

## Sponsorship Opportunities - *About the conference*

"Cambio de Colores (Change of Colors)" is an annual conference that focuses on issues related to the integration of Latino and other immigrants in new destination states in the American Heartland.

The fourteenth conference will take place at the University of Missouri-Kansas City on June 10-12, 2015. This year's conference theme, "Shaping the Future: Leadership for Inclusive Communities," is meant to highlight the important role of leaders within Latino, immigrant, and receiving communities and the contributions they make in creating strong and resilient places. Speakers and workshops will address the many interest areas that fall under this theme, including health, education, change and integration, civil rights and political participation, and entrepreneurship and economic development.

Please visit our website for more information: [www.CambioDeColores.org](http://www.CambioDeColores.org)

### Keynote Speakers



**Katherine Richardson Bruna** is an associate Professor in the School of Education at Iowa State University. Her research interests include multiculturalism and bilingualism in schools and society,

and teaching and learning in demographically-transitioning community and classroom contexts. Her research has included trips with three groups of administrators, teachers, and other education professionals to Michoacan, Mexico, to learn about the community, family, and schooling experiences Mexican immigrant youth bring with them to their Iowa classrooms.



**Mario Hernández** is the VP and COO of the Latino Economic Development Center, a statewide membership-based non-profit organization focused on transforming communities by

creating economic opportunity for Latinos in Minnesota. Hernández is responsible for the day-to-day operations of the organization. He has over 10 years of experience in program and project administration, which includes policy development and project coordination roles for the State of Minnesota, and years of service on the boards of local and statewide non-profits.



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## Sponsorship Opportunities - Conference objectives

This three-day conference convenes research and extension academics, public and private service providers, grassroots organizations, state and local government institutions, business professionals, and newcomers themselves. The diverse and enthusiastic participation in these very inclusive events demonstrates the relevance and urgency of addressing both the challenges and the opportunities that arise in Missouri and other new destination states as Latinos and other newcomers settle as workers, families and members of communities.

The conference's main goal is to provide knowledge towards a smooth and lasting integration of the new population, through the following objectives:

- Provide an opportunity to assess the changes brought about by the presence of new Latino urban and rural settlers in Missouri and other new destination states.
- Examine newcomers' contributions to the changing economic, social, and cultural landscapes.
- Provide an understanding of the opportunities this demographic change is bringing to people, communities, businesses, and educational institutions.
- Provide a forum to discuss the challenges that growth and change generate for institutions and new and long-term residents of these new immigrant destinations.
- Share relevant scholarship and best practices, as well as to identify knowledge and service needs that should be addressed.

Led by the University of Missouri, Cambio de Colores is a collaborative effort that includes University of Missouri Extension, the campuses of the Missouri system, and other educational institutions in the Midwest and the Southern regions, as well as government and private organizations. Since 2009, the conference has benefited from the cooperation of the interstate initiative on "Latinos and Immigrants in Midwestern Communities," North Central Education and Research Activity 216 (NCERA 216).



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## Sponsorship Opportunities - *Details*

### **Diamond Conference Sponsor - \$5,000.00 and over**

- Banner or poster in a central location in the main room
- Free table in the exhibit area
- Full-page color advertisement on inside covers of the program
- Acknowledgment with a logo on the front cover of the program
- Free advertisement on our website: [www.CambioDeColores.org](http://www.CambioDeColores.org) (this includes a link to your home page)
- Free table seating for eight people at event of choice (luncheon or dinner)
- Opportunity to distribute your company's brochure, coupons and other marketing material plus a gift/giveaway to be included in the attendee pack

### **Gold Sponsor - \$2,500.00**

- Banner in the main room
- Half-page advertisement (on inside covers) in program
- Acknowledgment with a logo on the back cover of program booklets
- Free advertisement on our website: [www.CambioDeColores.org](http://www.CambioDeColores.org) (this includes a link to your home page)
- Free table seating for four people at event of choice (luncheon or dinner)

### **Silver Sponsor - \$1,000.00**

- Acknowledgment in program and website: [www.CambioDeColores.org](http://www.CambioDeColores.org)
- Quarter-page advertisement in the program

### **Bronze Sponsor - \$500.00**

- Acknowledgment in the program and website: [www.CambioDeColores.org](http://www.CambioDeColores.org)
- Business card-sized advertisement in the program

*Questions about sponsorships can be addressed to:*

Domingo Martínez: Conference Director  
301 Gentry Hall University of Missouri-Columbia  
Columbia, MO, 65211  
(573) 882-4746  
[DMartinez@missouri.edu](mailto:DMartinez@missouri.edu)

Lindsey Saunders: Coordinator, Cambio Center  
301 Gentry Hall University of Missouri-Columbia  
Columbia, MO, 65211  
(573) 882-2978  
[SaundersL@missouri.edu](mailto:SaundersL@missouri.edu)





Fourteenth Annual Conference

**AMBIO DE COLORES**

**CHANGE OF COLORS**

University of Missouri-Kansas City  
June 10-12, 2015

**Latinos in the Heartland:**  
Shaping the Future: Leadership for Inclusive Communities  
*A multistate conference about integration of immigrants*

## Sponsorship Opportunities - Response form

Thank you for your sponsorship of the 2015 Cambio de Colores conference. Please complete this form and return it to the office listed below. If the funds are already available, you can enclose a check along with this form.

Organization	
Contact Name	
Mailing Address	
Phone Number	
Fax Number	
Email Address	
Sponsorship Amount	

Sponsorship payments are made to the University of Missouri. If paying by check, please include "Cambio de Colores Conference Sponsorship" in the memo field. If a receipt is required, or if there are questions concerning any additional financial arrangements, please contact Erica Lovercamp at (573) 882-4349 or [muconf1@missouri.edu](mailto:muconf1@missouri.edu). If you are a diamond sponsor, please send the names of the people that will be attending the event to [muconf1@missouri.edu](mailto:muconf1@missouri.edu).

Please mail or fax this form to:

**Cambio de Colores 2015 Conference MU Conference Office**  
344 Hearnes Center, University of Missouri Columbia, MO 65211  
Fax: (573) 882-1953

*Thank you very much for your support. Muchas gracias por su apoyo.*

**Domingo Martínez**  
Conference Director  
University of Missouri Cambio Center  
(573) 882-4746 (phone)  
(573) 882-5127 (fax)  
[DMartinez@missouri.edu](mailto:DMartinez@missouri.edu)



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