



League of United Latin American Citizens 2016 Partnership Opportunities Guide





About Us

Dear Prospective Partner:

Eighty-seven years ago, the founders of the League of United Latin American Citizens formed an organization that would become the largest, oldest, and most successful Latino community service and civil rights organization in the United States.



Since our founding, LULAC has developed a tremendous track record of success by creating a culture of achievement within Latino communities through innovative grassroots programs, leadership development, and advocacy. Today, we are a passionate network of volunteers, staff, and partners working through a nationwide network of grassroots councils to help Latinos of all generations help themselves.

On behalf of our membership, we invite you to partner with LULAC and help us continue changing Latino lives and building Latino communities. With over 135,000 members, 1,000 local LULAC councils, 60 technology centers, and 14 educational centers, LULAC offers an unparalleled network of grassroots programs that can help your organization engage with and serve Latinos throughout the United States.



This opportunity guide briefly describes our key program initiatives in education and leadership, economic empowerment, health, civic participation and media. It also covers unique sponsorship opportunities for LULAC's national events which are among most widely attended activities of their kind in the Latino community.

We would especially encourage you to consider becoming a Visionary Partner with a multi-year commitment that enables your organization to have a presence in multiple LULAC activities throughout the year while being recognized for your overall support.

We hope that we can count on you to support LULAC and help ensure that the oldest, largest and most successful Hispanic organization in the United States continues to lead the way for the Latino community.

Thank you for your consideration.

Sincerely,

Roger C. Rocha Jr.
LULAC National President

Brent Wilkes
LULAC National Executive Director

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Mission:

To advance the economic condition, educational attainment, political influence, housing, health and civil rights of the Hispanic population of the United States.

Values:

Quality. We strive for excellence in programs, advocacy and services to enhance opportunities for all Latinos.

Integrity. We are responsible, trustworthy partners respected by all stakeholders.

Respect. We build positive relationships with our colleagues, partners and the communities in which we conduct programs and outreach.

Entrepreneurial Spirit. Our dedicated staff leverages innovative thinking and best practices to make a difference for our constituents.

Citizenship. We act with purpose in everything we do.



The League of United Latin American Citizens

87 YEARS *of* PROGRESS

LULAC's work changes Latino lives and builds communities. We are passionate volunteers, staff and partners, working through a nationwide network of grassroots councils to help Latinos of all generations help themselves. We are the largest Latino volunteer-based civil rights organization in the United States, improving opportunities for Hispanic Americans and addressing the critical needs of today and the future.

Headquartered in Washington, D.C., LULAC's more than 1,000 grassroots councils are active in 37 states, the District of Columbia and Puerto Rico. The local councils elect their own leaders and set their own priorities, responding to local and regional needs. This grassroots approach ensures that LULAC reflects the diversity of the Latino American community and shapes its future.

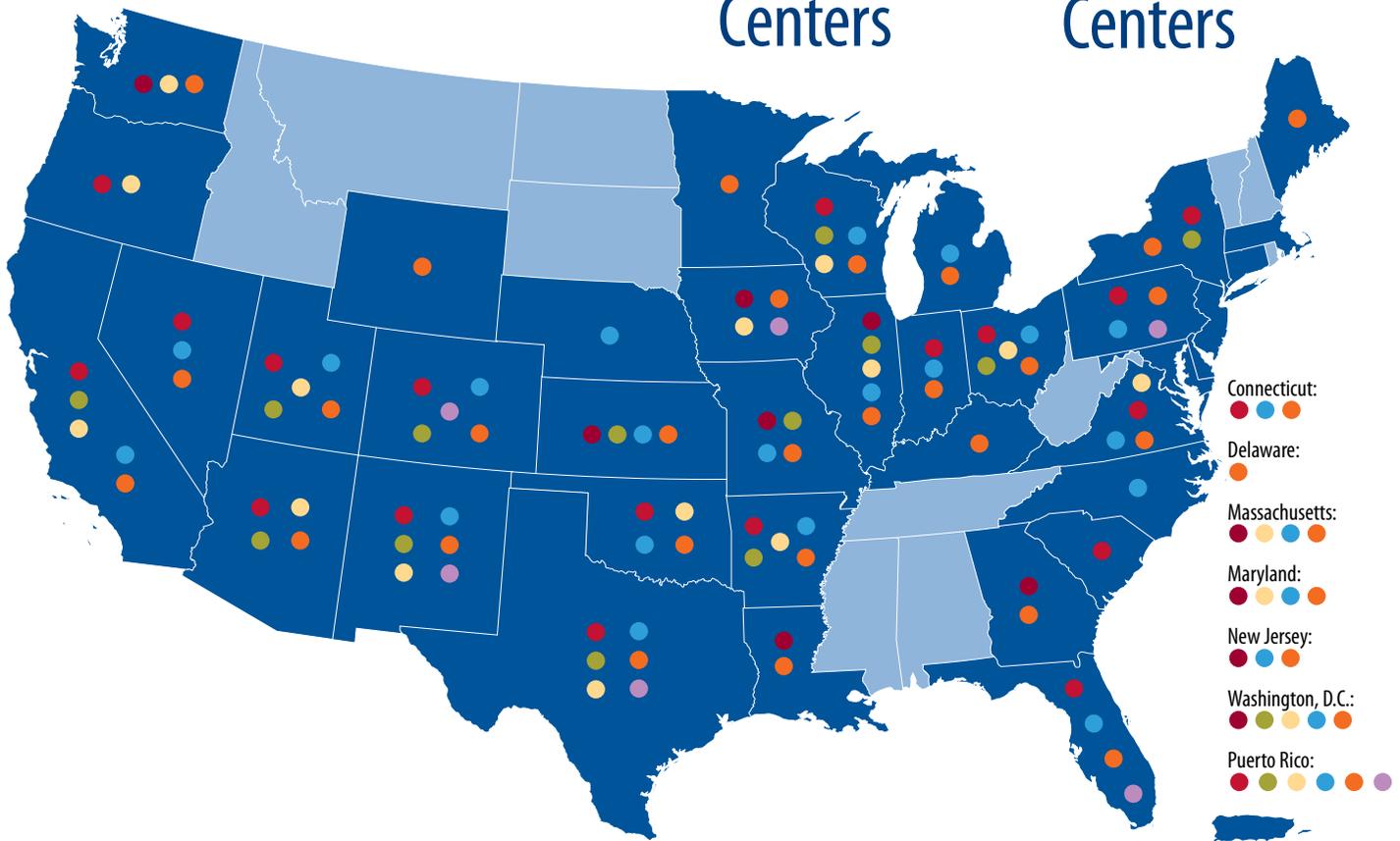
Current LULAC Presence

37 States

135,000
Members

60
Technology
Centers

14 LNEESC
Educational
Centers



-  Adult Councils
-  Youth Councils
-  LULAC Programs
-  Collegiate Councils
-  Technology Centers
-  LNEESC Educational Centers

The League of United Latin American Citizens is the largest and oldest Hispanic membership organization in the country. LULAC is a volunteer-based organization that empowers American Latinos and builds strong Latino communities.



1929

LULAC: History in the Making

One of the many gatherings, Texas, April, 21, 1929.

1929

The League of United Latin American Citizens is formed in Corpus Christi, Texas.

1946

In Santa Ana, California, LULAC helps file the *Mendez vs. Westminster Lawsuit* which ended 100 years of segregation in California's public schools. The case became key precedent for *Brown vs. Board of Education*.

1954

LULAC attorneys argue *Hernandez vs. The State of Texas* to the Supreme Court, winning the right for Mexican Americans to serve on juries.

1963

John F. Kennedy addresses LULAC members in Houston.

1968

LULAC creates the Mexican American Legal Defense and Education Fund – MALDEF – the legal arm of the Latino community.

1973

LULAC forms the LULAC National Educational Service Centers, Inc. – LNES – to provide educational services to Hispanic students.

1986

LULAC takes the lead in advocating the Latino position with the Immigration Reform and Control Act of 1986.

1994

LULAC elects Belen Robles as its first woman president.

1996

LULAC establishes the LULAC Institute to provide model volunteer programs for Latino communities.

2004

LULAC launches the LULAC Leadership Initiative to revitalize Hispanic neighborhoods from within by creating innovative grassroots programs in over 700 Hispanic communities served by LULAC Councils.

2008

Three Presidential Candidates speak to LULAC membership at the

LULAC National Convention in Washington, D.C. (Senator Obama, Senator McCain & Senator Clinton).

2009

LULAC works with the National Hispanic Leadership Agenda to push for the nomination of Sonia Sotomayor as the first Latina U.S. Supreme Court Justice.

2013

LULAC establishes its 60th technology center.

2015

LULAC establishes its third regional office which include El Paso, Texas; Sacramento, California and Waukegan, Illinois.



Members attending the LULAC National Convention, Kingsville, Texas

1948

LULAC Corporate Alliance



The LULAC Corporate Alliance is an advisory board composed of more than 30 of the nation's leading companies who seek to foster stronger partnerships between corporations and the Hispanic community and to provide advice and assistance to the LULAC organization.



Anheuser-Busch



AT&T



Bank of America



The Blue Cross and Blue Shield Association



The Coca-Cola Company



Comcast/NBCUniversal/Telemundo



Cox Enterprises, Inc.



Denny's Corporation



Exxon Mobil Corporation



Ford Motor Company



Hilton Worldwide



General Motors Company



Mars, Incorporated



Mead Johnson Nutrition



MillerCoors, LLC



NISSAN

Nissan



The Procter & Gamble Company



National Cable & Telecommunications Association



PepsiCo, Inc.



Pfizer Inc.



Shell Oil Company



The Sherwin-Williams Company



Southwest Airlines Co.



Sprint



The Walt Disney Company



Time Warner Cable



Toyota



Tyson Foods, Inc.



Univision Communications Inc.



Verizon Communications Inc.



Walgreens



Walmart



Western Union



Education & Leadership Programs

Through LULAC’s carefully crafted and coordinated programs, youth are given the means and opportunities to succeed academically while practicing active citizenship in their local communities. Whether through learning about STEM education through our ¡Adelante! America program, or debating the Collegiate Policy Platform at the Emerge Latino Conference in Washington, D.C., LULAC Youth and Young Adults are poised to become some of the most educated and engaged citizens of their generation.



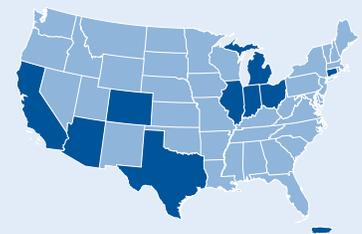
¡Adelante! America

The ¡Adelante! America program provides career development programming for underserved minority youth. This inspirational program encourages student participants to create relationships with recognized role models, and allows students to think about their future through a variety of noteworthy career exploration workshops.

¡Adelante! America works with Latino youth to cultivate optimism, build resilience, and improve academic skills with the goal of successful high school completion. Founded in 2008, this impactful program caters to students/youth ranging in age from 13 to 18. Having served over 10,000 low income, first generation students, ¡Adelante America! is structured to accommodate the diversity prevalent at all levels of the Latino community. The action kicks off the fall of each year, with programming that lasts through the spring graduation season.

In addition to emphasizing

technology and STEM careers, the ¡Adelante! America program engages participants with prominent leaders in their communities, providing them with meaningful mentorship opportunities. Interacting with these community leaders from diverse cultural and professional backgrounds allows youth to learn about several career opportunities and serves as a motivator for higher educational attainment. Mentorship is an invaluable opportunity for our students to strengthen key competencies while developing relationships with positive role models.



Emerging states where programs are located: Arizona, California, Colorado, Connecticut, Illinois, Indiana, Michigan, Ohio, Texas and Puerto Rico.

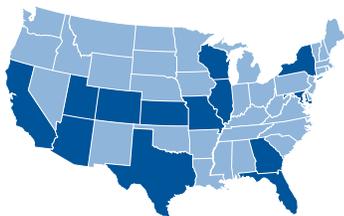
10,000+
Latino students served



Ford Driving Dreams

The National Center for Education Statistics indicates that while Hispanic high school dropout rates are decreasing and college enrollments are increasing, Hispanic youth are falling behind other students in both measures. In an effort to turn around these statistics, LULAC and the Ford Motor Company Fund joined forces by launching the Ford Driving Dreams program which is part of the Ford Driving Dreams Grants initiative.

LULAC's signature Ford Driving Dreams program gives LULAC Councils the flexibility to design programs/curricula that take into account the respective education issues, resources, and support systems in their communities in order to reduce the high school dropout rate among Latino youth.



The program runs in the following states: Arkansas, Arizona, California, Colorado, Florida, Georgia, Iowa, Illinois, Indiana, Maryland, Missouri, New Mexico, New York, Ohio, Oklahoma, Texas, Utah, Washington and Wisconsin.





Collegiate LULAC

Collegiate LULAC engages and empowers dedicated students through a variety of programs and services including: LULAC scholarships; LULAC National and LULAC Corporate Alliance internships; attendance at local, state and national LULAC events; participation in community organizing and leadership trainings; and access to career development webinars and professional training sessions. Collegiate LULAC councils are present at 35 prestigious colleges and universities across the country. To augment the presence of Latino students in institutions of higher learning, LULAC is expanding its Collegiate LULAC network. Collegiate LULAC has become a fixture across college campuses and aims to have 10,000 Collegiate LULAC members by 2020.

LULAC Youth Councils

LULAC Youth Councils are the primary vehicle for middle and high school students to engage in their local community and foster their sense of civic responsibility. The program emphasizes leadership, development, community service, academic enrichment, issue-based education, cultural activities, and advocacy training. In activities designed to mirror the democratic process, students learn to act as delegates, fundraise, hold procedural meetings, and organize elections.

Through this experience, LULAC Youth members gain invaluable interpersonal and critical thinking skills related to public speaking, listening, ethical decision-making, and electoral representation. Each year, selected youth members participate in the LULAC National Convention and Pre-Convention events hosted at a select university. There are currently over 100 active youth councils throughout the United States and Puerto Rico, with over 1,000 members ranging between the ages of 12-18.





LULAC National Convention:

2016

July 12-16
Washington Hilton
Washington, D.C.



8,000+
federal workers developed leadership skills attending the Federal Training Institute since 1986

1,200+
federal employees have participated in the FTIP in Washington, D.C. since 2013

30+
government agencies partnered with LULAC FTIP

10,750
certificates were mailed to federal employees who completed the FTIP training

Federal Training Institute

Held in conjunction with the LULAC National Convention, the Federal Training Institute (FTI) is an intensive and structured career-development training for Hispanic government employees with the goal of creating a federal workforce that reflects the U.S. population. The FTI offers an array of plenary sessions, workshops, and executive coaching designed to enable government employees to enhance their leadership skills and develop the Executive Core Qualifications required for leadership positions and entry to the Senior Executive Service. The program is open to government employees and those interested in pursuing leadership positions and/or a career in the government.

Federal Training Institute Partnership

Held in Washington, D.C. in the fall of each year, the Federal Training Institute Partnership (FTIP) is a public non-profit partnership with federal agencies and LULAC that provides an intensive and structured career-development program for government employees.

The FTIP offers plenary sessions, workshops and executive coaching designed to enable government employees to enhance their leadership skills and develop the Executive Core Qualifications required for leadership positions and entry to the Senior Executive Service.

The FTIP LULAC understands that the government-wide spending cuts have suspended all training public outreach programs. These disproportionately put Hispanics at a disadvantage. Therefore, it is critical that we continue addressing the Hispanic under-representations and the challenges that many Federal agencies may have in retaining and developing Hispanics within their agencies.



Economic Empowerment Programs

Since the racial wealth divide is nothing new to the Latino community, LULAC continues to spur financial stability through its various economic empowerment programs and services. LULAC encourages stable employment, increased wages, college education, home ownership, and technological education to ensure our community is ready for the 21st century workforce. Delivering various forms of economic opportunities to the Hispanic community, these LULAC ventures create a ripple effect in the lives of those we serve.

Empowering Hispanic America with Technology



LULAC's technology centers provide computer training and Internet access to 150,000 underserved Latinos each year.

LULAC's Empower Hispanic America with Technology project focuses on creating positive exchange from within Hispanic communities by providing access to, and the utilization of state-of-the-art computer technology to narrow the digital divide. This project's emphasis is to empower those without access to quality Internet with the training and tools in order to do school work, college and financial aid searches, job training, job inquiries, money management, English language courses,

and citizenship preparation courses. With 60 technology centers across the U.S. and Puerto Rico, this program offers free high

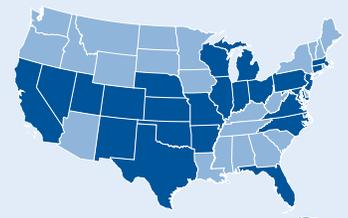
speed Internet access and computer-related training to students, parents, and low income individuals.



60
community technology centers

150,000+
underserved Latinos every year

1.6 Million
Latinos served since 2004



The program operates in: Arkansas, California, Colorado, Connecticut, Florida, Illinois, Indiana, Kansas, Maryland, Massachusetts, Michigan, Missouri, Nebraska, Nevada, New Jersey, New Mexico, North Carolina, Ohio, Oklahoma, Pennsylvania, Texas, Utah, Virginia, Washington D.C., Wisconsin, and Puerto Rico.



Pocket Smart

LULAC's signature financial literacy program is Pocket Smart, a comprehensive and beneficial education program that fosters wise money management and fraud prevention.

Pocket Smart is designed to help Latinos from lower than average income levels enhance their financial skills and create positive banking relationships. Running in 22 states, this program offers participants informational resources to better manage their money and make informed decisions regarding investments, business opportunities and day-to-day transactions. Of program participants, LULAC found that nearly 70% rarely or never check their credit reports. With statistics like these, it is imperative that Latinos in access to resources that help them learn sensible habits to use well into the future.



21,000
individuals served in 22 states

300+
workshops per year



Wallet Wise

The Wallet Wise partnership between LULAC and Ally Financial, is a free financial education program that teaches consumers the basics of budgeting, credit, banking and investing and can be used in a number of ways such as an introduction to those who have never applied for credit or created a budget or as a refresher on important financial topics.

Ally provides LULAC with the resources for each individual course including a financial course including a financial literacy curriculum to guide Wallet Wise lessons. During the course, the students participate in a webinar in order to lead future classes.



United Latino Job Bank

www.HireLatinos.org

LULAC's Latino Job Portal seeks to increase diversity in corporate America and federal government. LULAC launched the job portal to help individuals find jobs.

LULAC launched the United Latino Job Bank to help recent college graduates and individuals find jobs. With the United Latino Job Bank, job seekers can apply for highly competitive positions in government agencies with members of LULAC's corporate alliance board, and with non-profit partners. Its main goal is to increase diversity in corporate America and the federal government.



Latinos Living Healthy Programs

Increasing awareness of health issues impacting the Latino community

One of the most pressing issues affecting Latinos is health. Disparities in access, quality of service, and the burden of preventable chronic illnesses are rampant. Obesity, heart disease, cancer, diabetes, and strokes continue to be health issues within the Latino community. LULAC's health programs focus on improving health outcomes through engaging our local councils, national partners, and corporate sponsors in campaigns dedicated to raising awareness and inspiring healthy lifestyle changes in our communities.

Through our Latinos Living Healthy initiative, LULAC raises awareness among the Latino community about the steps individuals must take to prevent these illnesses by connecting Latinos with resources that can be found on the national and local levels. LULAC's work addresses individual and community change, including developing and sustaining partnerships with local communities, schools, healthcare systems, and government agencies.

Health outcomes will improve as long as we continue to make concerted efforts at all levels for sustained change. Through the subsequent endeavors, LULAC encourages healthy lifestyle choices, ultimately putting more Latino families in control of their well-being.





Latinos Living Healthy: Ferias de Salud

The Ferias de Salud, a series of annual health festivals, draw more than 10,000 people each and boast a general audience including: faith-based organizations, university associations, exercise groups, youth sports clubs, underserved community members, public housing residents, health practitioners and public sector employees. Ferias motivate families to become physically active and make healthier life choices in an effort to fight the obesity epidemic and address other health disparities faced by Latinos nationwide.

Previously held in Puerto Rico, Texas, Washington, D.C., and California, LULAC's popular health ferias have cumulatively drawn over 85,000 attendees in just three years – each featuring at least 70 exhibitors, 20 health units, various expo mobile units, all dispersing cultural health information to the neediest communities. All health fairs include free mobile clinics that provide health screenings and services such as flu vaccinations, diabetes testing, cholesterol screenings, and blood drives. Additionally, LULAC captivates participants by featuring entertainment such as topline performers, folkloric dancing, celebrity guest appearances, celebrity chef cooking demonstrations, and other family-oriented activities.



10,000
attendees per health festival

90,000
individuals served since the
program launched



Healthy Communities Programs

Latinos should have an equal opportunity to make the choices that allow them to live long, healthy lives, regardless of ethnicity, education level or income. With this in mind, LULAC created the Healthy Communities program to promote access to healthy environments and to target the root causes of local health inequities. LULAC engages its community councils in a movement to raise awareness at the grassroots level by distributing information and resources regarding the causes, effects, and outcomes of health issues that affect Latinos in a culturally competent manner. The seed money provided by LULAC National is used to begin health-oriented programs while simultaneously curbing costs, with the end goal of creating innovative health solutions. The impressive success stories are helping Latinos across the country attain optimal health.

Through this program, LULAC Councils fill gaps in health equity in their respective communities and have generated over \$450,000 in in-kind support (including the estimated value of donated products and services). This seven-fold increase to the funding provided allows sites to expand their programmatic outreach, offer additional services at events, and continue programmatic operations after the conclusion of direct grant funding.

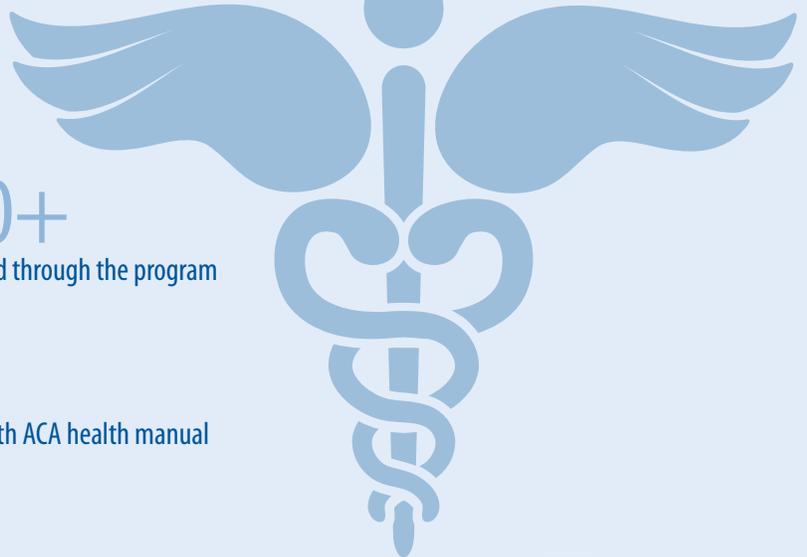
Each council tackles health disparities in unique ways including developing community gardens, hosting health fairs, community informational sessions, cooking demonstrations, 5K runs, distributing recipe cards, dance classes, and family health nights.



The program currently operates in:
 Arizona, California, Connecticut, Florida,
 Illinois, Indiana, Kansas, Maryland,
 Massachusetts, New Jersey, New Mexico,
 New York, Oklahoma, Texas, Utah, Virginia,
 and Wisconsin.

32,000+
 individuals reached through the program

4,700
 people reached with ACA health manual
 and fact sheets





Civic Participation Programs

With LULAC serving a rapidly growing immigrant community, we understand the importance of ensuring their successful transition into active, educated new citizens. Immigrants and their children quickly turn into voters, politicians, and community organizers dedicated to improving their communities and taking active roles in the civic engagement effort. LULAC is investing in programs that hone English literacy skills, offer citizenship application assistance, and provide civics and citizenship education. These critical services will go a long way in preparing immigrants to become vital participants in American society.



LULAC Volunteer Councils

LULAC Councils are an affiliated unit of the League of United Latin American Citizens. They are comprised of volunteer members who work within a community under the authority granted by the LULAC National Board of Directors upon approval of an application for a LULAC Charter. There are currently more than 1,000 LULAC Councils throughout the United States and Puerto Rico that work to improve the quality of life for Hispanics in the communities in which they are located. To achieve its mission, LULAC mobilizes its volunteer network to provide community-based advocacy and direct service programs to empower community advocates and Hispanic families at the local, state and national levels.

LULAC members promote active communities, raise group consciousness, and mobilize political participation. Participants are encouraged to volunteer in their local communities, dialogue about the successes and challenges in their cities, and develop and implement community-centric solutions to address community needs. A series of issue-based and educational workshops equip participants with comprehensive advocacy, skills to engage their local, state, and national elected officials and interact with the media in order to become as effective advocates for underserved Latino communities.

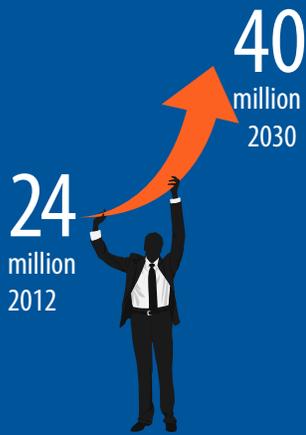
135,000
volunteer members

1,000+
adult and young adult councils

200+
young adult and youth councils



LULAC registers voters throughout the country especially focusing on swing states such as Nevada, Virginia, Wisconsin, Ohio, and Florida.



Projected Latino population eligible to vote

66,000 eligible Latino voters turn 18 years of age every month

217,670 individuals engaged with LULAC's Democracy Initiative since 2004



Democracy Initiative

LULAC believes that voting is a fundamental right in a fair democracy. It is essential for every citizen to have a voice in the government. LULAC has played an active role in educating and registering voters, protecting voter rights, monitoring American elections, and promoting public campaigns.

In 2012, the Latino vote played a significant role in the presidential campaign. Latinos represented 10 percent of the electorate and LULAC worked hard to expand the Latino vote. LULAC registered voters in major battleground states such as Virginia, Florida, Nevada, Iowa, Wisconsin, Colorado, and Ohio; and also registered voters, in many Latino emerging cities with emerging Latino populations.

In Virginia, LULAC educated and registered Latinos for the 2013 gubernatorial elections and state and local elections. LULAC focused its efforts in the top 2 growing counties in Northern Virginia, Prince William County and Loudoun County through partnerships with business owners and community organizations. In addition, LULAC was able to reach Virginia voters through text message to remind them about voting in the elections. LULAC also

partnered with the Labor Council for Latin American Advancement (LCLAA) to do poll monitoring in selected precincts in Northern Virginia, especially focusing on Prince William County and Fairfax County.





Hispanic Immigrant Integration Program (HIIP)

LULAC, in partnership with the Hispanic Federation (HF), has launched the Hispanic Immigrant Integration Project (HIIP). HIIP seeks to increase the availability of immigrant integration assistance programs available to low-income, immigrant, Spanish-dominant, and otherwise underserved Latinos in the United States.

LULAC, through this impactful program, works to provide LULAC Councils and allies with training and ongoing assistance in program best practices, design and implementation. LULAC's motivational grassroots base, allows for this program to be implemented in emerging Latino communities that conduct:

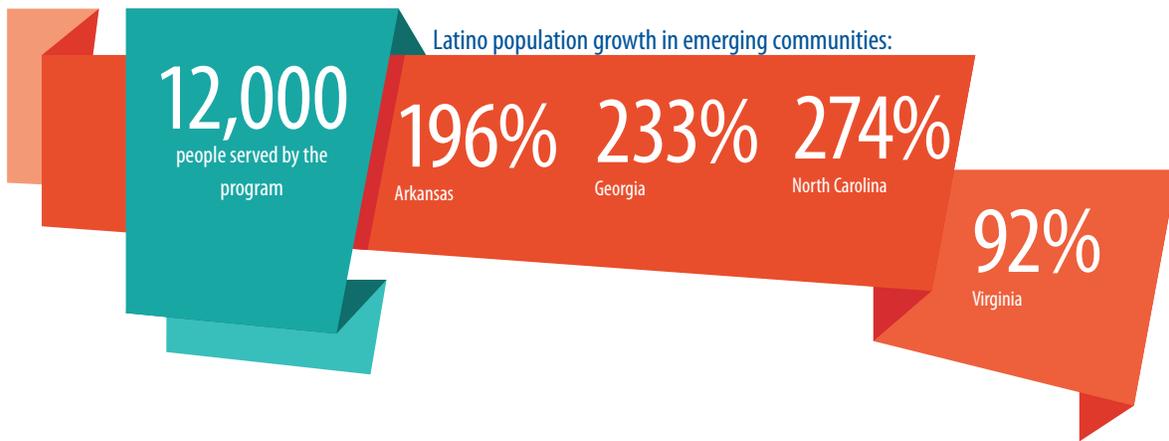
- Outreach/awareness campaigns;
- History and civic classes / ESL;
- Application assistance for:
 - Naturalization application;
 - Deferred Action for Childhood Arrival (DACA); and
 - Family-based petition application.



12,000
people served in the last 2 years

10,000
students trained & screened for citizenship exams, DACA, and immigration applications

90%
of eligible participants are on track to complete the citizenship process





Annual Signature Events National Convention & Exposition

The LULAC National Convention and Exposition generates tremendous excitement in the Latino community. Each year, 20,000 participants gather to address the critical issues that concern Hispanics nationwide. This week-long event features renowned speakers such as Members of Congress, cabinet secretaries, local elected officials, academic experts, and respected business and community leaders.



LULAC National Convention & Exposition:

2016

July 12-16
Washington Hilton
Washington, D.C.

LULAC National Convention & Exposition draws:

20,000+
visitors and participants

1,000+
delegates from all
states and Puerto Rico

400+
federal
employees

40+
workshops

200+
exhibitors



LULAC's workshops and seminars during the convention discuss issues of extreme importance to the Latino community, including immigration reform, education, health care, and civil rights. Furthermore, the LULAC Youth and Collegiate LULAC students hold two separate events where workshops and tools are provided to participants to help them become exceptional emerging leaders. The workshops are focused on the value of community service, leadership development, career opportunities, and advocacy training.

As part of the convention, the LULAC Expo displays the resources, products, and services of both companies and government agencies. Attending the

expo is a great way for the community to learn about these exceptional offerings. In addition, the Career Fair features job opportunities in corporations, government agencies, colleges, universities, labor unions, the armed services, and non-profit organizations. The job fair is free of charge. Job seekers gain direct access to employment opportunities available for Latinos in the private sector and government agencies.

LULAC also hosts the Federal Training Institute (FTI), a separate leadership development track for 300 government employees.

On July 14, 2016, LULAC's signature **Presidential Candidate Forum** will feature leading Republican and Democratic candidates for president moderated



by renown journalist Jorge Ramos. The forum will gather 450 of Washington's leaders at the Newseum's

Annenberg Theater and be broadcast live on Univision.

National Youth Convention

The LULAC National Youth Convention is a four-day event that takes place alongside the LULAC National Convention and focuses on Hispanic youth. The event includes workshops, educational panels, career opportunities, leadership training, and hands-on activities.

In addition, the LULAC Youth get exposure to activities of the regular LULAC National Convention and Exposition. At the Exposition Hall, youth can partake of free services that LULAC provides to the Latino community including the free health pavilion, career fair, and college resource fair. LULAC wants to ensure that the youth take advantage of all the resources that the conference provides so that they can become the leaders of tomorrow.



LULAC NATIONAL CONVENTION & EXPOSITION								
BENEFITS/LEVELS	PRESENTING \$200,000	DIAMOND \$100,000	PRESIDENTIAL \$75,000	JUDICIAL \$50,000	SENATORIAL \$35,000	CONGRESSIONAL \$25,000	PATRIOT \$20,000	PATRON \$15,000
Marketing materials, "Presented by"	Yes							
Company introduced at Presidential Banquet	Yes	Yes						
10' x 10' exhibit spaces	24	12	8	6	4	3	2	1
Reserved table(s) at sponsored event	4	2	2					
Reserved table(s) at each luncheon (upon request)	2	1	1					
Video during Presidential Banquet	2 minutes	1 minute	30 seconds					
Corporate letter to membership	2 pages	1 page	1 page					
Program book ad	backcover	2 pages	2 pages	1 page	1 page	1 page	1 page	1/2 page
LULAC News ad	2 pages	1 page						
Attendance to VIP functions	Yes	Yes	Yes	Yes	Yes			
Full registration packages	24	12	8	6	4	3	2	1
Logo on the LULAC website	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Database of registered attendees for marketing purposes	Yes	Yes						
Signage throughout the convention	Yes	Yes	Yes					



Legislative Conference and Awards Gala

Each year, the LULAC National Legislative Conference and Awards Gala addresses critical legislative issues affecting Hispanic Americans as well as recognizes key leaders who have served the Hispanic community.

1,000+
conference participants

800+
gala participants

200+
collegiate participants

50+
Capitol Hill visits

30+
Members of Congress visited



LULAC's Legislative Conference features an unparalleled policy summit with Members of Congress, congressional staff, and Latino leaders to discuss key policy priorities for the Latino community. During the visits and briefings we have several panels of experts that discuss issues of importance to the Hispanic community such as health care, comprehensive immigration reform, education, and technology.

The Annual Awards Gala takes place in Washington, D.C. and presents awards to three distinguished elected policy makers who have served the Hispanic community. In addition, we celebrate LULAC's anniversary. LULAC was founded on February 17, 1929.

The LULAC National Legislative Conference and Awards Gala is an excellent opportunity to work with Hispanic leaders and our nation's top elected officials who demonstrate support to the Hispanic community.

Proceeds from the LULAC National Legislative Conference and Awards Gala support the important work of the LULAC National Office. Contributions to the legislative gala are not tax deductible as a charitable contribution, but may be deductible as a business expense.



Legislative Conference and Awards Gala:

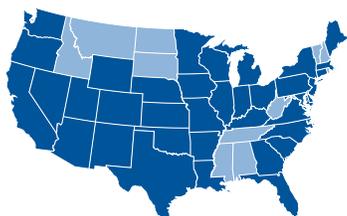
2016

February 24-25
Mandarin Oriental
Washington, D.C.



LULAC NATIONAL LEGISLATIVE CONFERENCE & AWARDS GALA

BENEFITS\LEVELS	PRESENTING \$75,000	DIAMOND \$40,000	PLATINUM \$35,000	GOLD \$20,000	SILVER \$15,000	BRONZE \$10,000
Industry exclusivity	Yes					
Brief remarks	Yes	Yes	Yes			
Podium recognition	Yes	Yes	Yes	Yes		
Awards gala table(s)	4	2	2	1	1	1
Legislative luncheon table(s)	4	2	1	1		
Video	1 minute	30 seconds	30 seconds			
Pre-gala sponsorship	Yes	Yes				
Pre-gala reception tickets	20	10	6	4		
Registration packages	20	10	6	4	2	1
Logo on the LULAC website	Yes	Yes	Yes	Yes	Yes	Yes
Program recognition	Yes	Yes	Yes	Yes	Yes	Yes



The conference is in Washington, D.C. Participants come from all over the U.S. for this summit.

18-26

Emerge participants age range

300

students served since the program was launched

Emerge Latino Conference

The EmERGE Latino Conference brings together Hispanic young adults from across the country in a three-day summit that takes place in Washington, D.C. These young leaders are taught the skills needed to advocate on behalf of 53 million Latinos in the United States. Through EmERGE Latino, young adults begin to understand their personal responsibility in furthering their educations and giving back to their local communities by volunteering.

The EmERGE Latino conference's sole purpose is to educate young leaders to inspire others to make a difference within their communities.

The conference provides college students with public policy briefings on topics such as health, education, technology, and immigration. In addition, EmERGE attendees receive training in civic engagement, advocacy, and program coordination.

Students participate in policy workshops on critical legislative issues affecting Hispanic Americans. The

students also participate in the LULAC National Legislative Conference and Awards Gala, an event that recognizes key leaders who have served the Hispanic community across the country.

In addition, the career fair is available to explore job opportunities in the corporate, non-profit, non-traditional, and government sectors.

Emerge Latino Conference:

2016

February 23-25
Hyatt Place National Mall
Washington, D.C.



LULAC National Women's Conference



The LULAC National Women's Conference highlights the incredible accomplishments of Latinas and features the inspiring stories of women who have overcome many challenges to achieve great success. Held in different cities across the country, this annual gathering features workshops on education, business, health, careers, domestic violence and child abuse, sexual identity, retirement and investment, and running for political office. LULAC helps Latinas become leaders and agents for change for the betterment of their communities and their families through education, economic development, political empowerment, leadership, health, and women's rights.



Women's Conference:

2016

April 1-2
Millennium Biltmore Hotel
Los Angeles, CA

LULAC NATIONAL WOMEN'S CONFERENCE

BENEFITS\LEVELS	PRESENTING \$50,000	DIAMOND \$25,000	EMERALD \$20,000	RUBY \$15,000	PEARL \$10,000	SAPPHIRE \$5,000
Marketing materials "Presented by"	Yes					
Brief remarks at conference events & ribbon cutting	Yes					
Remarks at luncheon	Yes	Yes	Yes			
Podium recognition at luncheon	Yes	Yes	Yes	Yes		
VIP and greet hospitality photo-op	Yes	Yes	Yes	Yes		
Representatives at Welcome Reception	10	10	5	3	2	1
Full registrations	20	10	5	3	2	1
Luncheon tables	5	3	2	1	1	5 seats
Ad in program book	1 color page	1 color page	1 b&w page	1 b&w page	1/2 b&w page	1/2 b&w page
Logo on the LULAC website	Yes	Yes	Yes	Yes	Yes	Yes



Publications & Social Media

LULAC News

What does LULAC represent? How can LULAC help Latinos achieve their goals? How do we connect Latinos to critical resources? These are just a few of the questions that LULAC seeks to answer via the *LULAC News*, the quarterly print publication produced by and for Latinos.

Each issue of the *LULAC News* is designed to reflect the voice of the Latino community, and empower readers across the nation with the tools they need to succeed. Every publication includes several articles that mirror the mission of the League of United Latin American Citizens: to advance the economic condition, educational attainment, political influence, health, housing and civil rights of the Hispanic population of the United States.

Complementing the dynamic and grassroots structure of the organization, the *LULAC News* is one of many vehicles used to connect the Latino community to issues that affect their lives every day. Across the nation, LULAC is committed to serving and mobilizing diverse populations, including youth, young adults, women and elderly. As we work to break down barriers, LULAC also seeks to inspire Latinos by presenting opportunities for growth and advocacy.



320,000
readers per year

Quarterly
published

LULAC Social Media

LULAC continues to utilize its extensive social media networks to disseminate key information to its members. Every month, LULAC's Facebook page receives over 800 new likes, and recently topped 24,000. LULAC's Twitter following continues to grow as well, acquiring over 400 new followers every month. Both platforms serve as yet another way for LULAC members to engage with the greater LULAC community and discuss the most pressing issues in the Latino community.

Facebook continues to be one of the most effective platforms for engaging LULAC members across the country. The page informs members and followers of LULAC press releases and statements, the work of local LULAC councils, pressing issues in the Latino community, and LULAC National events and services.

Twitter allows for LULAC to instantly engage with advocates throughout the country through quick, concise messaging. LULAC's account is utilized to promote events, highlight federal and corporate partners, and quickly respond to policy changes and current events as they occur.

LULAC continued to build upon the momentum it created recently with the **LULAC Blog**. The blog features original content from LULAC officers, staff and interns ranging from personal stories of internship experiences, to media analyses, to highlighting issues not commonly discussed in Latino families, such as mental health. Every month, three blog entries are published and shared extensively through LULAC's social media networks.



25,700+

Facebook likes

412,000+

people reached

15,948

average daily impressions



9,600+

Twitter followers

138,000+

tweet impressions

4,800+

Twitter profile visits



Partnerships

The LULAC Annual Partnership

The LULAC Annual Partnership provides a package of sponsorships for LULAC’s premier events and programs at a considerable savings and with additional value-added opportunities not available to other sponsors. The yearly partnership may be designed and tailored according to the needs of your company. By signing a yearly partnership agreement, your company can receive an additional value of up to 20% over the cost of the investment.

LULAC ANNUAL PARTNERSHIP			
BENEFITS\LEVELS	PLATINUM \$100,000	GOLD \$75,000	SILVER \$50,000
LULAC National Convention & Exposition	Presidential sponsorship	Judicial sponsorship	Senatorial sponsorship
LULAC National Legislative Conference & Awards Gala	Diamond sponsorship	Gold sponsorship	Silver sponsorship
LULAC News - published 4 times in the year	Full page color ad	Full page color ad	Half page color ad
Corporate Alliance Membership	Platinum membership	Gold membership	Silver membership
LULAC Universal Partner Badge	Three name badges	Two name badges	One name badge
LULAC Web Link with Corporate Logo	Platinum link	Gold link	Silver link
Partner Only Reception at Convention with Board & Life Members	Partner reception	Partner reception	Partner reception
Partner Plaque at LULAC National Office	Platinum listing	Gold listing	Silver listing
TOTAL VALUE	\$126,000	\$88,000	\$55,000
SAVINGS	20% - \$26,000	15% - \$13,000	10% - \$5,000

LULAC Visionary Partner

LULAC’s critical education, health, civic participation, economic empowerment, and technology programs are not possible without the generous time, effort, and support of our Visionary Partners. To become a Visionary Partner, make a multi-year commitment of \$1 million or more to LULAC’s programs and events.

LULAC’s Leadership Initiative creates model programs and fosters innovative solutions to the most pressing needs of the Latino community through LULAC’s network of 1,000 LULAC councils, 60 community technology centers, 150 youth programs, and 4 regional offices.

As a LULAC Visionary Partner, your company will have access to special meetings with LULAC’s leadership, customized branding opportunities at LULAC’s national and regional offices, as well as signature branding and visibility

opportunities at one of LULAC’s largest annual events. The minimum commitments: a three year 1+ million dollar commitment (1929 Society Circle), a three year 2+ million investment (Legacy Circle) or 3+ million dollar commitment (Visionary Circle).

For more information, contact the LULAC Director of Corporate and Federal Relations or Director of Development at 202-833-6130.

