

# LATINOS *for a* SECURE RETIREMENT



**1<sup>st</sup> Annual**  
**Latinxs Making Money Moves Conference**  
Crowell & Moring | Capitol Hill  
May 1 - 2, 2019

Today, Latinx Millennials represent 24 million people, comprising almost half of the total U.S. Hispanic population. As America's Hispanic population continues to grow, the country's financial wellbeing will increasingly reflect the financial wellbeing of Latino Americans. Most importantly, U.S. Latinxs are the youngest of the nation's largest racial and ethnic groups, with a median age of 28. We believe that with appropriate dialogue around budgeting, life planning, and retirement preparedness this generation can create a sustainable and dignified retirement for themselves and begin the journey to create generational wealth for all Latinx families.

This conference will focus on providing tools to participants to increase economic security, preparedness for changing work arrangements (inclusive of the "gig economy"), and partaking in a thorough introduction to current social insurance programs that continue to protect millions of American workers. We will also hear from expert panelists who will discuss policy solutions to the risks that young Americans are exposed to, including rising student debt, dual caregiving needs of children and aging parents and the ever-increasing costs of health insurance and prescription drugs.

The evident rise in the Latino population will catapult this minority into a minority-majority who will shape the economy, government and social facets of the American culture. We believe that with the aforementioned solutions along with personal commitment we will change the culture of savings and retirement preparedness for the Latinx community.

Our organization has chosen to create more opportunities to increase financial education, investments, and economic security to ultimately create a better and sustainable livelihood in retirement. The conference will bring together 100 Latinx Millennials between the ages of 18-35, among them seniors in college, recent college graduates, young professionals and young entrepreneurs. Our goal will be to increase leadership & civic development, career development, and financial empowerment skills to the new generation of the American workforce.

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## TENTATIVE AGENDA

<b>Wednesday, May 1, 2019</b>	<b>Crowell &amp; Moring   9<sup>th</sup> Floor</b>
8:30 AM – 9:00 AM	Registration & Continental Breakfast
9:00 AM – 9:15 AM	Welcome & Guest Speaker
9:15 AM – 10:15 AM	Session 1: <i>What my parents didn't teach me. Collective Bargaining, Salary &amp; Benefit Negotiation</i>
10:15 AM – 10:25 AM	Break
10:25 AM – 11:25 PM	Session 2: <i>Learning the 123's &amp; ABC's of Savings, Retirement and Investment Vehicles – 401K's, IRA's, Money Market Accounts, Stocks, Bonds... Que?</i>
11:30 AM – 12:30 PM	Session 3: <i>What do we do about these loans? Discussion on becoming better consumers and strategies to pay off debt. Focus on Student Loans, Home Loans and Car Loans.</i>
12:30 PM – 1:00 PM	Break
1:00 PM – 2:00PM	Lunch Discussion <i>Will Social Security be there for me when I retire? – Survey Results &amp; Addressing Misconceptions among Young People</i>
3:00 PM – 4:00 PM	Session 4 – <i>Policy Challenges &amp; Solutions - Increasing costs to Healthcare, Caregiving and Prescription Drugs</i>
4:00 PM – 5:00 PM	Session 5 – <i>Advocacy Training</i>
5:00 PM – 5:15 PM	Closing & Call to Action
<b>Thursday, May 2, 2019</b>	<b>Capitol Hill   Rayburn House Building 2043 &amp; 2044</b>
8:30 AM – 9:00 AM	Registration & Continental Breakfast
9:00 AM – 9:15 AM	Welcome & Guest Speaker
9:15 AM – 10:00 AM	Advocacy Refresher
10:00 AM – 12:00 PM	Hill Visits
12:00 PM – 1:30 PM	Lunch & Panel
1:30 PM – 3:00 PM	Hill Visits
3:15 PM – 3:30 PM	Group Picture at Capitol Steps
4:00 PM – 6:00 PM	Closing Reception

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## **Sponsoring the 2019 Latinos Making Money Moves Conference**

### **PRESENTING SPONSOR - \$20,000**

- Recognition as the presenting sponsor of Latinos Making Money Moves Conference
- Corporate (10 minutes) address at LSR's Latinos Making Money Moves Conference
- Panel speaker participation at Latinos Making Money Moves Conference
- Display of corporate logo in printed promotional and invitation materials
- Display of corporate logo on website
- Distribution of corporate packages, literature, and/or items during the summit
- Recognition as presenting sponsor and one (1) full-page color advertisement in the 2019 Latinos Making Money Moves Conference printed program

### **CONGRESSIONAL LUNCHEON SPONSOR - \$15,000 (LIMITED ONE SPONSOR)**

- Sponsorship of LSR's Congressional Luncheon
- Panel speaker participation at LSR's Latinos Making Money Moves Conference
- Display of corporate logo in printed promotional and invitation materials
- Display of corporate logo on website
- Distribution of corporate packages, literature, and/or items during the summit lunch
- Recognition as conference luncheon sponsor and one (1) full-page color advertisement in the 2019 Latinos Making Money Moves Conference printed program

### **CONFERENCE LUNCHEON SPONSOR - \$10,000 (LIMITED ONE SPONSOR)**

- Sponsorship of LSR's Conference Luncheon
- Panel speaker participation at LSR's Latinos Making Money Moves Conference
- Display of corporate logo in printed promotional and invitation materials
- Display of corporate logo on website
- Distribution of corporate packages, literature, and/or items during the summit lunch
- Recognition as conference luncheon sponsor and one (1) full-page color advertisement in the 2019 Latinos Making Money Moves Conference printed program

### **POLICY SPONSOR - \$5,000**

- Panel Session Sponsorship of LSR's Latinos Making Money Moves Conference
- Panel speaker participation at Latinos Making Money Moves Conference
- Display of corporate logo in printed promotional and invitation materials
- Display of corporate logo on website
- Recognition as policy level sponsor and a half-page advertisement in the 2019 Latinos Making Money Moves Conference printed program

### **PROGRAM GUIDE ADVERTISEMENT - \$2,500**

- One (1) full-page color advertisement in 2019 Latinos Making Money Moves Conference printed program



PARTNER INFORMATION

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Committed Sponsorship Level: \_\_\_\_\_

Payment Method: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Security Code: \_\_\_\_\_

Address for Card: \_\_\_\_\_

Please return to [abigail@latinoretirement.org](mailto:abigail@latinoretirement.org)

Or mail directly to  
Abigail Zapote  
Hispanic Heritage Foundation  
ATTN: Latinos for A Secure Retirement  
1001 Pennsylvania Avenue, NW, 7<sup>th</sup> Floor  
Washington, D.C. 20004

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## SAVE THE DATE

**2019** MAY 1-2, 2019  
1st ANNUAL MEETING  
**LATINOS MAKING MONEY MOVES**  
CROWELL & MORING | CAPITOL HILL



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## WHY SHOULD YOU ATTEND?

1

### REACH FINANCIAL GOALS

Learn from experts on better ways to reach savings and investment goals!

2

### POLICY & ADVOCACY

Strengthen your policy and advocacy skills through engaging workshops by expert policy leaders.

3

### NETWORKING

Build your network with other young professionals and industry leaders from across the country.

FOLLOW US FOR MORE INFO:



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www.latinoretirement.org