a sold-out, 800+ attendee, multi-day experience in Washington, DC with international and virtual reach.



“HLN understands the power of visibility. By highlighting achievement, leadership, and innovation, it creates opportunities for stories of excellence to be shared, celebrated, and remembered.”

- Tamara Béliard Rodriguez

Senior Vice President & Chief Financial Officer, Island TV

2024 Speaker & Media Partner

NETWORK *IMPACT* HIGHLIGHTS

Leveraging our power of driving women to action, **Haitian Ladies Network®** has impacted thousands of women fostering positive change and well-being through knowledge sharing, skill building, and networking.



250K+
Cumulative
livestream views



100K+
Women and girls
engaged worldwide



2.5M+
Extended
network reach



50+
Women running for
elected office featured



1M+
Social media
impressions



650+
Women-led businesses
and enterprises promoted
on our digital platforms



60K+
FB Group members with
42K actively engaged



100K+
Marketplace revenue
across 800+ attendees
in 2024



100+
Women trained on voter
registration to support civic
engagement



250+
Prominent
changemakers,
leaders, artists and
performers hosted



300+
Women trained on
financial management



150+
Women entrepreneurs
showcased at our annual
conference marketplace

How We Advance *Impact*

HLN advances impact across five interconnected pillars. Each is embedded in the Igniting Our Power Haitian Ladies Weekend experience and extends into year-round programming.



Financial Well-Being

Entrepreneurship & Wealth Building

Supporting women-led businesses through visibility, market access, mentorship, and financial knowledge.

HLN's Marketplace has generated \$215K+ in cumulative sales across 175+ entrepreneurs, with 54% of vendors in 2024 featuring products made or sourced directly from Haiti.

Financial literacy programming has trained 350 individuals in money management, investing and estate planning, helping women strengthen financial knowledge and access greater economic opportunities.



Wellness and Healing

Health & Well-being

Creating space for health education, awareness, prevention, and holistic well-being, integrating modern health perspectives with traditional and ancestral healing practices. HLN equips women with credible, practical information to support informed health decisions.

Through expert-led discussions and educational programming, HLN raises awareness around cardiovascular health, hypertension, chronic conditions, reproductive health, women's health across life stages, HIV prevention and testing, mental health, and disparities and barriers to care, ultimately supporting healthier outcomes.



Culture and Heritage

Culture, Identity & Storytelling

Advancing intentional narrative change through cultural programming, artistic expression, and storytelling rooted in Haitian history and identity. Programming includes film, live performance, ancestral dance, immersive art, and multisensory experiences that reconnect attendees with the depth and beauty of their cultural heritage.

Through partnerships with cultural institutions and art centers in Haiti and signature experiences like La Grande Danse, HLN strengthens connections between diaspora audiences and the living culture of their homeland.



Bridging Haiti and its Diaspora

Diaspora-Haiti Bridge

Connecting diaspora leadership with organizations and institutions in Haiti to strengthen collaboration, resource flow, and shared strategy. Programming helps attendees understand how to engage with organizations working in Haiti and how to participate in the country's development in meaningful ways.

In 2024, HLN activated simultaneous programming in Haiti through its partner Banj, livestreaming panels from DC and enabling direct interaction between audiences in both countries.



Voice and Influence

Leadership & Civic Participation

Advancing women's leadership and civic participation by convening elected officials, advocacy leaders, civic organizations, and community-based groups across multiple countries to strengthen dialogue, coordination, and collective strategy.

HLN has profiled 50+ women running for office. Through partnerships with organizations like When We All Vote, HLN integrates voter registration and civic education into the experience.

These engagements create opportunities for greater alignment, increased visibility, and stronger civic participation across the diaspora.

Why Leading Brands Partner With HLN

When your brand enters this space, it enters a relationship with women who pay attention, who talk to each other, and who remember who showed up.

Partners benefit from authentic engagement, meaningful brand visibility, and access to a community that engages, purchases, advocates, and leads.

Partnerships are amplified through HLN's year-round ecosystem, including 2.5M+ extended network reach, 1M+ social media impressions, and 250K+ cumulative livestream views.

HLN is recognized for convening conversations and experiences in spaces associated with excellence, leadership, and influence, including the National Museum of African American History and Culture, the Kennedy Center, the National Gallery of Art, the Organization of American States, and the Embassy of Haiti.

HLN connects brands with an influential community of 100K+ women and girls engaged worldwide through a network that is:



INTIMATE BY DESIGN

prioritizing meaningful access over scale.



INTERGENERATIONAL IN INFLUENCE

connecting today's leaders with those shaping what's next.



CROSS-SECTOR IN REACH

bringing together business, policy, culture,



GLOBAL IN PERSPECTIVE

serving as a bridge across the U.S., Haiti, and the broader diaspora.

“*Haitian Ladies Network® brings together a community of women who are not only accomplished, but deeply engaged in shaping business, culture, and leadership. Being part of this network—whether as a speaker, supporter, or host—has consistently demonstrated the power of intentional convening. The conversations that happen within HLN are substantive, and the relationships built there endure.*”

- Daphne Dufresne

Founder & Managing Partner, Awani Capital



The Haitian Ladies Weekend Experience

OCTOBER 2-4, 2026 | WASHINGTON, DC

The Haitian Ladies Weekend is a three-day convening that blends leadership, business, culture, wellness, and connection through keynotes, workshops, curated experiences, and signature events across multiple venues. Programming is centered on HLN's five core pillars.

The audience includes **industry leaders, executives, entrepreneurs, changemakers, creators, household decision-makers, and the next generation of talent and leadership.** With 800+ attendees expected and global virtual access, the annual sold-out Weekend creates opportunities for brands to engage a highly influential audience.

Weekend at a Glance

Day 1 – Culture · Art · Diplomacy

Curated cultural experiences, institutional engagement, and opening celebrations.

Day 2 – Symposium · Experience · Movement

Keynotes, workshops, wellness, entrepreneurship, innovation, and immersive activations.

Day 3 – Signature Brunch · Leadership · Connection

World-class speakers, mentorship, leadership conversations, and community recognition.

Evening & Social Experiences

Curated networking events and social activations that extend engagement beyond the main program.

“*Haitian Ladies Network® offers something that is rare in today's landscape: a trusted space where engagement feels authentic and meaningful. Over the years, our continued partnership has allowed me to connect with a community that is attentive, responsive, and values financial management expertise. The depth of interaction at HLN's annual conference goes far beyond visibility; it is about presence, trust, and consistency.*”

- Swanellie Paulin

Financial Advisor with Edward Jones



“ *HLN put together such an inspirational aspirational joyful weekend with the most incredible women. Honored to have been a part of it.* ”

- Garcelle Beauvais

Actress, Author, TV host

2024 Speaker

HOW BRANDS SHOW UP



Every HLN partnership carries a built-in social return, advancing women's health, financial well-being, entrepreneurship, and leadership development as a natural extension of the experience.

Your brand lives inside the full journey.



Branded environments



Experiential activations



Co-created programming with HLN



Marketplace integration



Wellness engagement



VIP hosting



Nightlife and after-party activations



Event app visibility



Podcast alignment



Livestream and digital amplification



Influencer and attendee-generated content



Post-event reporting and performance insights

PAST SPEAKERS, PERFORMERS & COLLABORATORS

The Caliber of the room

HLN has hosted 250+ speakers, performers, and collaborators from across the United States, Canada, France, Italy, Haiti, and the global diaspora, including heads of state, White House leaders, Emmy and Grammy Award winners, Cannes and Sundance filmmakers, prize-winning authors, and globally recognized cultural voices.



GLOBAL CHANGEMAKERS

Michèle Duvivier Pierre-Louis – Former Prime Minister of Haiti; President, FOKAL

Michaëlle Jean – Former 27th Governor General, Commander-in-Chief of Canada

Yamiche Alcindor – Washington Correspondent for NBC News, Former White House Correspondent for PBS NewsHour, Peabody Award winner

Karine Jean-Pierre – Former White House Press Secretary and Senior Advisor to President Joseph R. Biden Jr.

Dominique Anglade – Executive Director HEC Montréal; Former Leader of the Québec Liberal Party; Former Deputy Premier and Minister of Economy; Co-founder, KANPE Foundation



SPEAKERS

Jeanique Riche-Druses – Executive Director & Retail Strategy Director, JPMorganChase Global Philanthropy

Daphne Dufresne – Founder and Managing Partner at Awani Capital Management

Danielle Cadet – Content Strategist, Brand Consultant & Podcast Host; Former Executive Editor, VP of Content @ ESSENCE

Sandra Lajoie – Senior Communications Executive Brand Strategist

Martine St. Victor – General Manager, Québec, Edelman

Magalie Laguerre-Wilkinson – Vice President of News Programming & Executive Producer of Nick News at Paramount/Nickelodeon



ARTISTS, CREATIVES & CULTURAL VOICES

Stella Jean – Fashion Designer; Founder, Stella Jean Brand; UN Ethical Fashion Initiative Advisory Board Member

Garcelle Beauvais – Actress; Television Personality; Producer; Author

Edwidge Danticat – MacArthur Fellow and acclaimed author

Jimmy Jean-Louis – Actor; AMAA Best Actor Recipient; Ambassador-at-Large to Haiti

Régine Chassagne - Grammy-Nominated Artist; Lead Singer Arcade Fire; Co-Founder KANPE Foundation

Yanick Lahens – Francophone writer, novelist, teacher, and lecturer; Officer of the Order of Arts and Letters; Knight of the Legion of Honor; Laureate of the Grand Prix du Roman de l'Académie Française

Gessica Généus – Award-Winning Actress and Director, “Freda” 2021 Cannes Film Festival Official Selection and “Marie Madeleine” 2026 Cannes Film Festival Premiere

Philippe Dodard – Contemporary Artist & Sculptor; Knight of the National Order of the Lion; President, Fondation Culture Création



PERFORMERS

Wyclef Jean – Three-time Grammy and Emmy Award-winning artist

Emeline Michel – Singer; Songwriter; Cultural Ambassador

Stacey Barthe – Grammy-Nominated Songwriter





Stella Jean
Fashion Designer
2024 Keynote

PAST PARTNERS

We have partnered with more than
50 leading organizations and brands.



PARTNERSHIP LEVELS

\$75,000

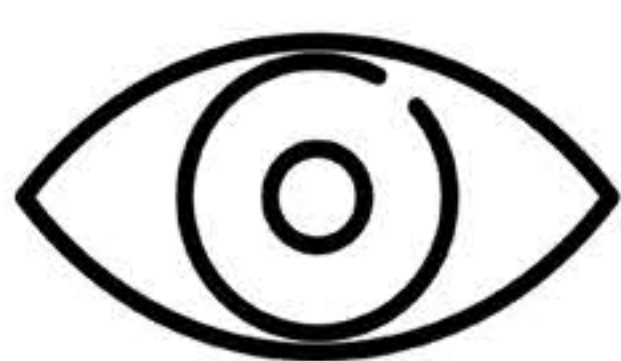
75K

PREMIER PARTNER FULL ECOSYSTEM INTEGRATION *Limited to 2 Partners*

Integrated presence across the full HLN Weekend experience, spanning cultural opening through the Signature Brunch, with brand integration across key moments, platforms, and environments.

This partnership level is designed for enterprise-scale engagement, offering the highest degree of alignment with HLN’s programming, audience touchpoints, and convening power across the Weekend ecosystem across visibility, experience, and data.

PARTNERSHIP EXPERIENCE



VISIBILITY
Consistent presence across HLN’s high-trust environments, including onstage moments, digital platforms, and onsite touchpoints throughout the Weekend.



ACTIVATION
Curated, high-intent brand experiences designed to drive meaningful engagement through programming integration, interactive activations, and strategic audience touchpoints.



DATA
Post-event reporting with actionable insights on engagement, activation performance, and pre-aligned success metrics established in partnership prior to the Weekend.

INCLUDED BENEFITS

- Premier Partner recognition at Saturday Symposium and Sunday Brunch
- Opportunity to speak on plenary stage
- Premium exhibition space
- Co-created activation aligned with HLN pillars and partner strategic priorities
- Organizational video showcased on stage, event app, and HLN social media
- Priority logo placement across event, digital, and promotional platforms
- Exclusive hosting of HLN Igniting Our Power: The Lakou Leadership Experience, an invitation-only executive convening
- Opportunity to place a promotional item in all attendee bags
- Complimentary participation at all events and reserved seating at plenary sessions
- Post-event debrief on engagement and activation performance insights aligned to defined objectives
- Opportunity to place a promotional item in all attendee gift bags

PARTNERSHIP LEVELS

\$50,000

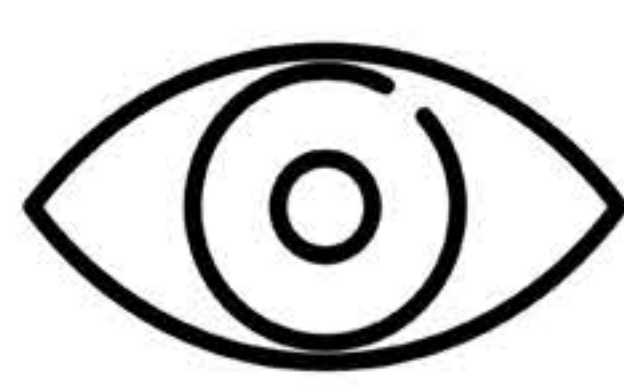
50K

EXPERIENCE PARTNER FLAGSHIP MOMENT OWNERSHIP

Own a defining Weekend moment such as the Signature Brunch or Saturday Symposium placing your brand at the center of a high-visibility experience.

This level delivers strong brand association, focused engagement, and visibility tied to a single flagship moment.

PARTNERSHIP EXPERIENCE



VISIBILITY
Direct association with a key flagship moment within HLN programming.



ACTIVATION
Dedicated branded presence within a curated experience designed for high-quality engagement.



DATA
Post-event reporting with summary insights on reach, participation, and engagement for the sponsored moment.

INCLUDED BENEFITS

- Co-branded activation within one flagship experience aligned to HLN pillars
- On-stage remarks during assigned flagship moment
- Branded activation space within selected programming environment
- Opportunity to do one product give away at flagship event
- Onsite and digital visibility tied to sponsored moment
- Recognition across select event materials linked to sponsored moment
- Exhibition Space
- Complimentary tickets (up to 10) at all events and reserved seating at plenary sessions
- Opportunity to place a promotional item in all attendee gift bags

PARTNERSHIP LEVELS

25K

\$25,000

EXPERIENCE PARTNER TARGETED ENGAGEMENT

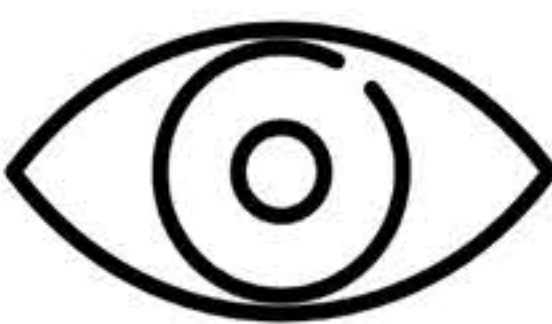
Own a curated HLN experience such as the Health & Wellness Lounge, Marketplace, Art Immersion, Cultural Evening, or Ideas & Influence Studio, placing your brand in direct contact with engaged attendees.

This level delivers focused interaction, experiential visibility, and strong audience recall within a defined programming environment.

INCLUDED BENEFITS

- Branded experiential space within selected experience
- Digital visibility across HLN event platforms and app
- Opportunity to do a product give away
- Complimentary participation at all weekend in-person events
- Opportunity to place a promotional item in all attendee gift bags

PARTNERSHIP EXPERIENCE



VISIBILITY

Brand presence within a high-engagement, curated HLN experience.



ACTIVATION

Direct, in-person interaction with attendees in an immersive setting.



DATA

Post-event summary of engagement within the sponsored experience.

PARTNERSHIP LEVELS

10K

\$10,000

BRAND PARTNER PRESENCE & VISIBILITY

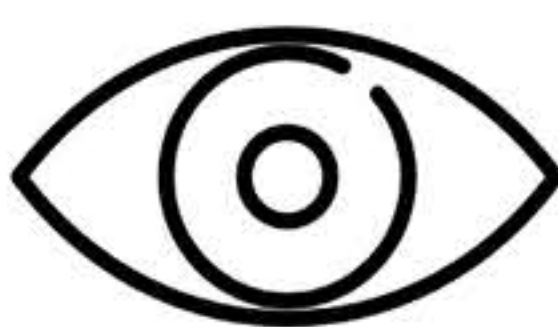
Establish your brand within the HLN ecosystem through on-site presence and cross-platform visibility across the Weekend experience.

This level provides awareness, access, and entry into a trusted, high-impact community.

INCLUDED BENEFITS

- Logo placement across event platforms
- Complimentary event access
- Opportunity to place a promotional item in all attendee gift bags

PARTNERSHIP EXPERIENCE



VISIBILITY
Brand exposure across key HLN touchpoints.



ACTIVATION
Light engagement through presence and visibility.



DATA
Post-event summary of reach and participation.

PARTNERSHIP LEVELS

5K-2.5K

\$5,000 - \$2,500

COMMUNITY PARTNER LOCAL PRESENCE & CONNECTION

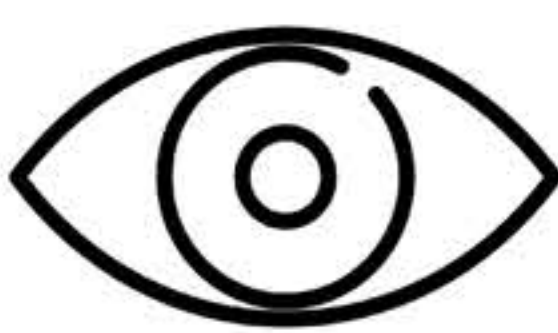
Designed for community-based organizations and local businesses seeking meaningful visibility and participation within the HLN ecosystem.

This level offers access to a trusted audience and alignment with a platform centered on culture, community, and collective advancement.

INCLUDED BENEFITS

- Logo placement
- Complimentary participation at all weekend events

PARTNERSHIP EXPERIENCE



VISIBILITY
Brand presence within a high-trust community environment.



ACTIVATION
On-site presence with direct attendee connection.



DATA
Alignment with a values-driven, community-centered platform.

WHAT YOUR
PARTNERSHIP
DELIVERS

VALUE



AUDIENCE ACCESS AND ENGAGEMENT

800+

In-person attendees
(sold out, 2024)

250K+

Cumulative
livestream views

2.5M+

Extended
network reach

100K+

Women and girls
engaged worldwide

Your brand reaches a focused, high-value audience across physical, virtual, and digital channels simultaneously



CONTENT WITH
EXTENDED REACH

Programming captured and distributed across HLN’s podcast, YouTube, social platforms, and event app

Branded content and co-created moments continue to generate visibility well beyond the Weekend



MEASURABLE
PERFORMANCE

Every partner receives a post-event engagement summary

Premier and Presenting Partners receive a dedicated performance report including audience demographics, on-site engagement data, digital impressions, social media metrics, content performance, and sentiment analysis



BRAND ASSOCIATION
THAT COMPOUNDS

HLN’s audience is loyal, returning, and vocal about the brands that show up

Sponsor recall in this community is driven by trust and personal experience

Long-term value increases with continued partnership

ALIGNMENT WITH YOUR STRATEGIC PRIORITIES

Consumer engagement	Market positioning	Audience insight	Thought leadership	Talent visibility	Cultural relevance	Community impact
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HLN works with each partner to ensure activation aligns with your goals. Multi-year and co-created partnerships are available at every level.

TAKE ACTION

The Haitian Ladies Network® partners with a limited number of brands each year to ensure depth and intentional engagement.

At HLN, brands become part of the culture, the conversation, and the community shaping what comes next.

Let's position your brand where it matters most.

Contact

partnerships@haitianladies.org

to join us.



**HAITIAN
LADIES**
NETWORK