



**FROM OUR COMMUNITY PARTNER**

La Voz San Diego (La Voz) is a personal email list that for the 20 years has been committed to keeping the San Diego region informed, connected and involved. The La Voz network consists of over 6,000 subscribers representing leaders from education, government, media, nonprofits, business and the arts and activist community. La Voz's weekly newsletter includes community events and resources, funding and employment opportunities. La Voz publishes occasional e-mails on behalf of its community partners and sponsors and also reserves the right to select which events to publish. All e-mails are sent out as a free community service and are not connected to any particular organization, political affiliation or business.



**- LA VOZ AT A GLANCE -**



**WEEKLY NEWSLETTER** - For nearly two decades our weekly newsletter has shared information about community events, organizations, resources and jobs as "*A Free Community Networking Solution.*" The tradition of sharing this information will continue under our **RED** logo but with a much stronger call to action that we feel is needed today to continue to bring our communities together, "*Be informed, Be involved!*"



**COMMUNITY PARTNER NEWS** - Over the years LA VOZ has been supported by some great community serving organizations. Together we have partnered to share information and resources with our community through partner branded eblasts. We will continue to share information *from our community partners* with our **BLUE** Logo.



**ACTION ALERTS** - On occasion there is information that is either so critical or time sensitive that it cannot wait until the next newsletter. Those emails will continue to be released under our **TURQUOISE** logo as *Community Action Alerts.*



**JOBS** - For many of our subscribers the ability to post and view employment opportunities has been a valuable resource provided by LA VOZ. Our newsletter continues to have a dedicated section for this, however on occasion we will also release employment specific announcements.

**SOCIAL MEDIA** - LA VOZ has always had a social media presence. Look to that increasing over the next year as we expand our new brand that includes our new social media friendly icon. In the meantime, follow us on [Facebook](#).



To become a La Voz Community Partner email us at [panayajr@cox.net](mailto:panayajr@cox.net) or call 619.694.8711



**- PARTNERSHIP RATES & BENEFITS –**

*Help us continue to connect our community by becoming a community partner!*

**TITLE PARTNERSHIP (\$2,500)**

- **Banner Hyperlinked Logo** – Inclusion of hyperlinked logo as part of newsletter banner for one year at top of every weekly newsletter.
- **Introductory Email (1)** – To initiate the partnership an introductory communication will be developed in announcing the partnership. It would be designed to include information and links about the sponsoring organization and a description of any upcoming special projects/promotions.
- **Exclusive Emails (6)** – A total of six emails annually will be designed as a stand-alone email promoting exclusive organizational activities. Each email will be branded using the community partner logo.
- **Priority Postings (12)** – A total of 12-newsletter posting will be included in each email and will be highlighted as a community partner posting within the newsletter prominently towards the top of the newsletter.
- **Facebook Cross Promotion:** Announcements will be cross-marketed on the La Voz Facebook.

**ANNUAL SPONSOR (\$2,000)**

- Introductory email (1)
- Hyperlinked logo in sponsor section (1 year)
- Exclusive quarterly emails (4)
- Bimonthly priority postings (6)
- Facebook cross promotion

**LA VOZ PARTNER (\$1,000)**

- Introductory email (1)
- Hyperlinked logo in sponsor section (1 year)
- Exclusive semi-annual emails (2)
- Three priority postings (3)
- Facebook cross promotion

**FRIEND OF LA VOZ (\$500)**

- Hyperlinked Logo in sponsor section (1 year)
- Exclusive annual email (1)
- Two Priority Postings (2)
- Facebook cross promotion

**SUPPORTER (\$250)**

- Hyperlinked Logo in sponsor section (1 year)
- One priority postings (2)
- Facebook cross promotion

**ONE TIME BLAST (\$150)**

- Exclusive Email (1)
- Facebook cross promotion



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