



University of Missouri-Columbia  
June 25-27, 2014

## Latinos in the Heartland: Growing Together in New Destination Areas

*A multistate conference about integration of immigrants*

### 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 thirteenth conference will take place at the University of Missouri-Columbia on June 25-27, 2014. This year’s conference theme, “**Growing Together in New Destination Areas,**” is meant to encourage the discussion of research and best practices that can be used by communities to assist integration efforts in areas with a recent intake of immigrants. 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



**Dr. Alejandro Portes** is Professor of Sociology and founding director of the Center for Migration and Development at Princeton University. He is the author of 250

articles, chapters, and books on national development, international migration, Latin American and Caribbean urbanization, and economic sociology. His current research is on the adaptation process of the immigrant second generation in comparative perspective, the role of institutions on national development, and immigrant transnationalism.



**Roger Campos Esq.** is president, CEO, and founder of Minority Business Round Table, the first national organization for CEOs of the nation’s leading

minority-owned businesses. MBRT provides a forum for the 6 million CEOs of minority and women-owned businesses to address public policy issues, and serves as a unique resource on business issues, including access to capital and doing business with the federal government.



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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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Thirteenth Annual Conference

**AMBIO DE COLORES**

**CHANGE OF COLORS**

University of Missouri-Columbia  
June 25-27, 2014

## Latinos in the Heartland: Growing Together in New Destination Areas

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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: Director, Cambio Center  
301 Gentry Hall University of Missouri-Columbia  
Columbia, MO, 65211  
(573) 882-4746  
DMartinez@missouri.edu

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### Sponsorship Opportunities - Response form

Thank you for your sponsorship of the 2014 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	
E-MAIL ADDRESS	
SPONSORSHIP LEVEL	

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 2014 Conference MU Conference Office**  
344 Hearnese 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**

Director, Cambio Center

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