
2019 LULAC National Convention & Exposition

FEATURED EVENTS

Wednesday, July 10

7 pm to 10 pm
Attendance: 900

Wisconsin Celebration: Hosted by local LULAC councils, this concert highlights Latino talent, state, and local leaders, while supporting local LULAC programs. **Minimum Sponsorship Level: \$25,000.**

Thursday, July 11

7:00 am to 9:00 am
Attendance: 500

Defenders of Freedom Breakfast: Recognizes our community, corporate and federal partners who have distinguished themselves in commitment and service to our nation. **Minimum Sponsorship Level: \$25,000.**

Noon to 2 pm
Attendance: 1000

Unity Luncheon: Promotes unity among Hispanics and other communities in the United States. Speakers focus on working together to make America stronger. **Minimum Sponsorship Level: \$35,000.**

6 pm to 9 pm
Attendance: 800

Youth and Young Adults Awards Banquet: Emphasizes LULAC Youth programs and features an elegant awards presentation for LULAC's young future leaders. **Minimum Sponsorship Level: \$35,000.**

Friday, July 12

7:30 am to 9 am
Attendance: 400

LNESC Breakfast: Hosted by the LULAC National Educational Service Centers, this event celebrates LULAC's educational programs. **Minimum Sponsorship Level: \$20,000.**

Noon to 2 pm
Attendance: 1000

Women's Hall of Fame Luncheon: Focuses on the contributions made by Latinas to the U.S. and features the induction of 5 women into the LULAC Women's Hall of Fame. **Minimum Sponsorship Level: \$50,000.**

6 pm to 7 pm
Attendance: 900

Presidential Reception: Kicks off the main and best-attended evening of the convention. This black tie event features Hispanic leaders from throughout the U.S. **Minimum Sponsorship Level: \$50,000.**

9 pm to 11 pm
Attendance:
1200

Presidential Awards Banquet: This magnificent black-tie event highlights individuals who have given outstanding service to the Hispanic community throughout the year. Top national leaders deliver keynote address. **Minimum Sponsorship Level: \$75,000.**

Saturday, July 13

3 pm to 7 pm
Attendance:
3000

Milwaukee Brewers Cerveceros Day-Tailgate, in partnership with UMOs
Celebrate with us during the closing event for the LULAC National Convention with a family fun day at the Milwaukee Brewers Ball Park.
Minimum Sponsorship Level: \$50,000

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SPONSORSHIP PACKAGES

Sponsors of the 2019 LULAC National Convention will be recognized at all sponsored events and listed in all promotional material, including the convention program. The following packages offered at the levels indicated.

Presenting Sponsor—\$200,000

- Convention Title Sponsor
- Company Representative Introduced as Convention Diamond Sponsor at the Presidential Awards Gala
- Exclusive Exhibit Space
- Four Reserved Tables for 10 at sponsored event
- One Reserved Table for 10 at each Luncheon **upon request**
- One Minute Commercial Video Spot to be played during the Presidential Awards Gala
- One Page Letter with Picture of Corporate Official in Convention Program
- One Convention Program Back Cover (subject to availability) or Two Full-Page Color Ads
- One Full-Page Color Ad in the LULAC News
- Attendance at Selected VIP Functions
- Thirty Full Corporate Registration Packages
- Main Web Link
- Database of registered attendees for marketing purposes
- Signage throughout the Convention

Diamond—\$100,000

- Convention Diamond Sponsor
- Company representative introduced as Convention Diamond Sponsor at the Presidential Awards Gala
- Twelve 10'x10' exhibit Spaces
- Three reserved tables for 10 at sponsored event
- One Reserved Table for 10 at each Luncheon **upon request**
- One Minute Commercial Video Spot to be played during the Presidential Awards Gala
- One Page Letter with Picture of Corporate Official in Convention Program
- Two Full-Page Color Ads in the Program Book
- One Full-Page Color Ad in the LULAC News
- Attendance at Selected VIP Functions
- Twenty-Four Full Corporate Registration Packages
- Main Web Link
- Database of registered attendees for marketing purposes
- Signage throughout the Convention

Presidential—\$75,000

- Convention Presidential Sponsor
- Company representative Introduced as Event Sponsor
- Eight 10'x10'Exhibit Spaces
- Two Reserved Tables for 10 at Sponsored Event
- One Reserved Table for 10 at each Luncheon **upon request**
- 30 Seconds Commercial Video Spot to be played during the Presidential Awards Gala
- One Page Letter with Picture of Corporate Official in Convention Program
- Two Full-Page Color Ads in the Program Book
- Attendance at Selected VIP Functions
- Fifteen Full Corporate Registration Packages
- Main Web Link
- Signage Through-out the Convention

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SPONSORSHIP PACKAGES CONTINUED

Judicial—\$50,000

- Convention Judicial Sponsor
- Co-Sponsor of one meal event
- Company representative introduced as Event Co-sponsor
- Six 10'x10' Exhibit Spaces
- One Reserved Table for 10 at Sponsored Event
- Two Full-Page Color Ads in Convention Program-Premium Placement
- Attendance at Selected VIP Functions
- Ten Complimentary Corporate Registration Packages
- Web Link
- Logo prominently displayed at Sponsored Function

Senatorial—\$35,000

- Convention Senatorial Sponsor
- Four 10'x10' Exhibit Spaces
- One Reserved Table for 10 at Sponsored Event
- Full-Page Color Ad in Convention Program and web link
- Attendance at Selected VIP Functions
- Five Full Corporate Registration Packages
- Logo prominently displayed at Sponsored Function
- Item in Convention Tote

Congressional—\$25,000

- Two 10'x10' Exhibit Spaces
- Full-Page Color Ad in Convention Program and web link
- Three Full Corporate Registration Packages and Attendance at Selected VIP Functions
- Logo prominently displayed on event webpage
- Item in Convention Tote

Patriot—\$15,000

- One 10'x10' Exhibit Space
- Half-Page Color Ad in Convention Program and web link
- One Full Corporate Registration Package and Attendance at Selected VIP Functions
- Logo prominently displayed on event webpage
- Item in Convention Tote

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ADDITIONAL SPONSORSHIP OPPORTUNITIES

<input type="checkbox"/> Convention Program Book	25,000
<input type="checkbox"/> Registration Bags	25,000
<input type="checkbox"/> Youth Lideres Conference	20,000
<input type="checkbox"/> Young Adults Impact Conference	20,000
<input type="checkbox"/> Hispanic Health Fair	20,000
<input type="checkbox"/> Sponsor/VIP Lounge	20,000
<input type="checkbox"/> Federal Training Institute	20,000
<input type="checkbox"/> Convention Program Book	15,000
<input type="checkbox"/> Convention Badges	15,000
<input type="checkbox"/> Shuttle Transportation	15,000
<input type="checkbox"/> Town Hall Sponsorships	50,000
<input type="checkbox"/> Convention Marketing Circular	10,000
<input type="checkbox"/> Conference Web Site	10,000
<input type="checkbox"/> Pocket Agenda	10,000
<input type="checkbox"/> Workshops	20,000
<input type="checkbox"/> Press Room	5,000
<input type="checkbox"/> Panelist/Speaker sponsorship	10,000

IN-KIND SERVICES

Printing

Commemorative poster, promotional brochure.

Communication Equipment

Walkie-talkie radios, cellular phones, fax machines.

On-Site Office

Computers, printers, photocopy machines.

Ground Transportation

Shuttle service, rental vehicles.

Air Transportation

Complimentary tickets for speakers and VIPs.

Promotional Advertisements

Advertisement placements to promote convention.

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SPONSORSHIP AGREEMENT: Please print or type the requested information below as it should appear in the convention program and name badge:

Name _____ Title _____

Corporation/Agency _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____ E-Mail _____

Select sponsorship level below. Enter the event you wish to sponsor: _____

Presenting—\$200,000+: Title sponsorship of the LULAC National Convention is limited to one partner and includes: Exclusive Exhibit Space; Four Reserved Tables for 10; Video Spot; One Page Letter with Picture of Corporate Official; One Convention Program Back Cover (subject to availability) or Two Full-Page Color Ads; One Page Ad in LULAC News; Attendance at Selected VIP Functions; Thirty Full Registrations; Main Web Link; Signage Throughout the Convention.

Diamond—\$100,000+: Convention Diamond Sponsor; Twelve Exhibit Spaces; Three Reserved Tables for 10; Video Spot; One Page Letter with Picture of Corporate Official; Two Full-Page Color Ads in the Program Book; One Page Ad in LULAC News; Attendance at Selected VIP Functions; Twenty Four Full Registrations; Main Web Link; Signage Throughout the Convention.

Presidential—\$75,000+: Convention Sponsor; Eight Exhibit Spaces; Two Reserved Tables for 10; Video Spot; One Page Letter with Picture of Corporate Official in Convention Program; Two Full-Page Color Ads in the Program Book; Attendance at Selected VIP Functions; Fifteen Full Registrations; Main Web Link; Signage Throughout the Convention

Judicial—\$50,000+: Co-Sponsor of One Event; Six Exhibit Spaces; One Reserved Table for 10 at Sponsored Function; Two Full-Page Color Ad in Convention Program; Attendance at Selected VIP Functions; Ten Full Registrations; Web Link; Logo Displayed at Function

Senatorial—\$35,000+: Four Exhibit Spaces; One Reserved Table for 10 at Sponsored Function; Full-Page Color Ad in Convention Program; Attendance at Selected VIP Functions; Five Full Registrations; Web Link; Logo Displayed at Function

Congressional—\$25,000+: Two Exhibit Spaces; Full-Page Color Ad; Attendance at Selected VIP Functions; Three Full Registrations; Web Link; Logo Displayed at event website, Item in convention tote

Patriot—\$15,000+: One Exhibit Space; Half-Page Color Ad in Convention Program; One Full Registrations; Web Link; Logo Displayed at event website, Item in convention tote

Signature of Authorized Representative

Date

Mail this agreement to:

LULAC National Office

1133 19th Street, NW, Suite 1000

Washington, DC 20036

(202) 833-6130 FAX (202) 833-6135

Check payable to: 2019 LULAC National Convention.

For more information about sponsorship packages,

advertisements and exhibits, call (202) 833-6130 or

email: SPerezRathell@LULAC.org or visit our website:

www.LULAC.org. *Federal agencies use DUNS*

*#789553372 "LULAC Institute, Inc." DBA LULAC
National Convention*

Milwaukee, WI • July 10-13, 2019
