



DONDE LA CULTURA **GUÍA LA PRÁCTICA**

THE INAUGURAL SPANISH LANGUAGE
**SOCIAL WORK
SYMPOSIUM**

**SPONSOR & EXHIBITOR
PROSPECTUS**



APRIL 15-17
2027



EL PASO,
TEXAS

THE UNIVERSITY OF TEXAS AT EL PASO (UTEP)



nasw

TEXAS CHAPTER

BE PART OF SOMETHING HISTORIC

THE INAUGURAL SPANISH LANGUAGE SOCIAL WORK SYMPOSIUM

The National Association of Social Workers-Texas Chapter (NASW-TX), in partnership with the College of Health Sciences at the University of Texas at El Paso (UTEP), is proud to host PUENTES: Donde la Cultura Guía la Práctica, April 15-17, 2027 in El Paso, Texas.

Join social workers, students, and allied professionals for 2½ days of learning, connection, and culturally responsive practice.

Set against the vibrant backdrop of the U.S.-Mexico borderlands, PUENTES offers a unique platform to learn, connect, and collaborate—while your support advances language access, health equity, and the future of culturally grounded social work.



CONNECT

Build relationships and
expand your reach.



ENGAGE

Share your mission and
showcase your
organization.



INVEST

Support the future of
culturally responsive
social work.

OVERVIEW



THE SYMPOSIUM

- 2½-day inaugural event focused on Spanish-language social work practice.
- Brings together social workers, students, and allied professionals.
- Creates a space to advance linguistically congruent care and culturally responsive practice.
- Highlights the unique needs and strengths of Spanish-speaking communities.
- Hosted in El Paso, Texas, a vibrant U.S.-Mexico border community.
- Held at The University of Texas at El Paso (UTEP), with breakout rooms, exhibit space, and areas for social events and networking.
- Opportunity to connect with professionals and emerging leaders across social work and related fields.
- Up to 32 exclusive exhibit booth spaces available.

WHO SPONSORS & EXHIBITS?

- Academic and Educational Institutions
- Government Agencies
- Long-term Care Organizations
- Medical/Healthcare Products and Services
- Mental Health Providers and Services
- Nonprofit Organizations
- Professional Services
- Publishers
- Veterans' Organizations
- And more!



PARTNERSHIP BENEFITS

- Interact with social workers and allied professionals to increase your organization's reach, or sell your product and services.
- Network with colleagues and build new partnerships.
- Maximize visibility and branding for your organization, services, or product.
- Direct access to attendees and ability to distribute materials, samples, or swag.
- Identify potential new employees.

**YOUR ORGANIZATION.
YOUR MISSION. YOUR IMPACT.**

SPONSORSHIP OPPORTUNITIES

PACKAGE BENEFITS	PRESENTING \$5,000	PREMIER \$2,500	SUPPORTING \$1,000
Organization name receives premier placement as title sponsor on homepage banner, program, and symposium materials	●		
Logo on symposium T-shirt	●	●	●
Logo and sponsorship acknowledgement on symposium email promotions	●		
Name and logo in the conference app, with ability to input organization information	●	●	●
Sponsorship acknowledgement and opportunity to promote organization during the keynote	3 minutes	2 minutes	
Homepage banner advertisement	1000 x 320 pixels (3 months)	1000 x 150 pixels (2 months)	1000 x 150 pixels (1 month)
Sponsorship acknowledgement during breakfast, plenary, or session break	●	●	●
List of contact information for symposium attendees	●	●	
Email to NASW-TX members acknowledging symposium sponsorship	●	●	
Sponsorship acknowledgement on NASW-TX social media	●	●	●
Name on signage strategically placed throughout the symposium	●	●	●
Access to the Spanish-language listserv, with opportunity to share information directly	●	●	●
Advertisement in NASW-TX E-Newsletter	600 x 300 pixels Digital banner (3 months)	468 x 60 pixels Digital banner (2 months)	468 x 60 pixels Digital banner (1 month)
Advertisement in symposium site program	Full page	1/2 page	1/4 page
Complimentary symposium registrations	5	3	2

ADD-ON SPONSORSHIP OPTION SUPPORT INTERNATIONAL ATTENDEES

Recommended contribution: \$300
Any amount helps.

Prospective attendees outside the United States may face travel and lodging barriers. An additional contribution helps ensure that cost does not prevent participation in El Paso. This optional contribution may be added to any sponsor or exhibitor package.

OTHER SPONSORSHIP OPPORTUNITIES



STUDENT SUPPORT \$250

Help cover registration and participation costs for students. Sponsors receive name or logo recognition in symposium materials.

SYMPOSIUM TOTE BAG \$750

Place your logo on the official PUENTES tote bag. Includes recognition in the program and social media.

2 Sponsorships Available.

LANYARD \$750

Put your brand on the official lanyard worn by attendees throughout the symposium.

1 Sponsorship Available.

COFFEE SERVICE \$500

Sponsor one coffee service and receive recognition on area signage and in the program.

4 Opportunities Available.

OFFICIAL PUENTES PUBLICATION \$500

NASW-TX and ACANITS, a social organization of social work researchers in Mexico, whose main task is to strengthen the discipline and the profession through scientific research, will produce an official book comprised of select academic presentations from the Symposium.

2 Sponsorships Available.

EXHIBITOR OPPORTUNITIES



**EXHIBITOR
\$350**

**NONPROFIT
EXHIBITOR
\$200**



WHAT IT MEANS TO EXHIBIT

- Exhibit table and 50% off one symposium registration.
- Showcase services, resources, products, or professional opportunities.
- Distribute materials, samples, or promotional items.
- Meet professionals, students, and community leaders.
- Symposium staff will guide attendee traffic toward the exhibit area.

SPONSOR AND EXHIBITOR FORM

If you have any questions or need any assistance please email Virginia Cantu at vcantu.naswtx@socialworkers.org.

I hereby agree to participate in the 2027 PUENTES Symposium at the following level(s):

- ☐ Presenting \$5,000 ☐ Premier \$2,500 ☐ Supporting \$1,000 ☐ Exhibitor \$350 ☐ Nonprofit Exhibitor \$200
- ☐ Student Support \$250 ☐ Lanyard \$750 ☐ Tote Bag \$750 ☐ Coffee Service \$500
- ☐ Official PUENTES Publication \$500
- ☐ Support International Attendees (recommended \$300; any amount helps) Amount: \$

I understand that confirmation, payment instructions, benefit dates, and artwork requirements will be provided after acceptance. Payment and requested artwork must be received by March 1, 2027 for inclusion in symposium materials.

Signature of Authorized Representative

Date

Sponsorship Information:

Organization Name: Address:

Authorized By: City: State: ZIP:

Phone: Email:

Contacts:

Please identify the primary contact and any staff supporting the exhibit, sponsorship, or advertising.

Primary Contact: Role: Email:

Exhibit Staff 1: Email:

Exhibit Staff 2: Email:

Exhibit Staff 3: Email:

Electrical Outlet Required for Exhibit: ☐ Yes ☐ No

Payment:

**Credit cards accepted: Mastercard, VISA, Discover, and AMEX*

Preferred payment method: ☐ Invoice ☐ Check ☐ Credit card / online payment

Billing Contact: Email:

Total Commitment: \$ Name on Card:

Card Number: Exp. Date: Processing Code:

Billing Address:

Recognition & Artwork:

Recognition Name:

Short Description:

SITE PROGRAM ADVERTISING



Increase your exposure with an advertisement in the official
symposium site program!



ARTWORK & DEADLINE

Submit camera-ready artwork in PDF or JPG format. Please email to
wfrancis.naswtx@socialworkers.org

Artwork, form, and payment must be received by March 1st, 2027.
Design services, if needed will be quoted separately.

FULL PAGE

7.5 x 10

\$1,000

1/2 PAGE

7.5 x 4 15/16 (H)
3 11/16 x 10 (V)

\$500

1/4 PAGE

3 11/16 x 4 15/16

\$300

1/8 PAGE

3 11/16 x 2 17/16

\$200

I hereby authorize you to place my advertisement in your conference program for a _____ page size ad.

Ad Purchase Price: _____

Credit cards accepted: Mastercard, VISA, Discover, and AMEX.

Company Name: _____

Authorized By: _____

Card Code: _____

Credit Card Number: _____

Exp. Date: _____

Name on Card: _____

Signature of Cardholder: _____

Billing Address: _____

City: _____

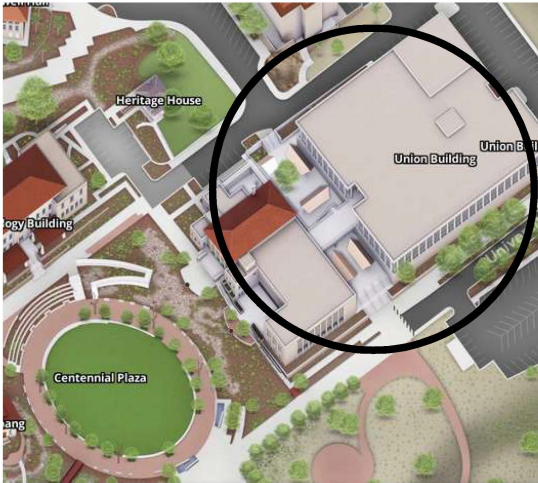
State: _____

Zip: _____

VENUE & LOCATION GUIDE



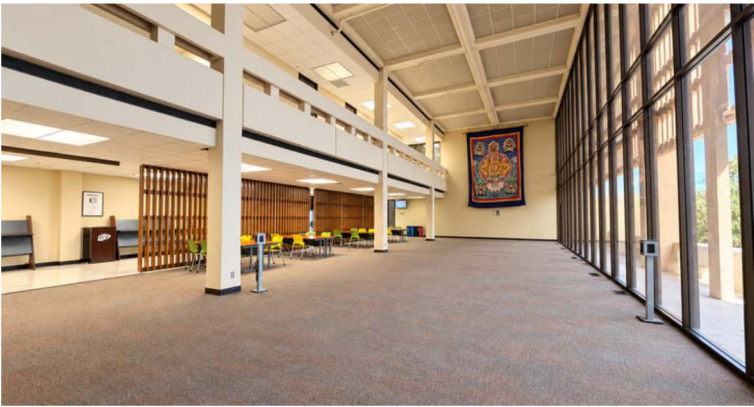
UTEP MAP



SYMPOSIUM
LOCATION



UNION COURTYARD



BHUTAN LOUNGE



OUTSIDE TOMAS RIVERA CONFERENCE CENTER



READY TO SPONSOR?



To fill out the sponsorship form, please visit
<https://www.naswtx.org/events/EventDetails.aspx?id=2092789>

To discuss any package or for more details
please reach out to Will Francis, Executive Director
of the National Association of Social Workers — Texas Chapter
at wfrancis.naswtx@socialworkers.org



DONDE LA CULTURA GUÍA LA PRÁCTICA

Simposio de Trabajo Social en Español, NASW

— 15-17 de abril de 2027 • EL PASO, TX —