CHICANOS POR LA CAUSA

De Colores & Prestamos WBC Present:

jefas

MERCADO

MARCH 7, 2026
10AM - 3PM

SPONSORSHIP OPPORTUNITIES

About Jefas Mercado

Building on the success of our inaugural celebration, Jefas Mercado returns on Saturday, March 7, 2026, in honor of International Women's Day. This vibrant marketplace uplifts and celebrates women-owned businesses that have launched or grown with the support of Chicanos Por La Causa (CPLC), De Colores and the Prestamos Women's Business Center.

In 2025, more than two dozen vendors showcased their products and services, generating visibility and income for emerging entrepreneurs.

Unlike traditional markets, we do not charge vendors a participation fee - removing financial barriers and ensuring equitable access for all. Sponsorships help cover these costs, allowing us to provide free vendor opportunities while expanding our impact with more vendors, live entertainment, cultural experiences and community partnerships.

By sponsoring Jefas Mercado, your organization helps empower women to thrive economically and personally.

CPLC De Colores

De Colores Domestic and Sexual Violence programs provide a safe and secure environment for survivors, families and their pets to heal from the traumatizing effects of violence and sexual assault. Shelter and community – based services meet survivors where they are to help them discover their strengths and live a life of independence and safety. De Colores is known in the community to support survivors who encounter additional barriers and customize services to their family's needs.

Prestamos Women's Business Center

The Prestamos Women's Business Center (WBC) empowers women entrepreneurs through no-cost business training, one-on-one coaching and access to resources that support small business success. The program serves aspiring and established business owners—particularly women, people of color and underserved communities who are seeking guidance, education and opportunities to grow and sustain their ventures.

THE MERCADO

Join us for a day of culture, connection and community - and help celebrate the women who are shaping Arizona's entrepreneurial future.

Latina Leadership Conversation

This panel discussion and networking event provides a space for Latina leaders of the past, present and future to connect and share experiences and consejos on leadership, overcoming obstacles, and navigating the professional world.

Event Details:

Date: Saturday, March 7, 2026
Time: 10 am - 3pm
Panel: 12pm - 1pm
Location: Warehouse 215 - 215 E Grant St, Phoenix, AZ 85004

What to expect:

- **Shop local:** Discover unique products from women-owned businesses.
- **Enjoy live entertainment:** Cultural performances, music, and more!
- **Savor local flavors:** Food & refreshments from community favorites.
- **Connect & inspire:** Network with entrepreneurs, community leaders and partners creating economic opportunity across Arizona.

Why it matters:

Every purchase and partnership at Jefas Mercado supports women entrepreneurs — helping them grow their businesses, gain visibility and achieve financial independence.

Learn more & RSVP:

Visit phoenixwbc.org/jefasmercado or scan the QR code to RSVP.

WHY SPONSOR?

By sponsoring Jefas Mercado, your organization joins a growing community of partners who believe in the power of women-led entrepreneurship. Your support fuels real impact - helping women gain the visibility, resources and confidence to grow their businesses.

Community Impact

By sponsoring this event, your organization directly contributes to empowering survivors of domestic violence and supporting women-owned businesses, creating meaningful change in your local community.

Unique Exposure

Gain recognition as a champion of social impact by showcasing your brand to a diverse audience that values resilience, empowerment and community.

Customizable Packages

Tailored sponsorship options ensure your brand receives maximum visibility while aligning with your organization's values and goals.

Tax Deduction

As a sponsor, your contribution may qualify as a tax-deductible expense, providing financial benefits while supporting an impactful cause.

Long-Lasting Partnerships

Build meaningful connections with like-minded businesses, nonprofit organizations and community leaders, fostering collaboration beyond the event.

By sponsoring Jefas Mercado, your organization joins a network of dedicated partners - including Univision Arizona, returning as our official Media Sponsor for 2026.

Sponsors like Univision recognize the long-term value of aligning with a movement that celebrates women, culture and community. Their continued support is a testament to the event's impact and growing visibility across Arizona.

IMPACT & COMMUNITY

2025 BY THE NUMBERS

200+ ATTENDEES
including families, local leaders and small business supporters

22 VENDORS
women-owned and/or survivor-led businesses

$7,000 REVENUE
generated by product-based businesses

200+ LEADS
generated by service-based businesses

6 RESOURCES
on-site sharing services with vendors and attendees

2026 PROJECTIONS

500+ ATTENDEES
including families, local leaders and small business supporters

40 VENDORS
women-owned and/or survivor-led businesses

$15,000+ REVENUE
generated by product-based businesses

400+ LEADS
generated by service-based businesses

10 RESOURCES
on-site sharing services with vendors and attendees

MEET THE JEFAS

"Participating in Jefas Mercado was spectacular. It exceeded my expectations. I gained many clients—both men and women—who left very happy with the handmade products they purchased. To this day, I still have customers who send me videos showing off the bags they bought from me. Wearing them to their events with pride."

– Adriana G., Owner of Universal Flowers

"Being a part of Jefas Mercado gave me the opportunity to meet new clients and boost my sales. I can't wait to participate again next year."

– Lorena G., Owner of Jabon Artesanal Joven

SPONSORSHIP TIERS

Each sponsorship level offers unique opportunities to spotlight your brand, connect with the community and invest in the economic empowerment of women entrepreneurs.

Amiga Supporter — $1,000

As an Amiga Supporter, your organization joins our network of local champions who believe in the power of women helping women.

Benefits include:

- Logo placement on event flyer and digital materials
- (1) Social media mention a as an Amiga Supporter
- Opportunity to display branded materials at event's welcome table

Comadre Sponsor — $2,500

As a Comadre Sponsor, your organization stands alongside our community, offering meaningful support to emerging entrepreneurs and celebrating their success.

Benefits include all **Amiga** deliverables, plus:

- Table space to connect with attendees and vendors
- Recognition during event program
- (1) Social media mention a as an Comadre Sponsor

Madrina Partner — $5,000

As a Madrina Partner, your organization helps guide and empower local entrepreneurs as they grow their businesses. Your support provides women with the resources, training and visibility needed to thrive.

Benefits include all **Comadre** deliverables, plus:

- Opportunity to provide branded materials or a giveaway item
- Recognition in event recap and follow-up communications
- Opportunity to collaborate on co-branded promotional items featured at the event's merchandise table
- (2) Social media mention a as an Madrina Partner

Panelist opportunity on "Healthy You" Topic (First 4 Confirmed)

Jefa Champion — $10,000

As a Jefa Champion, your organization stands as the top supporter of women's entrepreneurship in Arizona. You'll receive exclusive recognition as the Title Sponsor of Jefas Mercado 2026.

Benefits include all **Madrina** deliverables, plus:

- Full page ad in event guide - highlighting your organization as title sponsor
- Recognition during event programming and opening remarks
- Organization offered joint media opportunities and interviews, when applicable.
- 5 event t-shirts
- Recognition as Jefa Champion Presenting Sponsor on all Social Media posts

Panelist opportunity on "Healthy You" Topic (First 4 Confirmed)

PAYMENT & COMMITMENT

To confirm your sponsorship, please follow the steps below. This process ensures your organization is recognized accurately across all event materials.

1. Complete the Sponsor Interest Form

All sponsors must submit the Sponsor Interest Form to begin the commitment process.

This form collects your organization's information, selected sponsorship level, branding details and payment preference.

To complete the form, visit: **qrco.de/sponsorjefas** or scan the QR code!

2. Submit your logo

After completing the form, please email your high-resolution logo (.png or .jpg) to: **prestamosinfo@cplc.org**

3. Complete Payment

After submitting the form, you will receive follow-up instructions based on your selected payment method.

Payment Options:

- **Credit Card or ACH Transfer**
- **Check**
- **Invoice Request**

TOGETHER, WE EMPOWER.

We extend our heartfelt thanks for your interest in becoming a sponsor of Jefas Mercado 2026, presented by CPLC De Colores and the Prestamos Women's Business Center.

Your partnership fuels more than just an event - it provides opportunity, empowerment and transformation. With your support, women entrepreneurs gain the confidence, resources and visibility to grow thriving businesses and create lasting change in our community.

Every contribution, big or small, helps us continue to uplift Jefas - the leaders, creators and dreamers shaping a brighter future for all.

Join us in celebrating the power of women who build, lead and inspire.
Be part of the movement. Be part of Jefas Mercado 2026.

If you have any questions about becoming a sponsor, please contact:

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Ready to make an impact? Click the button below:

BECOME A SPONSOR