



YOU ARE INVITED

LULAC National Convention & Expo

July 17-21, 2018

89TH ANNUAL LULAC NATIONAL CONVENTION

PHOENIX ARIZONA

Phoenix Convention Center
100 N. 3rd Street
Phoenix, AZ 85004
602-262-6225

Presenting Sponsor



Spectrum Internet Assist
www.spectrum.com

Preferred Travel Partner



United Airlines
www.united.com

Host Hotel:
Sheraton Grand Phoenix
340 N 3rd Street
Phoenix, AZ 85004
(866) 837-4213
Code : LULAC2

DEAR COMMUNITY PARTNER,

Eighty-nine years ago, the founders of the League of United Latin American Citizens created what has become the largest and oldest grassroots, Hispanic, civil rights organization in the United States. Since our founding in 1929, LULAC has developed a tremendous track record of success advancing the economic condition, educational attainment, housing, political influence, health and civil rights of Hispanic Americans.

On behalf of our membership, I would like to schedule a meeting to invite you to partner with LULAC in 2018 and help us address the needs of the fastest growing population in the country now standing at more than 56.6 million Latinos in the U.S. representing 17.6% of our population. LULAC offers a wide variety of partnership opportunities with signature programs in education, economic empowerment, health, technology, and civic participation operating through more than 1,000 local LULAC councils, 67 technology centers and 18 educational centers across the country.

I would especially like to have you consider participating as a sponsor of our 2018 LULAC National Convention and Exposition.

LULAC's 89th Annual National Convention and Exposition will take place in Phoenix, Arizona July 17-21, 2018 at the Phoenix Convention Center. Each year our convention convenes over 15,000 participants including top leaders from the government, business, and the Latino community. Our convention features workshops, special events, leadership development, youth and young adult tracks and a three-day exposition with corporate, career, health, government, and non-profit partners. The convention provides great opportunities to sponsor workshops and events, showcase products and services, and recruit top Latino professionals.

Included you will find a summary of this year's unique sponsorship opportunities. **If you have any questions regarding any of the sponsorship opportunities included in this packet please contact: Alejandro Mora at AMora@LULAC.org or call 202-833-6130 ext. 125.**

We welcome the opportunity to partner with you at this year's convention and in the coming year. Your support ensures that the oldest and largest national Latino organization in the United States continues to lead the way in addressing the needs of the Latino community.

Sincerely,
Sindy Benavides
LULAC Chief Operating Officer & Acting Chief Executive Officer

WWW.LULAC.ORG/CONVENTION



LULAC NATIONAL CONVENTION SPONSORSHIP PACKAGES

To become a sponsor of this year's convention please contact: **Alejandro Mora** at AMora@LULAC.org or call 202-833-6130 ext. 125.

FOR MORE INFORMATION VISIT: WWW.LULAC.ORG/CONVENTION/SPONSORS/

Sponsor Amount	\$200,000+	\$100,000+	\$75,000+	\$50,000+	\$35,000+	\$25,000+	\$15,000+
Sponsor Level	Presenting	Diamond	Presidential	Judicial	Senatorial	Congressional	Patriot
Speaking Remarks	Pres Awards	Pres Awards	Event of choice	Single event	---	---	---
Video Commercial - Pres Awards	1 min	1 min	30 sec	---	---	---	---
Branded Tables - Dinner(s)	4	3	2	1 @ Sponsored event	1 @ Sponsored event	---	---
Branded Tables - Luncheon(s)	All events	Sponsor Choice (3)	Sponsor Choice (1)	Sponsored event	Sponsored event	---	---
Convention Program	Back Cover	Premium	Priority	Premium	---	---	---
Welcome Letter	Premium placement	✓	✓	---	---	---	---
Ad - Program Book	2	2	2	2	1	1	1/2 page
Ad in LULAC News	1	1	1	---	---	---	---
Tickets to VIP functions	15	10	10	5	5	5	2
Corporate registrations	30	25	15	10	5	5	2
Expo Exhibit Space(s) 10x10	Pavilion Sponsor	Up to 12	Up to 8	Up to 6	Up to 4	Up to 2	1
Logo Recognition on Signage	Title Sponsor	Premium	Priority	Featured	@ sponsored event	@ sponsored event	Logo wall
Convention web link	✓	✓	✓	✓	✓	✓	✓
Item in tote bag	✓	✓	✓	✓	✓	✓	✓

89TH ANNUAL LULAC NATIONAL CONVENTION EVENT AGENDA

July 18
July 19
July 19
July 19
July 20
July 20
July 20
July 20

PHOENIX CELEBRATION: Attendance 500 - Hosted by LULAC Arizona Council, this event showcases the best Phoenix has to offer
DEFENDERS OF FREEDOM BREAKFAST: Attendance - 400 - Salutes distinguished Latino veterans and their service to our country
UNITY LUNCHEON: Attendance 800 - Promotes unity among Latinos and allied communities across the U.S.
YOUTH & YOUNG ADULTS AWARDS BANQUET: Attendance 500 - Celebrates LULAC Youth & Young Adult Programing and recognizes leaders
LNESC BREAKFAST: Hosted by LULAC National Education Service Centers with focus on college attainment
WOMEN'S HALL OF FAME LUNCHEON: Attendance 800 - Celebrates the contributions made by Latinas across the U.S.
PRESIDENTIAL RECEPTION: Attendance 1000 - This event kicks off the Presidential Awards Black Tie Gala
PRESIDENTIAL AWARDS BANQUET: Attendance 1,200 - Honors top national leaders from public, private and government sectors



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NATIONAL CONVENTION EXPOSITION JULY 18-20, 2018

Title Sponsor - Expo	\$50,000
Title Sponsor - Expo - Health Pavilion	\$40,000
Title Sponsor - Expo - Education Pavilion	\$40,000
Title Sponsor - Expo - Economic Empowerment Pavilion	\$40,000
Title Sponsor - Expo - Technology Pavilion	\$40,000

TITLE SPONSORSHIP OPPORTUNITIES

Title Sponsor - Youth Leadership Track	\$35,000
Title Sponsor - Young Adults Leadership Track	\$35,000
Title Sponsor - Federal Training Institute	\$35,000

LEADERSHIP TRAINING

Title Sponsor - Health Track	\$30,000
Title Sponsor - Education Track	\$30,000
Title Sponsor - Economic Empowerment Track	\$30,000
Title Sponsor - Technology Track	\$30,000
Town Hall Sponsor - Health, Education, Economic Empowerment or Technology	\$25,000
Workshop Sponsor - Health, Education, Economic Empowerment or Technology	\$20,000
Workshop Panelist - Health, Education, Economic Empowerment or Technology	\$15,000

MARKETING/BRANDING OPPORTUNITIES

Underwrite printing of Convention Program Book <i>Includes 3 page spread</i>	\$15,000
Convention Website	\$15,000
Registration Bags	\$15,000
VIP Lounge	\$15,000
Convention Badges	\$10,000
Shuttle Transportation	\$10,000
Convention Marketing Circular	\$10,000
Pocket Agenda	\$5,000
Press Room	\$5,000

IN-KIND SERVICES

Printing - Commemorative Poster, Convention Brochure
Communication Equipment - Walkie-Talkie, radios, cell phones
On-site Office - Computers, Printers, Photocopy Machines
Ground Transportation - Shuttle Service, rental vehicles
Air Transportation - Complimentary tickets or travel points for speakers and VIPs
Promotional Advertisement in English and Spanish local media

WWW.LULAC.ORG/CONVENTION/SPONSORS





**NATIONAL
CONVENTION**

JULY 17-21

**PHOENIX
ARIZONA**



89TH ANNUAL LULAC NATIONAL CONVENTION & EXPO



The League of United Latin American Citizens invites you to attend the 89th Annual LULAC National Convention.

This important convening of national Latino influencers representing every major markets across the United States brings together over 15,000 grassroots activist, community thought leaders, and top government and business leaders from every sector.

CONVENTION HIGHLIGHTS

- *LULAC National Expo
- *Youth Leadership Track
- *Career Fair
- *Young Adult Leadership Track
- *College Fair
- *Federal Training Institute
- *VIP Speakers
- *Free resources and more!

Visit: www.LULAC.org/convention to download the full conference agenda and a list of events and workshops that are free and open to the public.
#LULAC2018 #JuntosAdelante #ForwardTogether

SAVE THE DATE
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Phoenix, AZ 85004

Presented by

