



National Latino
Behavioral Health Association **NLBHA**

2026 National Latino Behavioral Health Conference

¡Juntos Podemos!
Bridging Systems, Culture, and Care!

September 9-11, 2026 | Albuquerque, NM



SPONSORSHIP PACKET

#JuntosPodemos2026



Sponsorship Message

NLBHA was founded on the belief that meaningful change begins with one courageous step- one act of support that opens the door of opportunity for others. As Board President, I am honored to witness the stories of resilience, growth, hope, and connection that emerge from our work. We are an organization rooted in the heritage of our community and the strength of our people.

Your sponsorship represents more than a contribution- it becomes a powerful step toward our mission. It allows us to show up with compassion, cultural responsiveness, and the resources families need to thrive. Your support helps us expand our reach, deepen our services, and remain a trusted presence for those navigating difficult circumstances.



Our team is deeply committed to meeting people where they are and helping them reach their goals with dignity and respect. Each sponsor plays an essential role in this process. Whether funding a program, expanding access, or supporting innovative scholarship efforts, your partnership enables us to respond to emerging needs with agility and heart.

We are committed to excellence, transparency, and cultural humility in every aspect of our work. We strive to become the bridge to success and growth in our communities. While there are many choices in how you give back, we are honored to be considered. Your belief in our mission makes a difference and your willingness to help empowers us to build a stronger, more compassionate future.

Together in community,

A handwritten signature in black ink, reading "Yolanda Rodriguez, Ph.D.".

Dr. Yolanda Rodriguez
NLBHA Board President

Welcome Remarks

It is my honor to welcome you to the 2026 National Latino Behavioral Health Conference. Serving as Chair since this effort began has been a privilege and a journey of witnessing growth not only in attendance, but in purpose, collaboration, and impact. What started as a vision for representation has evolved into a national platform for innovation, leadership, and systemic change.



NLBHA was founded to fill a critical need in creating a unified national voice for Latino populations in behavioral health. Today, that voice is stronger than ever. This conference brings professionals, advocates, educators, researchers, and partners together in a collective voice that drives progress and empowerment by informing practice, shaping policy, and strengthening the workforce that serves our communities by meeting people where they are and honoring who they are.

As we continue to advance our mission, we remember that true engagement is measured not by contact alone, but by outcomes — by the lives changed, the systems strengthened, and the equity achieved through our shared efforts.

Each year, we build on the legacy of those who came before us — the leaders who convened the first Hispanic Mental Health Congress in 2000 and dreamed of an heirloom for future generations. Today, that vision lives through you. May this conference renew your purpose, strengthen your connections, and inspire action that continues transforming lives across our communities.

Bienvenidos — and thank you for being part of this journey!

M. Christina Montoya, LCSW, CJSOT, BSC
National Conference & Strategic Planning Committee Chair
Vice President, Board of Directors
National Latino Behavioral Health Association (NLBHA)

Event Description

The 2026 National Latino Behavioral Health Conference, hosted by the National Latino Behavioral Health Association (NLBHA), will bring together national leaders in mental health, substance use, prevention, and wellness. This premier event provides a unique platform for sponsors to connect with a diverse audience of professionals dedicated to advancing behavioral health equity for Latino communities.

In 2025, the conference welcomed **475 attendees** from **28 states and territories**, offering **14 plenary sessions**, **42 workshops**, and **9 Spanish-language workshops**. With an impressive **93%** of attendees reporting the implementation of new skills in their organizations, the conference continues to deliver impactful, practical learning experiences.

Sponsors will have the opportunity to engage with attendees from key states, including New Mexico, California, Texas, Oregon, and Colorado, while showcasing their commitment to supporting Latino behavioral health initiatives.



Do you feel there was a good balance of session topics covering key behavioral health issues?

93.1% Yes

Do you feel there was a good balance of session topics covering key behavioral health areas?

94.9% Yes



Would you attend another National Latino Behavioral Health Conference?

98.8% Yes

I will be able to implement new skills when I return to my organization.

93.5% Agreed or Strongly Agreed



The 2025 National Latino Behavioral Health Conference added to my capacity to use best practices.

95.7% Agreed or Strongly Agreed

"The conference really hit the heart of the work we do in and for the community."

"I loved everything about the conference! The atmosphere, the cultura, the presenters! It was a wonderful experience and I will definitely be attending another NLBHA Conference."

"I absolutely loved the ambiance of the NLBHA Conference. Being able to switch between English and Español whenever I wanted gave me a sense of belonging I have not experienced at other conferences. I felt completely welcomed and accepted. Hearing the richness and diversity of the Spanish-speaking voices and accents made the whole experience even more vibrant and connected to our community. I am already looking forward to the next one and excited to see how this conference will continue to grow!"

Sponsorship Opportunities

Patrón(a) de Honor (*Platinum*) – \$20,000

- Full-Color Program Advertisement
- Plenary Recognition & Award
- Social Media Ad
- Virtual Display of Company Logo
- Two-Minute Video
- **1** Exhibitor Table at the **Feria de Salud**
- **6** free conference registrations
- **3** free nights lodging for **6** guests
- Includes all meals served during the conference program.

Gran Patrón(a) (*Gold*) – \$15,000

- Full-Color Program Advertisement
- Plenary Recognition & Award
- Social Media Ad
- Virtual Display of Company Logo
- Two-Minute Video
- **1** Exhibitor Table at the **Feria de Salud**
- **5** free conference registrations
- **3** free nights lodging for **5** guests
- Includes all meals served during the conference program.

Patrón(a) (*Silver*) – \$10,000

- Full-Color Program Advertisement
- Plenary Recognition & Award
- Social Media Ad
- Virtual Display of Company Logo
- Two-Minute Video
- **1** Exhibitor Table at the **Feria de Salud**
- **4** free conference registrations
- **3** free nights lodging for **4** guests
- Includes all meals served during the conference program.



Padrino/Madrina (Bronze) – \$7,500

- Full-Color Program Advertisement
- Plenary Recognition & Award
- Social Media Ad
- Virtual Display of Company Logo
- Two-Minute Video
- **1** Exhibitor Table at the **Feria de Salud**
- **3** free conference registrations
- **3** free nights lodging for **3** guests
- Includes all meals served during the conference program.

Patrocinador(a) de Sesión (Turquoise) – \$5,000

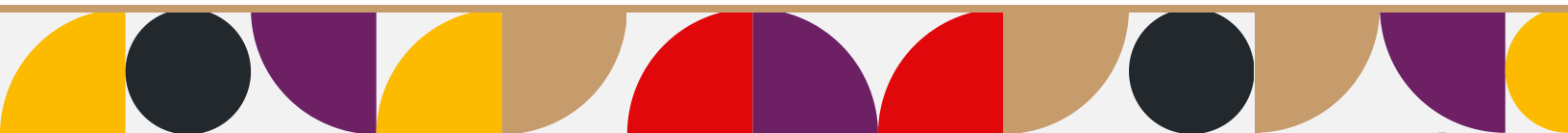
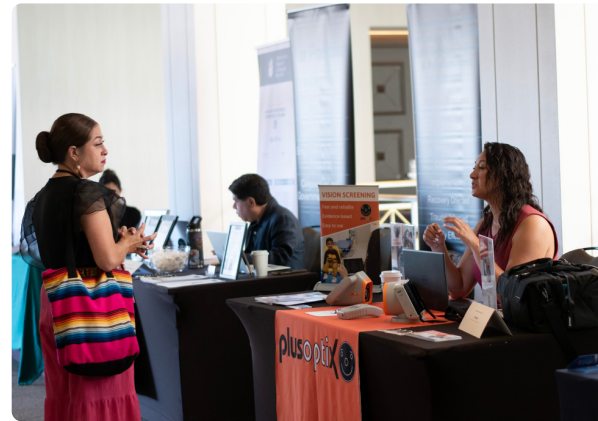
- Full-Color Program Advertisement
- Plenary Recognition & Award
- Social Media Ad
- Virtual Display of Company Logo
- Two-Minute Video
- **1** Exhibitor Table at the **Feria de Salud**
- **2** free conference registrations
- **3** free nights lodging for **2** guests
- Includes all meals served during the conference program.

Amigo(a) del Evento (Jade) – \$2,500

- Full-Color Program Advertisement
- Plenary Recognition & Award
- Social Media Ad
- Virtual Display of Company Logo
- **1** Exhibitor Table at the **Feria de Salud**
- **1** free conference registration
- **3** free nights lodging for **1** guest
- Includes all meals served during the conference program.

Socio(a) de la Comunidad (Obsidian) – \$2,000

- Full-Color Program Advertisement
- Social Media Ad
- Virtual Display of Company Logo
- **1** Exhibitor Table at the **Feria de Salud**
- **1** free conference registration
- Includes all meals served during the conference program.



National Latino
Behavioral Health Association NLBHA

Proudly Presents

Baila Esta Cumbia

A Selena Tribute Experience

Featuring

Jenny Sotolongo

with live musical accompaniment

Proceeds Benefit the JTR Scholarship Fund

\$25

General Admission

\$50

Admission and
Meet and Greet

**All conference attendees will receive
one general admission ticket in their conference
registration.**

Thursday, September 10, 2026

8:00pm-10:00pm

Sandia Ballroom

Embassy Suites by Hilton

Albuquerque, NM



**20
26**

**National Latino Behavioral
Health Conference**

September 9-11, 2026 | Albuquerque, NM
<http://www.nlbha.org>



Scan for
Ticket Information

Sponsorship Opportunities

2026 Feria De Salud: Cultura Es Medicina

☐ MUSICOS - \$10,000

- Bring the energy of music to our event, NLBHA strongly believes that music is not only a traditional and cultural value in Latino and Indigenous communities, but it is also a cultural protective factor. This protective factor not only encourages movement and dance, but it practices the value of storytelling as part of cultural preservation.



☐ CONFERENCE DECOR - \$5,000

- The sponsor for our conference décor package will be helping NLBHA showcase the sites, smells, and experiences we live in through the most positive and powerful symbols in our vibrant communities. This will be inclusive of flowers, Dia de los Muertos imagery, and images connected to spirituality and healing.



☐ OFRENDA - \$2,500

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☐ FERIA DE SALUD/CONFERENCE TOTE BAG - \$1,000

- This year our tote bag sponsor will be prominently displayed on our conference bag as we are trying to give out bags that represent our vibrant cultures through colors, imagery, and durability. The bag will be ideal for those who choose to purchase local vendor goods during the three days of the Feria de Salud.



Have a bold idea for how we can showcase your brand? Let's chat!
Contact Lorenzo Pina, lorenzo@nlbha.org, for customized Feria de Salud sponsorship opportunities.

SPONSORSHIP/EXHIBITOR/ADVERTISEMENT REQUEST FORM

Organization Name: *

Contact First and Last Name: *

Contact Title:

Address:

City: State/Province: Zip/Postal Code:

Country:

Phone: * Fax:

Email Address: *

Website Address:

*Required information

Sponsorship Level Requested: (check all that apply)

CONFERENCE SPONSORSHIPS

- ☐ Patrón(a) de Honor (Platinum).....\$20,000
- ☐ Gran Patrón(a) (Gold).....\$15,000
- ☐ Patrón(a) (Silver).....\$10,000
- ☐ Padrino/Madrina (Bronze).....\$7,500
- ☐ Patrocinador(a) de Sesión (Turquoise).....\$5,000
- ☐ Amigo(a) del Evento (Jade).....\$2,500
- ☐ Socio(a) de la Comunidad (Obsidian).....\$2,000

EXHIBITORS AT FERIA DE SALUD

- ☐ Corporate/Government/University (6x4 table).....\$2,500
Includes: 1 Exhibitor Table, all meals served during the conference program, and 2 conference registrations.
- ☐ Sole Proprietors/Community Based Organization (6x4 table).....\$1,500
Includes: 1 Exhibitor Table, all meals served during the conference program, and 2 conference registrations.
- ☐ Vendors, Artists, Jewelers, Potters (6x4 table).....\$25
Includes: 1 Exhibitor Table

ADVERTISERS

- ☐ Siente La Magia (Diamond).....\$500
Includes: Full-Color Program Advertisement; Social Media Ad; Virtual Display of Company Logo.
- ☐ Hazlo Realidad (Emerald).....\$250
Includes: Social Media Ad; Virtual Display of Company Logo.

SPONSOR OF SCHOLARSHIPS

- ☐ Out-of-State: Students, Consumers, Peers, CHWs\$2,000
Includes: 1 registration, round-trip travel, 3 nights Lodging, and all meals served during the conference program.
- ☐ In-State: Students, Consumers, Peers, CHWs\$1,350
Includes: 1 registration, 3 nights Lodging, and all meals served during the conference program.

of Scholarships Pledged: _____

of Scholarships Pledged: _____

Note:

All requests for sponsorship, exhibitors, and/or advertisement must use this form. All requests will be handled on a first-come, first-served basis. The conference organizers reserve the right to review all applications for approval to ensure consistency with the conference theme and the vision and mission of the National Latino Behavioral Health Association (NLBHA).

Please Email a completed copy of this form to: nlbhafinance@nlbha.org

Confirmation of your sponsorship, exhibitor, and/or advertisement request will be a QuickBooks Invoice with a link for a debit/credit card payment. Note: checks will not be accepted one week prior to the event.

After the payment has been processed, an email from nlbhafinance@nlbha.org will be sent, requesting a jpeg logo and other details such as name, trademark, etc.

Sponsorship/Exhibitor/Advertiser pledges will not be processed without payment.

Any questions regarding the conference or sponsorship/exhibit requests, please contact us at: nlbhafinance@nlbha.org

Elevate your impact—join the NLBHA Affiliate Program and enjoy exclusive member discounts. Contact: Lorenzo@nlbha.org

Total amount pledged: \$ _____

Logo/Ad Submission Guidelines



Purpose

To outline the submission guidelines for sponsor logos that will appear on the official 2026 NLBHA Conference Tote Bag and may also be used in all promotional activities conducted by NLBHA related to this event. Sponsors may begin submitting logos with their sponsorship payment. Preferred in Vector Format but PNG, JPG, or PDF will be accepted. The final logo submission is **July 15, 2026**. Logos received after this date — even if payment has been made — will not be included on the NLBHA conference gift bag.

Usage

Logos will appear according to sponsorship level placement on the official 2026 NLBHA Conference Gift Bag and may also be used by NLBHA in any and all promotional, advertising, or marketing activities related to the conference (including print, digital, and media use).

By submitting a logo and making payment, sponsors grant NLBHA full permission to use their logo in the above materials without additional approval.

File Submission

Email all logo files to: lorenzo@nlbha.org

Subject line: [Sponsor Name] – 2026 Sponsorship Logo Submission

Important Notes

- Logos must be submitted with sponsorship payment to confirm inclusion.
- Logos received after **July 15, 2026**, will not be printed on the NLBHA conference gift bag, even if payment has been made.
- Payment constitutes acceptance of NLBHA's sponsorship and promotional terms, including logo use across all promotional platforms and materials.
- Low-resolution or incorrect file types may appear at reduced quality or be excluded. NLBHA reserves final discretion over logo sizing and placement for visual consistency

Conference Digital Program

As a marketing benefit to our sponsors, you have the option to submit an ad created by your marketing team to be featured on the digital conference program. Please make sure to submit your artwork no later than **July 15, 2026**. The ad specs are 8" H x 10" W, in PNG, JPG, or PDF format.

For questions regarding ad specifications, please reach out to Elizabeth Rodriguez Diaz, NLBHA Project Coordinator at elizabeth@nlbha.org

Hotel Reservation



Embassy Suites by Hilton Albuquerque

1000 Woodward Place NE, Albuquerque, NM 87102

505-245-7100

Rooms & Rates

Rooms and rates information

Price includes 2.00% mandatory charge per stay, but excludes tax

- 2 Room Suite – 1 King Bed – Non Smoking – \$162.18
- 2 Room Suite – 2 Queen Beds – \$162.18

[**Book a Room**](#)

All lodging arrangements for SEAs will be coordinated and confirmed directly by CFO Lorenzo E. Piña. Reservations will only be processed once full payment has been received, ensuring accurate room assignments and compliance with hotel booking requirements.

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Behavioral Health Association **NLBHA**

2026 National Latino Behavioral Health Conference

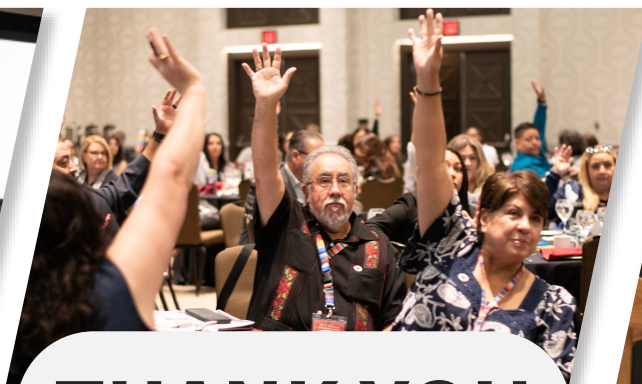
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For additional information, please contact:

NLHConference@NLBHA.org



THANK YOU

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