



League of United Latin American Citizens 2019 Partnership Opportunities Guide





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:

2019

July 10-13
Milwaukee Convention Center
Milwaukee, WI

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 address the most pressing issues for the Latino community. In conjunction with the convention, LULAC Youth and Collegiate students hold 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.

Save the dates of July 2020 for our 91st Convention in Washington, DC and our 92nd Convention in Albuquerque, NM in the summer of 2021.



Convention Hotels:

Hilton Milwaukee
Hyatt Regency Milwaukee

Rates: \$119-\$120 for single and double rooms

Cut-off date: June 22, 2019



Hosting Opportunities

Wednesday, July 10 Wisconsin Celebration

7 pm to 10 pm
Attendance: 900
Hosted by local LULAC Wisconsin councils. This event highlights the best that Wisconsin has to offer.
Minimum Sponsorship: \$25,000

Thursday, July 11 Defenders of Freedom Breakfast

7 am to 9 am
Attendance: 400
Salutes distinguished Hispanic veterans who have served 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 12 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

Saturday, July 13 Cervenceros Day at Miller Park





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 discuss postsecondary opportunities at their institutions.

Health Fair

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

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	✓	✓	✓				



State of Latinos Conference and Awards Gala

Each year, the LULAC State of Latinos 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 State of Latinos 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 State of Latinos 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 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.



State of Latinos Conference & Awards Gala:

2019

February 13-14
Marriott Marquis
Washington, D.C.



STATE OF LATINOS 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.12

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.13

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.14

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

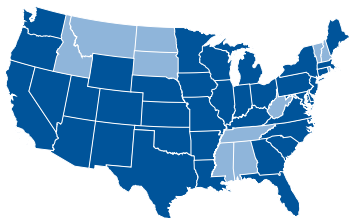
This Capitol Hill luncheon draws Latino leaders from across the country to our nation's capital. It features remarks from leading public, private, and congressional leaders on public policy, leadership, technology, and other issues of importance to the Latino community.

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 State of Latinos 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.

Emerge Latino Conference:

2019
February 12-14
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. 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.



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.



Women's Conference:
2019
March 15-16
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. Sponsorship levels are listed below. Contact LULAC if you are interested in custom Presenting Level sponsorship opportunities.

Latino Tech Summit:

2019
TBD



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.

LULAC National Updates

LULAC National Digital Updates are one of the many ways LULAC leverages technology to reach its large membership. LULAC National Updates are provided six times a year to 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 31,000 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



433,800+
www.LULAC.org 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.

LULAC PARTNERSHIP PROGRAM			
BENEFITS/LEVELS	PLATINUM \$150,000	GOLD \$100,000	SILVER \$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
TOTAL VALUE	\$187,500	\$117,700	\$83,400
ACTUAL COST	\$150,000	\$100,000	\$75,000
SAVINGS	20% - \$37,500	15% - \$17,700	10% - \$8,400

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.

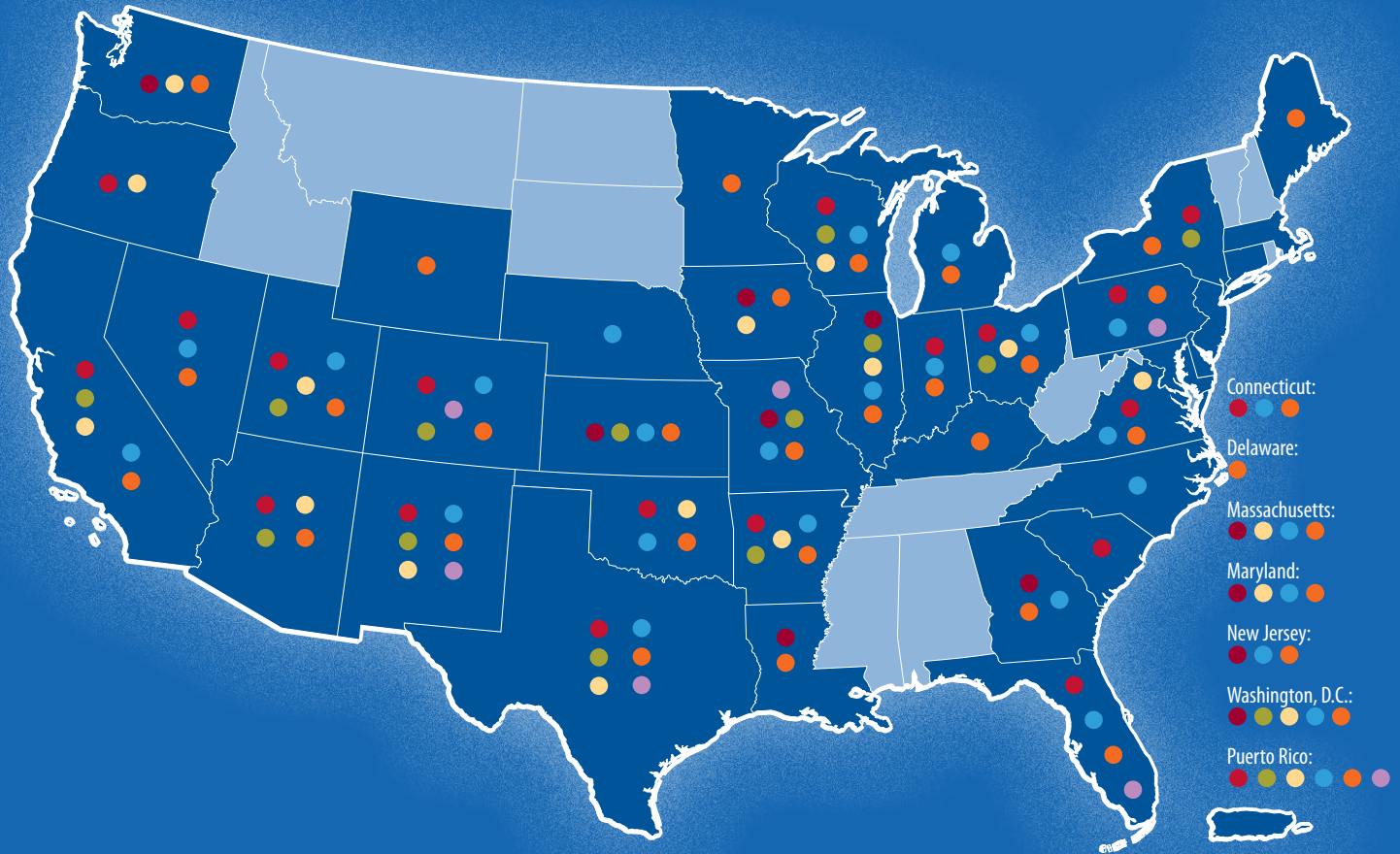
LULAC LEADERSHIP GIVING CIRCLES			
BENEFITS/LEVELS	VISIONARY \$3,000,000	LEGACY \$2,000,000	1929 SOCIETY \$1,000,000
LULAC National Convention & Exposition	Presenting sponsor	Presenting sponsor	Diamond sponsor
LULAC National Legislative Conference & Awards Gala	Presenting sponsor	Presenting sponsor	Diamond 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

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