

MEDIA KIT



THE PODCAST FOR LATINAS BY LATINAS

"It's time for us as Latinas to step into our own innate ability to lead without second-guessing ourselves."

— Anjelica Cazares

A photograph of Anjelica Cazares, a woman with long dark hair, wearing a red jumpsuit and a denim jacket. She is smiling and has her hands in her pockets. The background is a light-colored wooden wall. In the top left corner, there is a pink and white graphic with the text 'ANJELICA CAZARES'.

**ANJELICA
CAZARES**

The Latina Leadership Podcast was launched in 2020 by our founder Anjelica Cazares.

An entrepreneur and committed advocate for women's health and wellness issues – in particular, those related to mental health – Anjelica was determined to help other women connect and learn from one another. Through its weekly video and audio episodes, the Latina Leadership Podcast has brought about a national community of Latina women from all walks of life who are having open and honest conversations about their own journeys and paths to positions of power at all levels.

The Latina Leadership Podcast was recognized as Podcast of the Year in 2022 and 2023 by the Public Relations Society of America Houston Chapter, and, in 2022, received a proclamation by the City of Houston designating October 13th annually as Latina Entrepreneurship Day in celebration of the podcast.



LLP by Numbers

90K

Over 90.000 downloads

The Latina Leadership Podcast is elevating Latina voices to the forefront. From the first Latina to travel into space to the everyday Latina facing the challenges of modern-day issues. Every Latina listening has an open invitation to join the conversation and share their perspectives and stories.

45+

EPISODES



Over 45 Video/Audio episodes

65+

GUESTS

More than 65 leading Latina guests.



OVER

55K

55.000 Total Social Reach

Who Is Listening?



- Latinas 25 to 65 Years of Age
- Latinas Seeking to Learn More
- First Gen+ Latinas
- College Educated / Seeking Higher Education
- Aspirational & Influential
- Mothers, Career Women In Transition
- Key Markets: Texas, California, Illinois, New York, Florida, Colorado, New Mexico.

NEW VOICES!

NEW HOSTS!



Now in its sixth season, the Latina Leadership Podcast is also introducing new voices to the conversation. New co-hosts are joining Anjelica beginning this season to reflect the true diversity and richness of the Latina experience.

SPONSORSHIP OPPORTUNITIES

LATINA EQUAL PAY DAY DINNER



Every year in observance of Latina Equal Pay Day the Latina Leadership Podcast hosts an annual dinner in the fourth-largest city in the United States – Houston, Texas – bringing together new and emerging Latina leaders from across the local region, and beyond, to facilitate new connections and collaborations among attendees. The event raises awareness about the alarming disparity in equal pay for Latinas and seeks to effect change through the manifestation of peer-to-peer advocacy. The event includes a program, networking, and camaraderie over a shared dining experience.

LUNCH & LEARN SERIES



Through its Lunch & Learn Series, the Latina Leadership Podcast is bringing its mission to life with in-person conversations and enrichment programming centered on Latina issues. Each event is customized to meet the needs of participants and includes experts from a range of specialty areas. Topics of discussion include career development, personal growth, mental health, emotional wellness, and intelligence, as well as entrepreneurship, leadership development, and interpersonal communication skills. These events also offer the opportunity to network among each other.

ONE DAY CONFERENCE



During Hispanic Heritage Month, the Latina Leadership Podcast hosts a dynamic one-day event in Houston that centers on Latina Entrepreneurship. From physical health to mental wellness, and even financial resources, this in-person event is held in celebration of Latina Entrepreneurship Day in Houston and serves as a gathering hub for Texas Latinas, while also bringing together speakers and presenters from various backgrounds. The one-day event includes keynote and breakout sessions. At the center of the Latina Entrepreneurship Day Conference is fostering learning and mentoring opportunities for all Latinas.

If you believe in the power of unity and community, and care about positive change for Latinas, we want to work with you. All of our events are intentionally free for Latinas. Participants include Latinas in corporate leadership, public service, broadcast news, entrepreneurship, community activism, and more. Partnership opportunities include podcast advertisement campaigns, event sponsorships, and custom programming to meet your specific objectives.



**THANK
YOU!**