



# League of United Latin American Citizens 2018 Partnership Opportunities Guide





# Welcome

## Dear Prospective Partner:

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

Since our founding, LULAC has established a track record of success by creating a culture of achievement through innovative 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.



Roger C. Rocha, Jr.

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, 67 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 the most widely attended activities of their kind in the Latino community.

We would especially encourage you to consider joining one of LULAC's Leadership Giving Circles 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. For more information please visit [www.LULAC.org/partner](http://www.LULAC.org/partner).

Thank you for your consideration.

Sincerely,



Brent A. Wilkes

Roger C. Rocha Jr.  
National President

Brent A. Wilkes  
Chief Executive Officer

# Table of Contents

-  **About Us** 4
  - Mission
  - LULAC Presence
  - History
  - Corporate Alliance
-  **Education & Leadership Programs** 9
  - ¡ Adelante! America
  - Ford Driving Dreams
  - Collegiate LULAC and LULAC Youth Councils
  - Federal Training Institute
-  **Economic Empowerment Programs** 13
  - Technology Centers
  - Pocket Smart
  - Girls in Tech
  - Latina Entrepreneur Academy
  - United Latino Job Bank
-  **Latinos Living Healthy Programs** 15
  - *Ferias de Salud*
  - Healthy Communities
-  **Civic Participation Programs** 18
  - LULAC Volunteer Councils
  - Democracy Initiative
  - Environment & Sustainability
  - LULAC Equality Project
-  **Annual Signature Events** 22
  - LULAC National Convention & Expo
  - National Youth Convention
  - Legislative Conference & Awards Gala
  - Emerge Latino Conference
  - Women's Conference
  - Latino Technology Summit
-  **Publications & Social Media** 33
  - LULAC News
  - Social Media
  - LULAC National Updates
-  **Partnerships** 34
  - Annual Partnership
  - Leadership Giving Circles

## Mission:

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

## Values:

**Catalyst for Change.** We address the most pressing issues facing 57 million Latinos in the U.S. through programs and advocacy.

**Innovative Demonstration Projects.** We leverage our national, state, and local partners and members to test innovative solutions.

**Volunteer Network.** We train our unmatched volunteer network of 1,000 councils to conduct programs.

**Systemic Change.** LULAC creates a culture of achievement within Latino communities through innovative grassroots programs, strong advocacy, membership/affiliate expansion, and leadership development.



# The League of United Latin American Citizens

*89 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 local 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.

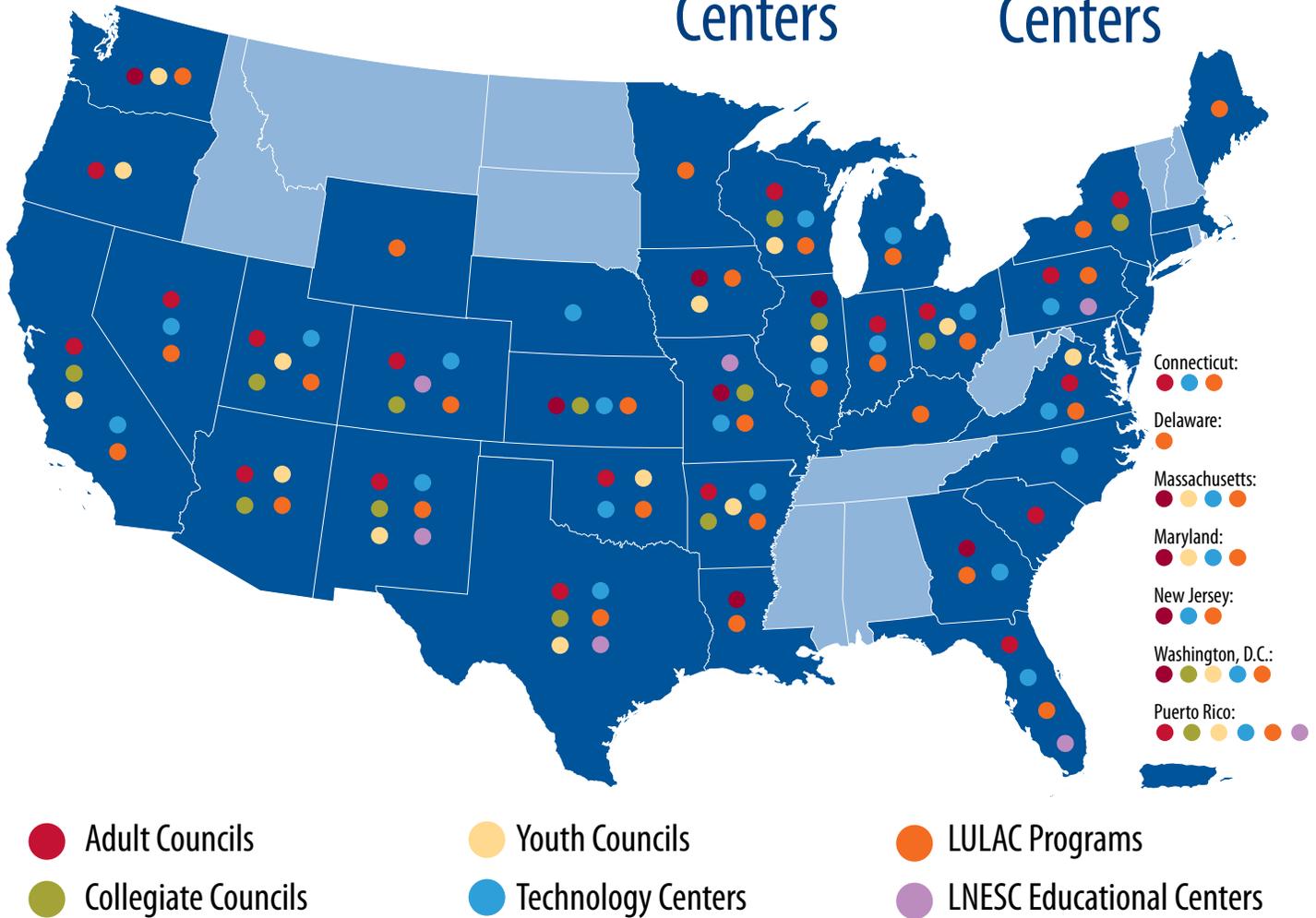
# Current LULAC Presence

37 States

135,000  
Members

67  
Technology  
Centers

14 LNESC  
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 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 that ended 100 years of segregation in California's public schools. The case became a key precedent for *Brown vs. Board of Education*.

**1954**

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

**1963**

President John F. Kennedy addresses LULAC members in Houston.

**1968**

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

**1973**

LULAC forms the LULAC National Educational Service Centers, Inc. – LNESCC – 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 1,000 Hispanic communities served by LULAC Councils.

**2005**

LULAC launches 23 technology centers around the country.

**2008**

Three candidates for president – Obama, McCain, and Clinton – address LULAC

membership at the LULAC National Convention in Washington, D.C.

**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.

**2011**

LULAC establishes a regional office in California.

**2013**

LULAC establishes its 60th technology center.

**2016**

LULAC co-hosts the first Latino Tech Summit in Silicon Valley, California.

*Members attending the LULAC National Convention, Kingsville, Texas.*



**1948**

# LULAC Corporate Alliance



The LULAC Corporate Alliance is an advisory board composed of 30 of the nation's leading companies who seek to foster a partnership with the Hispanic community and to provide advice and assistance to the LULAC organization.



Anheuser-Busch



AT&T



Bank of America



Google



Charter Communications



The Coca-Cola Company



Comcast/NBCUniversal/Telemundo



Cox Enterprises, Inc.



Denny's Corporation



Exxon Mobil Corporation



Ford Motor Company



General Motors Company



Hilton Worldwide



MillerCoors LLC



The Internet & Television Association



Nissan



PepsiCo, Inc.



Pfizer Inc.



The Procter & Gamble Company



Shell Oil Company



Southwest Airlines Co.



Sprint



The Walt Disney Company



Vayamos Juntos

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 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. For more information, please visit our website [www.lulac.org/education](http://www.lulac.org/education).



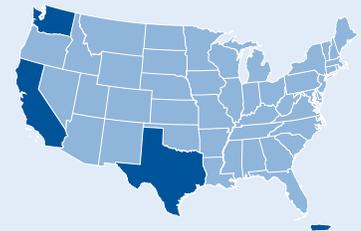
## *¡Adelante!* America

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 futures through a variety of noteworthy career exploration workshops.

*¡Adelante!* America works with Latino youth from ages 13 to 18 to cultivate optimism, build resilience, and improve academic skills with the goal of successful high school completion. Since 2008, the program served over 11,000 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 during the fall of each year, with programming that lasts through the spring graduation season.

In addition to emphasizing 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. For more information, visit [www.lulac.org/adelante](http://www.lulac.org/adelante).



Emerging states where programs are located: California, Texas, Washington, and Puerto Rico

11,000+  
Latino students served



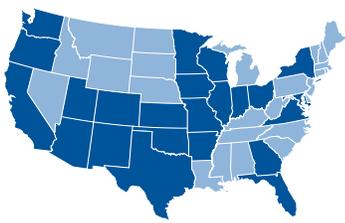
100%  
of students who participated in the program obtained on-time grade promotion



# Ford Driving Dreams - Case Study

The National Center for Education Statistics reports 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. These targeted efforts help students improve the quality of their education while encouraging students to pursue a higher education. Students are exposed to tutoring, mentorship, college and career exploration; and cultivate skills that will help them gain employment in their post academic career.



To date this program has served more than 1,750 students in more than 53 communities throughout the United States and Puerto Rico. Currently, the program is operating in Arkansas, California, Illinois, Michigan, Oregon, Pennsylvania, Puerto Rico, Texas, Utah, Virginia, Washington, Washington D.C., and Wisconsin.

92%



of students in this program plan to attend college after high school graduation

80%



of students in this program will be the first in their families to attend college

32.4% to 10.6%

Hispanic dropout rate as of 2014

Source: U.S. Department of Education Institute of Education Sciences National Center for Education Statistics





## 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 training; 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 2025. For more information, visit [www.lulac.org/collegiate](http://www.lulac.org/collegiate).

## 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 between the ages of 12-18. For more information, visit [www.lulac.org/youth](http://www.lulac.org/youth).





11,100+

federal workers developed leadership skills attending the Federal Training Institute since 1986

1,800+

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

45+

government agencies partnered with LULAC FTI

12,025

certificates issued to federal employees who completed the FTI training



LULAC National Convention:

2018

July 17-21  
Phoenix Convention Center

## Federal Training Institute

The Federal Training Institute (FTI) is structured to motivate and prepare attendees of all ages for leadership positions in the Federal government and the corporate world to create a workforce of leaders that reflects the U.S. population. For more information, please visit [www.lulac.org/fti](http://www.lulac.org/fti).

### Senior Executive and Leadership Development Training (SELD)

This intensive and structured career-development training is geared for those interested in pursuing a Federal career and/or a leadership position in the Federal or corporate world. SELD offers an array of plenary sessions, workshops, and executive coaching designed to enable attendees to enhance their leadership skills and develop the Executive Core Qualifications required for leadership positions and entry to the Senior Executive Service.

### Senior Executive Roundtable Discussion and Speed Mentoring

This unique activity provides employees interested in moving into the executive ranks an opportunity for a more direct, give and take interaction with experienced managers in leadership positions. The attendees will participate in an informal exchange of information with senior managers regarding expectations, competencies needed to build a culture that drives for results, serves customers, and builds successful teams and coalitions within and outside the organization.

### Excellence in Service Awards

The LULAC Excellence in Service Award honors military members and Department of Defense (DoD) civilian employees, men and women, who have supported the LULAC priorities as well as the DoD mission, overseas contingency operations, or whose attributes best epitomized the qualities and core values of their respective Military Service or other DoD Component. The event takes place at the LULAC National Convention during the Defenders of Freedom breakfast.

### Leaders Mentoring Program (LMP)

This program works to address the lack of Latino leaders in the higher ranks of the Federal government. We know that mentoring plays a key role in one's personal and professional development. The Leaders Mentoring Program (LMP) offers the opportunity for mentors and mentees to further develop and enhance senior level leadership in the Federal sector. The program – is an agreement between two people sharing experiences and expertise to help with professional and personal growth. The program provides leadership workshops, on hand activities and provides attendees with opportunity to have a one-on-one relationship with a designated mentor.

### FTI Youth Symposium and Young Professional & Collegiate Symposium

A free, fun-filled, day-long event to showcase career and employment opportunities available to middle, high school, college and university students, and young professionals. Expert presenters introduce students to resume writing, online resources, student programs, scholarships and internships in federal and private sectors.



# Economic Empowerment Programs

In an effort to reduce the wealth divide affecting the Latino community, LULAC continues to promote 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. For more information, please visit [www.lulac.org/economic](http://www.lulac.org/economic).

## Empower Hispanic America with Technology



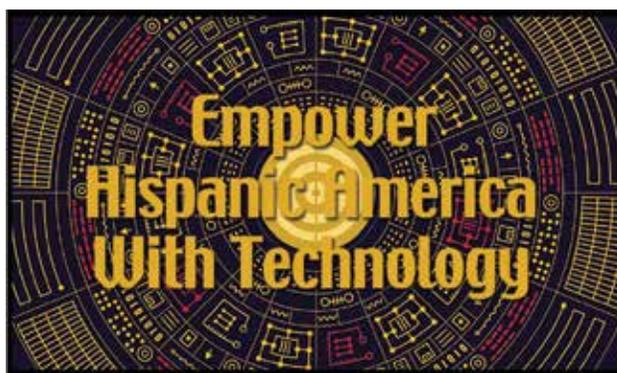
LULAC's technology centers provide computer training and Internet access to 150,000 underserved Latinos each year.

LULAC's Empower Hispanic America with Technology project creates positive exchange in Hispanic communities by providing access to state-of-the-art computer technology to narrow the digital divide. The project empowers Latinos with access to highspeed 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.

Since 2004, LULAC launched more than 67

technology centers across the U.S. and Puerto Rico. For more information please visit [www.lulac.org/technology](http://www.lulac.org/technology). LULAC also provides access to

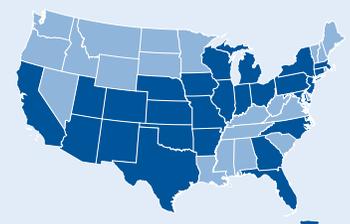
community resources through the LULAC Oportunidad App at [www.lulac.org/oportunidad](http://www.lulac.org/oportunidad) and [www.cambiatufuturo.org](http://www.cambiatufuturo.org) resource hub.



**67+**  
community technology centers

**150,000+**  
underserved Latinos every year

**1.9 Million**  
Latinos served since 2004



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



## Pocket Smart

LULAC's signature financial literacy program, Pocket Smart, is a comprehensive education program that fosters wise money management and fraud prevention among low-to-moderate income Latinos. The program empowers consumers to take control of their finances and create a better financial future for themselves and their families. For more information, please visit [www.pocketsmart.org](http://www.pocketsmart.org).

## Empowering Girls in Tech

LULAC works closely with its partners to create programs that focus on motivating girls in middle school to become our future tech titans. This program teaches computer science and kick starts their career in the fast growing technology sector. During the sessions, girls take part in hands on activities that allow them to participate in the Maker movement and learn various coding languages. In addition, the students are exposed to women in tech via guest speaker sessions or local events. At 30 sites in more than 10 states, LULAC, in partnership with Televisa Foundation and Intel, provide girls with the equal opportunity given that most schools do not offer computer science classes in underserved communities.

## Latina Entrepreneur Academy

The Latina Entrepreneur Academy is designed to train, motivate, and inspire women, especially those of Hispanic descent, to build their own businesses or enhance their existing ones in 6 cities across 5 states. The academy equips participants with important skills that are critical to launching their careers as entrepreneurs or expanding their existing businesses. At the academy, women have access to trainings that prepare them to enter the entrepreneurial world by focusing on the importance of building a business plan, pitching their business to investors, and more. The academy features experienced speakers and trainers that will guide participants through multiple sessions that will ensure their future success in the business world. For more information go to [www.lulac.org/academy](http://www.lulac.org/academy).



## United Latino Job Bank

[www.HireLatinos.org](http://www.HireLatinos.org)

LULAC's United Latino Job Bank seeks to increase diversity in corporate America and the federal government. LULAC launched the job portal to help 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, and with non-profit partners.

**Fact: According to the National Women's Business Council, only 34.9 percent of Hispanic-owned businesses are owned by women.**



# 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 prevalent 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 in the Latino community about the steps individuals must take to prevent these illnesses by connecting Latinos with national, state, and local resources. LULAC's work addresses individual and community change, including developing and sustaining partnerships with local communities, schools, health care providers, and government agencies.

Health outcomes will improve as long as we continue to make concerted efforts at all levels for sustained change. Through this initiative LULAC encourages healthy lifestyle choices, ultimately putting more Latino families in control of their well-being. For more information, please visit [www.lulac.org/health](http://www.lulac.org/health).





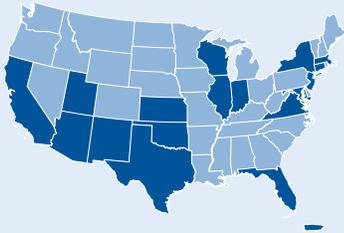


## Healthy Communities Program

Latinos should have an equal opportunity to make the choices that allow them to live long and 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 in a culturally competent manner regarding the causes, effects, and outcomes of health issues that affect Latinos. The seed money provided by LULAC National is used to begin health-oriented programs with the end goal of creating innovative health solutions that 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, HIV testing, family health nights, and "Viviendo Verde" educational sessions about health and the environment. For more information, please visit [www.lulac.org/health](http://www.lulac.org/health).



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

**75,000+**  
individuals reached through the program since 2015

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





## Civic Participation Programs

Since LULAC serves a rapidly growing immigrant community, we understand the importance of ensuring a 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 toward preparing immigrants to become vital participants in American society.



### LULAC Volunteer Councils

LULAC Councils are a fundamental 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 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 effective advocates for underserved Latino communities. For more information, please visit [www.lulac.org/councils](http://www.lulac.org/councils).

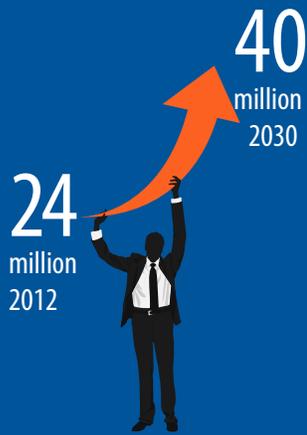
135,000  
volunteer members

1,000+  
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**  
Latinos eligible to vote turn 18 every month

**237,670**  
individuals have engaged with LULAC's Democracy Initiative since 2004

**14,000,000**  
viewers and listeners of the 2012 Awareness PSA



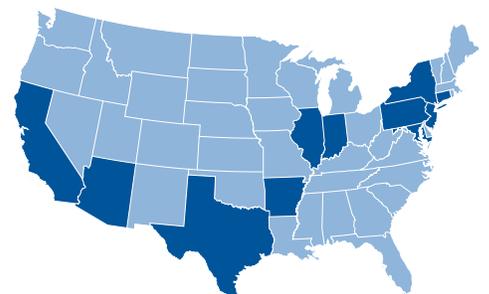
## Democracy Initiative

LULAC believes that voting is a fundamental right in a 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 2016, the Latino vote played a significant role in the presidential primaries and general election. 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 Colorado, Florida, Iowa, Nevada, Ohio, Virginia, and Wisconsin and in many emerging Latino communities.

LULAC launched the Latino Iowa Caucus Project on November 30, 2015, to increase Latino representation in the Iowa electorate. LULAC encouraged Latinos to vote in the Iowa Caucuses on February 1, 2016, regardless of party affiliation. LULAC conducted voter registration drives and canvassed across the state, educating Latinos on the caucus process. LULAC leaders were able to bring to the polls more than 13,000 Latinos. This was an increase of 12,000 more Latinos than the previous caucuses. The 2016 Reed Awards and Conference named LULAC's Iowa campaign call as the "Best Spanish Language Call." In the 2012 election cycle,

nearly 125 LULAC Council volunteer-led initiatives in 25 states registered voters, activated bilingual call centers and Get-Out-the-Vote programs. LULAC operated staffed programs in Florida, Ohio, Nevada, Virginia and Wisconsin. LULAC has convened 40 town halls to discuss immigration reform in 2013. For more information, please visit [www.lulac.org/civic](http://www.lulac.org/civic). In December 2016, we launched a series of 50 Unity Town Halls across the United States.





## Environment & Sustainability: Viviendo Verde

LULAC is committed to creating new and better ways for Latinos to confront pressing public issues. Activating the robust participation by the largest and fastest minority groups, partnerships are designed to create an open dialogue between government or elected officials and community members in an effort to find common ground.

One of LULAC's key issue-based campaigns is committed to working in partnership with environmental advocates to ensure that all Americans have access to the clean land, water, and air that they need to live productive lives. LULAC launched the Viviendo Verde campaign at the state and national level to mobilize our members around the importance of addressing environmental health concerns and their impacts among the Latino community. Through these measures, LULAC is striving to ensure that the environmental health of Latinos is a longstanding priority of our elected and appointed officials. LULAC's state-based and federal campaigns this past year have activated over 3,000 Latinos through 5 state-based trainings and Federal advocacy summits in Washington, DC. We have reached over 50,000

Latinos through our strategic communications campaign including the LULAC News Magazine, Facebook Live with LULAC, and Opinion Editorials. This campaign is one example of the power of mobilizing LULAC's grassroots network. For more information go to [www.lulac.org/environment](http://www.lulac.org/environment).

Latinos in the United States face disproportionately higher rates of pollution related illnesses due to their proximity to environmental hazards. Approximately 40 percent of Latinos live within 30 miles of fossil fuel power plants that often negatively impact the air quality and land of the communities that surround them. Due to this proximity, Latinos are more likely to develop asthma and other respiratory illnesses. Ten percent of Latino children under the age of 18 suffer from asthma and forty percent of those children diagnosed are more likely to die from asthma compared to their non-Latino counterparts. Emission and gas regulations are vital to provide healthy communities in which Latino families thrive.

Environmental protections are not just about protecting our land and air, but are critical to ensuring the availability of clean water for all Americans. Because of an aging water infrastructure, millions are exposed to high levels of lead contamination and toxins in their water sources. Enforcement of these regulations are critical to prevent negative health impacts for Americans. In the case of Flint, thousands of residents were poisoned, with the negative consequences of lead poisoning ranging from minor illness to brain damage. Among children, lead exposure can lead to slow mental development and learning disabilities. In order to prevent disasters like Flint from occurring, the Environmental Protection Agency (EPA) must enact strong regulations, such as the Clean Water Rule, and have the ability to enforce those regulations across the country.





## LULAC LGBT Equality Project

The LULAC Equality Project is LULAC's outreach and education effort in the LGBT community supporting the fight for the rights of lesbian, gay, bisexual, and transgender Latinos through public education, training, capacity building, and innovative partnerships with local and national LGBT and Latino-serving organizations. LULAC educates the Latino community on LGBT issues through events in partnership with LULAC's LGBT councils, the Unión = Fuerza Latino Institute network, briefings at LULAC's national events, and through the distribution of over 10,000 pieces of bilingual educational materials. The next Unión = Fuerza Latino Institute will take place on January 24, 2018 in Washington, D.C. Go to [www.unionfuerz.org](http://www.unionfuerz.org) or [www.lulac.org/lgbt](http://www.lulac.org/lgbt) for more information.



# Annual Signature Events National Convention & Exposition

The LULAC National Convention and Exposition generates tremendous excitement in the Latino community. Each year, more than 15,000 participants gather to address the critical issues that concern Hispanics nationwide. This week-long event features renowned speakers including Members of Congress, cabinet secretaries, local elected officials, academic experts, and respected business and community leaders.



LULAC National Convention & Exposition:

## 2018

July 17-21

Phoenix Convention Center  
Phoenix, AZ

LULAC National Convention & Exposition draws:

**15,000+**

participants throughout  
the week

**1,000+**

delegates from across  
the United States

**400+**

federal  
employees

**90+**

workshops

**200+**  
exhibitors



As the premier Hispanic conference, the LULAC National Convention draws over 15,000 participants each year including top leaders from the government, business, and the Latino community.

LULAC's workshops and seminars cover the most pressing issues for the Latino community. In conjunction with the convention, LULAC Youth and Collegiate students holds separate tracks to enhance the skills of our emerging leaders. The sessions focus on the value of community service, leadership development, career opportunities, and advocacy training.

As part of the convention, the LULAC Exposition showcases resources, products, and

services of both companies and government agencies. The Expo's career fair features job opportunities with corporations, government agencies, colleges, universities, labor unions, the armed services, and non-profit organizations. The career fair is free of charge and provides opportunities for on-site interviews. LULAC also hosts the Federal Training Institute (FTI), a separate leadership development track for 400 government employees. For more information, please visit [www.lulac.org/convention](http://www.lulac.org/convention).

Save the dates of July 9-13, 2018 for our 90th Convention in Milwaukee, WI and our 91st Convention in Washington, DC in the summer of 2020.



### Convention Hotels:

Hyatt Regency Phoenix  
Sheraton Grand Phoenix

**Rates:** \$ 89-99 for Single and double rooms

**Cut-off date:** June 22, 2018



# Hosting Opportunities

## Tuesday, July 17 Opening Reception

6 pm to 8 pm  
Attendance: 600  
The kickoff event is full of excitement as we preview a week-long convention and expo featuring local speakers, elected officials and workshops.

**Minimum Sponsorship:** \$25,000

## Wednesday, July 18 Phoenix Celebration

7 pm to 10 pm  
Attendance: 900  
Hosted by local LULAC Phoenix councils. This event highlights the best that Phoenix has to offer.

**Minimum Sponsorship:** \$25,000

## Thursday, July 19 Defenders of Freedom Breakfast

7 am to 9:am  
Attendance: 400  
Salutes distinguished Hispanic veterans who have given of themselves in service to our nation.

**Minimum Sponsorship:** \$25,000

## Unity Luncheon

12 pm to 2 pm  
Attendance: 1,000  
Promotes unity among Latinos and other communities in the United States. Speakers focus on bridging differences and working together.

**Minimum Sponsorship:** \$35,000

## Youth and Young Adults Awards Banquet

7 pm to 9 pm  
Attendance: 800  
Emphasizes LULAC Youth programs and features an elegant awards presentation for LULAC's young future leaders.

**Minimum Sponsorship:** \$35,000

## Friday, July 20 Women's Hall of Fame Luncheon

12 pm to 2 pm  
Attendance: 1,000  
Focuses on the contributions made by Latinas to the United States and features the induction of 5 women into the LULAC Women's Hall of Fame.

**Minimum Sponsorship:** \$50,000

## Presidential Awards Reception and Banquet

6 pm to 10 pm  
Attendance: 1,200  
This black-tie event highlights individuals who have given outstanding service to the Hispanic community throughout the year.

**Minimum Sponsorship:** \$75,000





# Convention Highlights

## LULAC Expo

Free! A three-day event showcasing products and services of major corporations, organizations, and government agencies.

## Career Fair

This three-day event features great jobs from over 200 top companies and federal agencies that are ready to interview and hire on the spot.

## College Fair

More than 30 representatives from top colleges are anxious to talk with you about postsecondary opportunities at their institutions.

## Health Fair

Free screenings for diabetes, hypertension, and other chronic diseases. Obtain free health services for your whole family.

## Youth Conference

A three-day event for Hispanic youth, featuring community service projects and workshops on youth issues and career opportunities.

## Young Adult Conference

A three-day event for Latino college students, featuring leadership development and policy discussions on issues impacting young adults.

## Federal Training Institute

The LULAC Convention hosts the LULAC Federal Training Institute (FTI), an intensive and structured career development program for government and public sector employees. FTI offers workshops and plenary sessions that enable government employees to enhance their leadership skills and develop their Executive Core Qualifications.

## Seminars

Free! Three days of seminars will focus on key issues facing Latinos:

- Civic Engagement
- Civil Rights
- Diversity
- Education
- Employment
- Entrepreneurship
- Financial Management
- Health
- Housing
- Immigration
- Latina Empowerment
- Leadership
- Media
- Public Service
- Technology

# LULAC NATIONAL CONVENTION & EXPOSITION

BENEFITS \ LEVELS	PRESENTING	DIAMOND	PRESIDENTIAL	JUDICIAL	SENATORIAL	CONGRESSIONAL	PATRIOT
	\$200,000	\$100,000	\$75,000	\$50,000	\$35,000	\$25,000	\$15,000
Marketing materials and event website will say "Presented by"	✓						
Company introduced at the Presidential Awards Banquet	✓	✓					
Three minute remarks at sponsored event	✓	✓	✓	✓			
10' x 10' exhibit spaces	24	12	8	6	4	2	1
Event sponsorship	✓	✓	✓	✓	✓	✓	
Reserved table(s) at sponsored event	4	3	2	1			
Reserved table(s) at each luncheon	1	1	1				
Commercial video during Presidential Awards Banquet	1 minute	1 minute	30 seconds				
Corporate letter to membership with Official picture/logo	1 page	1 page	1 page				
Program book ads	back cover	2 pages	2 pages	2 pages	1 page	1 page	1/2 page
LULAC News ads	1 page	1 page					
Attendance to VIP functions	✓	✓	✓	✓	✓		
Full corporate registration packages	30	24	15	10	5	3	1
Logo on convention website & sponsor walls; Premium branded item in convention tote	✓	✓	✓	✓	✓	✓	✓
Signage throughout the convention	✓	✓	✓				



# Legislative Conference and Awards Gala

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

**1,000+**  
conference participants

**700+**  
gala participants

**200+**  
collegiate participants

**100+**  
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, several panels of experts 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 the anniversary of LULAC, which 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 seek to demonstrate their support of the Hispanic community.

Proceeds from the LULAC National Legislative Conference and Awards Gala sustain 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. For more information, please visit [www.lulac.org/gala](http://www.lulac.org/gala).



Legislative Conference  
and Awards Gala:

**2018**

February 13-15  
Marriott Marquis  
Washington, D.C.



# LULAC NATIONAL LEGISLATIVE CONFERENCE & AWARDS GALA

## BENEFITS/LEVELS

PRESENTING  
\$75,000

DIAMOND  
\$40,000

PLATINUM  
\$35,000

GOLD  
\$25,000

SILVER  
\$15,000

BRONZE  
\$10,000

Awards Gala Brief remarks	✓	✓	✓			
Awards Gala Podium recognition	✓	✓	✓	✓		
Awards gala table(s)	4	2	2	1	1	1
Legislative luncheon table(s)	4	2	1	1		
Commercial video	1 minute	30 seconds	30 seconds			
Pre-gala sponsorship	✓	✓				
Pre-gala VIP reception tickets	20	10	6	4		
Registration packages	20	10	6	4	2	1
Logo on gala website & digital display	✓	✓	✓	✓	✓	✓
Program booklet recognition	✓	✓	✓	✓	✓	✓

# Featured Events

## Tuesday, Feb.13

### Emerge Latino Conference

#### Opening Plenary

7 pm to 9 pm

Join us to kick off the EmERGE Latino Conference, convening the brightest young Latino minds from across the country for three days of civics training, informational speakers, and networking.

## Wednesday, Feb.14

### Latino Issue Policy Briefings

9 am to 5 pm

Leading public, private, and government leaders discuss the issues of most importance to the Latino community, including health care, education, immigration, civil rights, and much more.

Past speakers have included heads of civic organizations, and private businesses, congressional leaders, and cabinet secretaries. Our briefings are tailored for young adults and adults.

### Leadership and Innovation Luncheon

12:30 pm to 1:45 pm

Signature luncheon highlighting key public, private, and government leaders on topics related to public policy, leadership, technology, and other issues of importance to the Latino community. Luncheon brings Latino leaders from across the country to Washington, D.C.

### National Legislative Awards

#### Gala Reception

6 pm to 7 pm

Opens the main and most well-attended event of the LULAC National Legislative Conference. This black-tie reception features Hispanic leaders from throughout the United States.

### National Legislative Awards Gala

7 pm to 9 pm

This magnificent black-tie dinner honors individuals who have given outstanding service to the Hispanic community throughout the year. Top national leaders address the attendees.

## Thursday, Feb.15

### Emerge Latino Conference

#### Advocacy Day

7:30 am to 9 am

A Capitol Hill breakfast for Latino college students begins a day of informational speakers, career networking, and congressional visits.

### Capitol Hill Advocacy Day

#### Luncheon

1 pm to 2:30 pm

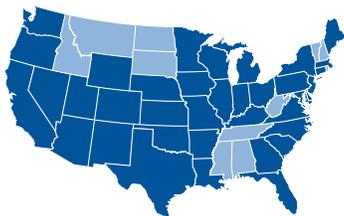
This Capitol Hill luncheon draws Latino leaders from across the country to our nation's capital. It features remarks from leading public, private, and congressional leaders on public policy, leadership, technology, and other issues of importance to the Latino community.

### Congressional Reception

5 pm to 7 pm

The closing event gathers LULAC's VIP guests for an inspiring reception exploring innovation and advocacy.





The conference is in Washington, D.C. Participants come from all over the United States

**18-26**  
the age range of the  
Emerge participants

**600**  
students served since the  
program was launched in 2014

## Emerge Latino Conference

The EmERGE Latino Conference brings together Hispanic young adults from across the country to Washington, D.C. Over the course of three days, participants 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 education and giving back to their local community by volunteering.

The EmERGE Latino Conference's purpose is to educate young leaders and 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 civic engagement, advocacy, and program coordination training.

Participants attend the LULAC National Legislative Conference and Awards Gala, an event that

recognizes key leaders who have served the Hispanic community across the country.

The career fair is open during the conference to explore job opportunities in the corporate, nonprofit, and government sectors. For more information, please visit [www.lulac.org/emerge](http://www.lulac.org/emerge).

Emerge Latino Conference:

**2018**  
February 13-15  
Marriott Marquis  
Washington, D.C.



# Emerge Latino Conference

LULAC brings motivated students interested in learning about the current state of affairs of the Latino community in the United States, as well as to increase the diversity of students from various universities attending the conference. LULAC provides transportation and lodging expenses. Scholarships will be awarded to college students on a point system, taking into account the following elements: completed application, academic accomplishments, community services, personal essays, resumes, and cover letters. For additional sponsorship opportunities, please visit [www.lulac.org/emerge](http://www.lulac.org/emerge).



## EMERGE LATINO CONFERENCE

BENEFITS/LEVELS	PRESENTING \$45,000	INNOVATOR \$35,000	PRESIDENTIAL \$25,000	JUDICIAL \$20,000	SENATORIAL \$15,000	CONGRESSIONAL \$10,000	PATRON \$5,000
Three minute remarks at opening plenary	✓	✓	✓				
Commercial video during opening plenary	90 seconds	60 seconds	30 seconds				
Reserved tables at the Thursday Luncheon	2	1	1	8 tickets	6 tickets	4 tickets	2 tickets
Career fair booth & branded item in tote	✓	✓	✓	✓	✓	✓	✓
Podium recognition during closing plenary	✓	✓	✓				
Color ad and/or letter in program	2 pages	2 pages	2 pages	1 page	1 page	1 page	
Workshop co-sponsor	✓	✓	✓	✓	✓	✓	✓
Access to student resume bank	✓	✓	✓				
Logo: website, program, signage	✓	✓	✓	✓	✓	✓	✓
LULAC News Ad & Media Announcement	2 pages	1 page					
Logo featured in promotional poster, flyer, and e-message	✓	✓	✓	✓			



# 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 each year in a different city, this gathering features workshops on education, business, health, careers, sexual identity, retirement and investment, running for public office, and domestic violence. LULAC helps Latinas become leaders and agents for change for the betterment of their communities. For more information, please visit [www.lulac.org/womensconference](http://www.lulac.org/womensconference).



Women's Conference:  
**2018**  
Spring  
Las Vegas, NV

## 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 and event website will say "Presented by"	✓					
Brief remarks at conference events & ribbon cutting; Logo on totes	✓					
Remarks at luncheon & Logo on signs	✓	✓	✓	Breakfast Remarks	Featured Panelist	
Podium recognition at luncheon	✓	✓	✓	✓	✓	✓
VIP photo opportunity	✓	✓	✓	✓		
VIP Event Tickets	20	10	8	6	4	2
Full registrations	20	10	8	6	4	2
Breakfast & luncheon tables	5	3	2	1	1	5 seats
Color ad in program	back cover	2 pages	1 page	1 page	1/2 page	1/2 page
Logo on the conference website	✓	✓	✓	✓	✓	✓



# Latino Tech Summit

LULAC's Latino Tech Summit will take place in the tech capital of the world in Silicon Valley, California. Each year, the summit convenes technology companies, institutions of higher learning, and tech organizations to develop a collaborative action plan to fast-track Latinos into the world of software development, information and communication technology careers, and tech entrepreneurship, resulting in more Latinos being hired in the tech industry.

The Latino Tech Summit will bring innovative technology companies from around the country, colleges and universities, community organizations, entrepreneurs, and tech think-tanks together to help develop Latinos into the workforce of the future. The sponsorship opportunities in this package will help you identify and prepare future Latinos for tech careers and position your company as a leader in developing Latino talent. For more information, please visit [www.latinotech.org](http://www.latinotech.org). Sponsorship levels are listed below. Contact LULAC if you are interested in custom Presenting Level sponsorship opportunities.

Latino Tech Summit:

## 2018

October 27-28, 2018  
Santa Clara University



## LATINO TECHNOLOGY SUMMIT

### BENEFITS/LEVELS

	PETABYTE \$50,000	TERABYTE \$30,000	GIGABYTE \$25,000	MEGABYTE \$15,000	KILOBYTE \$10,000
Social media & Facebook Live Feature	✓				
Welcome remarks & featured executive speaker	✓	✓			
Silicon Valley ambassador host committee	✓	✓			
Branded student scholarships	5	2			
Meal event recognition & 30 sec. video	All meal events	1 Luncheon	1 Breakfast		
Breakfast & luncheon tables	2	1	1		
"Powered by" branding	2 charging stations	1 charging station	Power banks for 600		
Logo on staff t-shirts	✓	✓	✓	✓	
Conference Registrations	20	15	10	8	6
Logo: program book, signage, meal events, website, exhibit, panelist, premium item	✓	✓	✓	✓	✓

### Tracks

Three days of networking and seminars on diversity, inclusion, retention, and digital opportunity for:

- Employee Resource Groups
- Entrepreneurs
- STEM Aspiring Students
- Young Professionals
- Nonprofit Partners

**73**  
companies and organizations

**600**  
participants



# Publications & Social Media

## LULAC News

The LULAC News is one of many vehicles used to connect the Latino community to issues that affect their daily lives. The magazine is published twice a year and empowers readers across the nation with the tools they need to succeed. Each issue features articles that mirror LULAC's mission of advancing the economic condition, educational attainment, political influence, health and housing of the Latino population of the United States. For more information, please visit [www.lulac.org/publications](http://www.lulac.org/publications).

## LULAC National Updates

LULAC National Updates are one of the many ways LULAC leverages technology to reach its large membership. LULAC National Updates are six times a year digital updates that highlight LULAC programs, corporate partners, LULAC events, and the activities of local LULAC councils. The updates provide LULAC members with important information on policy and advocacy efforts while learning about the work of fellow LULAC members across the country. LULAC National Updates are distributed to LULAC's 30,000 and growing e-member community.

## 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 the total recently topped 31,000. LULAC's Twitter following continues to grow. Both platforms allow LULAC members to engage with the greater LULAC community and discuss the most pressing issues of the day.

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, important issues in the Latino community, and LULAC National events and services.

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



**Biannual**  
LULAC News published  
**30,000**  
circulation

**Six per year**  
Digital LULAC National Updates

**31,000**  
circulation

**31,472+**  
Facebook likes

**38,000+**  
Facebook Live views



**lulac.org**

**433,800+**  
Unique Visitors

**17,100+**  
Twitter followers



# Partnerships

## The LULAC Annual Partnership

LULAC offers a partnership program designed to highlight and recognize its strongest corporate partners. The LULAC Partner Program provides a package of sponsorships for LULAC’s premiere events and programs at a considerable savings and with additional value-added opportunities not available to other sponsors. By becoming a Platinum, Gold, or Silver Partner, your company can receive year-round recognition for its support of LULAC activities with one convenient contribution.

The year-round partnership includes LULAC’s two signature events, the LULAC National Legislative Conference & Awards Gala and the LULAC National Convention. The proceeds from these events allow LULAC to advocate on behalf of the most pressing issues facing the Latino community and provide community programs in health, education, civic participation, and economic empowerment. The partnership tiers include special value-added benefits only available to LULAC program partners such as premier placement of LULAC News magazine feature articles and ads, LULAC Corporate Alliance membership, LULAC Partner Pin, featured LULAC program partner web link, and access to the VIP Partner Reception.

You may not substitute benefits listed in the chart below. If you would like to sponsor a signature program named after your company or sponsor one of LULAC’s special emphasis conferences such as the Emerge Latino Collegiate Conference, LULAC National Women’s Conference, or the LULAC National Board’s Fall Legislative Summit; these opportunities do require an additional investment. Our development team is delighted to work with you to find the partnership opportunity, that best matches your company’s goals and priorities.

<b>LULAC PARTNERSHIP PROGRAM</b>			
<b>BENEFITS/LEVELS</b>	<b>PLATINUM</b> \$150,000	<b>GOLD</b> \$100,000	<b>SILVER</b> \$75,000
LULAC National Convention & Exposition	Presidential sponsorship \$75,000 value	Judicial sponsorship \$50,000 value	Senatorial sponsorship \$35,000
LULAC National Legislative Conference & Awards Gala	Diamond sponsorship \$40,000 value	Gold sponsorship \$20,000	Silver sponsorship \$15,000
LULAC News Magazine - Printed 2x per year Digital National Update - 6x per year	Full Page Color Ad in 2 print issues plus print feature \$25,000 Value	Full Page Color Ad in 2 print issues plus digital feature \$20,000 Value	Full Page Color Ad in 1 print issue plus digital feature \$15,000 Value
Corporate Alliance Membership	Platinum membership \$20,000 value	Gold membership \$15,000 value	Silver membership \$10,000 value
LULAC Partner Pin	3 Platinum Partner Pins \$11,500 Value	2 Gold Partner Pins \$4,700 Value	1 Silver Partner Pin \$2,400 Value
LULAC Web Link with Corporate Logo	Platinum link \$10,000 value	Gold link \$7,000 value	Silver link \$5,000 value
Partner Only Reception at Convention with Board & Lifetime Members	Partner reception \$1,000 value	Partner reception \$1,000 value	Partner reception \$1,000 value
<b>TOTAL VALUE</b>	<b>\$187,500</b>	<b>\$117,700</b>	<b>\$83,400</b>
<b>ACTUAL COST</b>	<b>\$150,000</b>	<b>\$100,000</b>	<b>\$75,000</b>
<b>SAVINGS</b>	<b>20% - \$37,500</b>	<b>15% - \$17,700</b>	<b>10% - \$8,400</b>

One portion of the partner’s contribution will be allocated to the LULAC National Office, a 501(c)(4) organization. The other portion of the partner’s contribution will be allocated to the LULAC Institute, a 501(c)(3) organization. Contributions to the LULAC Institute are tax deductible. Contributions to LULAC National are not tax deductible as a charitable contribution but may be deductible as a business expense.

## LULAC Leadership Giving Circles

As a member of one of LULAC's Leadership Giving Circles, you will join an elite group of funders investing in LULAC's vision to change Latino lives and build Latino communities. Your donation provides long-term support to LULAC and the flexibility for LULAC to address the most critical needs of the Latino community as they arise.

Your investment will support LULAC's Leadership Initiative, an ambitious effort, that is creating a culture of achievement within Latino communities through innovative grassroots programs addressing education, health, civic participation, economic empowerment, and technology. Your multi-year contribution will strengthen LULAC's infrastructure at the local, state, and national level to replicate program models through LULAC's network of 1,000 LULAC councils, 67 community technology centers, 150 youth programs, and 5 regional offices.

**Stakeholder Engagement & Exclusive Recognition:** As a LULAC Visionary Partner, your company will have access to exclusive meet-and-greet opportunities and private receptions with LULAC's national and regional leadership, executive staff, corporate, government, and entertainment partners throughout the year, and you will receive customized branding opportunities at LULAC's national and regional offices. A representative from your company will be recognized with the exclusive LULAC Leadership Medallion at LULAC's largest annual conference.

**LULAC Multi-Year Signature Program Initiative & Marketing Plan:** All tiers include the opportunity for you to engage the LULAC Development Team to create a signature multi-year program named after your company that meets your marketing needs and advances LULAC's mission to empower Latinos in various markets. The top tiers include a custom multi-year marketing plan to ensure maximum exposure at the local and regional market level to recognize your company's commitment to investing in Latino communities.

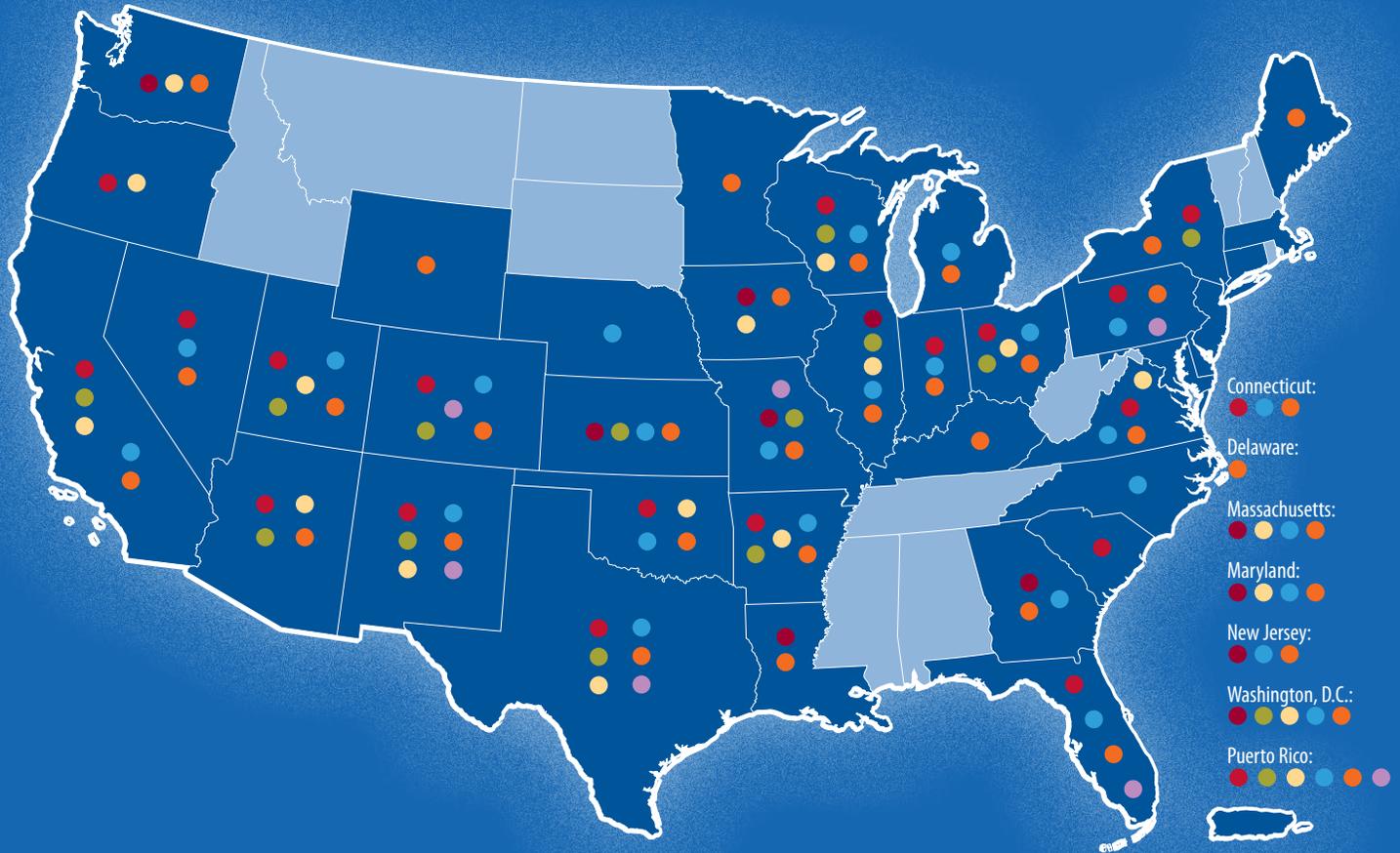
LULAC LEADERSHIP GIVING CIRCLES			
BENEFITS/LEVELS	VISIONARY \$3,000,000	LEGACY \$2,000,000	1929 SOCIETY \$1,000,000
LULAC National Convention & Exposition	Presenting sponsor	Presenting sponsor	Diamond sponsor
LULAC National Legislative Conference & Awards Gala	Presenting sponsor	Presenting sponsor	Diamond sponsor
LULAC National Event (Women's Conference, Collegiate, Health Fair or LULAC Board Meeting)	Presenting sponsor	Diamond sponsor	Gold sponsor
Corporate Alliance Membership	Platinum membership	Gold membership	Silver membership
LULAC Signature Program Initiative recognized with a Leadership Medallion & Check Presentation at Event	Visionary level	Legacy level	1929 Society level
Custom Social Media Plan	5 tweets, 3 Facebook posts	3 tweets, 1 Facebook post	
LULAC News	1 featured article, 2 inside cover ads	1 featured article, 1 ad	1 full page ad
LULAC Web Link with Corporate Logo	Featured story on LULAC home page	Logo featured on event emails	Link on Giving Circle page

**THE ABOVE AMOUNTS ARE A THREE YEAR COMMITMENT.**

One portion of the partner's contribution will be allocated to the LULAC National Office, a 501(c)(4) organization. The other portion of the partner's contribution will be allocated to the LULAC Institute, a 501(c)(3) organization. Contributions to the LULAC Institute are tax deductible. Contributions to LULAC National are not tax deductible as a charitable contribution but may be deductible as a business expense.

135,000 Members ● 1,000+ Councils ● 37 States ● 67 Technology Centers ● 14 LNEsc 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.



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



## League of United Latin American Citizens

1133 19th Street NW, Suite 1000  
 Washington, D.C. 20036  
 202. 833.6130  
[www.LULAC.org](http://www.LULAC.org)

 [www.lulac.org/facebook](http://www.lulac.org/facebook)  
 @LULAC