



City Council Communication

AGENDA DATE: March 2, 2026

LEGISTAR ITEM #: 25-038

PRESENTER: Joanna Sandoval
Office

DEPARTMENT: City Manager's

<input checked="" type="checkbox"/> Administrative Business	<input type="checkbox"/> Noticed Council Business
<input type="checkbox"/> Informational Presentation	<input type="checkbox"/> Consensus-Building Presentation

BACKGROUND/REQUEST

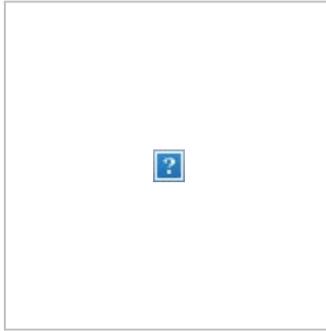
2026 Adelante Latina Convention – mission is to create an annual convention where Latinas can connect, learn, and take concrete action to grow their businesses and leadership. Requesting a sponsorship of \$2,500.00.

See attachment for additional information.

Co-Sponsor: Stefanie Trujillo

From: [OpenForms](#)
To: [Peters, Annette - CM](#)
Subject: Open Forms submission for a Council Sponsorship Request.
Date: Friday, February 6, 2026 3:18:21 PM

You don't often get email from noreply@openforms.com. [Learn why this is important](#)



Open Forms submission for a Council Sponsorship Request.

Someone has filled out a request for a Council sponsored event.
Information below.

1. Type of Sponsorship Requested	
Application date	02/06/2026
Please indicate types of in-kind sponsorship sought	
Please indicate amount of cash requested	2500
Please indicate amount of cash requested for school or school-related group	
2. Organization/Group Details	
Registered Name of Organization:	Adelante Community Development

Doing Business As:	Adelante Community Development
Contact Name:	Maria Gonzalez
Contact Title/Position:	Founder and CEO
Mailing Address:	7249 Magnolia Street
City:	COMMERCE CITY
State:	CO
Zip:	80022
Email:	mdzubia@adelantecommunity.org
Organization or Event Website:	https://adelantecommunity.org/
Business phone:	720-651-3784
Mobile number:	
3. Not-For-Profit Status	
Upload documentation here	Tax exemption ADELANTE NON PROFIT 2015.PDF Exemption for taxes 5 13 2022.pdf
Not-for-profit	Yes
Registered in Colorado	Yes
Registered Not-For Profit for Tax Purposes	
Tax Exempt No.:	98301404
Mission/Purpose of the Organization (attach additional documentation if needed):	Adelante empowers Colorado small business entrepreneurs through workforce training, business development, and capacity-building that fosters business growth, economic mobility, and community vitality.
4. Program/Event Details	
Name of Program/Event:	2026 Adelante Latina Convention
Type of Program/Event:	Convention/Conference
	Convention Goal

<p>Event or Program Mission/Purpose (attach additional documentation if needed):</p>	<p>To create an annual convention where Latinas can connect, learn, and take concrete action to grow their businesses and leadership.</p> <p>Convention Vision The Adelante Latina Convention will become the premier Latina entrepreneurship and leadership event in Colorado, recognized as the place where Latinas activate their power, build strategic networks, access capital and resources, and design the next decade of their impact. We envision a convention that:</p> <ul style="list-style-type: none"> • Empowers women to move from inspiration to action, every year. • Connects Latinas with mentors, investors, and allies who open real doors for them. • Elevates the voices of Latinas in business, politics, and community change. • Builds an intergenerational sisterhood among entrepreneurs who grow together.
<p>Is this a fundraising event?</p>	<p>No</p>
<p>If yes, who will receive the proceeds?</p>	
<p>Fundraising recipient's 501(c)3 Number</p>	
<p>Event Address:</p>	<p>Tivoli - 900 Auraria Pkwy, Denver, CO 80204</p>
<p>Event Date(s):</p>	<p>March 7, 2026</p>
<p>Event Time(s):</p>	<p>9am-3pm, Meet and Greet 3:30-6:00pm</p>
<p>Expected Number of Participants:</p>	<p>300</p>

Please attach a schedule detailing major portions of the event, if applicable	
Event Open to the Public?	
Has this event been previously held?	Yes
Number of previous occurrences:	400-500
5. Benefits Proposal	
Check all of the proposed benefits, goods and/or services the City would receive if approved.	Booth/table at event Verbal recognition at event Recognition in social media Event tickets/free admission City logo on marketing materials City logo on website
List other	Please see our sponsorship details attached.
Attach list of other	Latina Convention Sponsorship Packages 2026 (1).pdf
6. Event Promotion/Marketing	
Please list how the program/event will be promoted, including both digital and/or print methods and attach copies of available materials. Materials from previous occurrences of the event may be used if similar to marketing planned for current event.	-FB -Instagram -Linkedin -Website -TicTok -WhatsApp -Newsletter
7. Insurance	
Does the organization/group possess General Liability	

Insurance? A copy of the certificate must be supplied with this application.	Yes
Upload certificate copy	COI ACD 2026 Derby.pdf
8. Event Budget and Funding (required only for cash requests)	
How is the event being funded? Please list all types, including sponsorships, vendor fees, ticketing, etc.	<ul style="list-style-type: none"> - Sponsorships - Ticketing - Vendor Booth Fee - Inkind Donations
Please list all event fees that will be charged below, including registration, entry, spectator, vendor sign-up, parking, etc.	100 ticket price includes general admission, meals, and parking
Please list all Sponsors and Sponsor Contributions.	In-progress
9. Event Booths (required only for cash requests)	
Vendor/Sponsor Booths at the Event	Yes
Number of booths	16
Will they be selling products and/or services?	No
Please list the types of products and/or services that will be sold.	Booths are reserved for Sponsors. In the process of outreaching to potential sponsors.
10. Exception Criteria (required only for cash requests)	
	1. Adelante Community Development is seeking City support to help offset key program costs for the Adelante Latina Convention that supports Latina and women entrepreneurs through culturally responsive education, resources, and networking.

Provide statement here.

The Convention provides culturally responsive education, resources, and networking opportunities that reduce barriers faced by women, particularly Spanish-speaking Latinas, who are starting or growing businesses. Many participants are first-generation entrepreneurs who lack access to traditional business networks, capital, and technical assistance.

City support would help ensure the Convention remains accessible and affordable, allowing us to prioritize community impact while delivering high-quality programming that strengthens small businesses and community economic resilience.

2. Requested funds will be used to offset costs for the following:

- Educational Programming & Materials
- Language Access and Inclusion
- Participant Support & Event Logistics

3.

a, The Adelante Latina Convention fosters inclusive economic participation, elevates Latina leadership, and strengthens the visibility of women-owned businesses. The event builds pride, connection, and collaboration across communities.

b. Expecting 300 attendees

c. The Convention directly supports economic health by:

	<ul style="list-style-type: none"> - Strengthening small and micro-businesses that contribute to the local economy - Encouraging formalization and growth of businesses that serve the community
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11. Required Attachments (required only for cash requests)	
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Please indicate below which attachments are being provided with the application.	501(c)3 Copy or Letter of Determination of Exempt Status Certificate of Insurance
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Attach documents here	Exemption for taxes 5 13 2022.pdf Tax exemption ADELANTE NON PROFIT 2015.pdf
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Signature	
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Printed name	Maria Gonzalez
Title	Founder & CEO
	Link to signature
Date	2/6/2026