



## EMERGE LATINO CONFERENCE

SUMMIT OF EMERGING LATINO LEADERS MOVING AMERICA FORWARD

FEBRUARY 13 – 15, 2018 • MARRIOTT MARQUIS  
901 MASSACHUSETTS AVE NW, WASHINGTON, DC

*A PROJECT OF COLLEGIATE LULAC*

The **Emerge Latino Conference** is the premier national Latino event convening over 150 young adults from across the country. Sponsors of the **Emerge Latino Conference** not only market their businesses and services to the diverse Latino millennial market, but also get a chance to make a difference in the lives, hopes, and dreams of rising, Latino leaders.

The focus of the three-day leadership conference is to bring together the brightest, young minds to develop a public policy platform that underscores the issues collegiate Latinos most care about. Throughout the conference, **Emerge** attendees participate in policy workshops on critical legislative issues affecting Latino Americans and are given the opportunity to meet with Washington's top Latino talent from national organizations, corporate America and the federal government. The conference culminates at Capitol Hill, where attendees meet with members of Congress to advocate on the policy agenda created by the conference delegation.

In addition to the advocacy component of the conference, **Emerge** attendees are given access to the conference career expo, which offers resume review, interview advice, and various internship, fellowship, and career opportunities. One of the highlights for conference attendees is being able to attend the LULAC National Legislative Conference and Awards Gala, an event that recognizes key leaders who have served the Latino community across the country.

Participants in the program are eligible to enroll in Collegiate LULAC and become part of a nationwide Latino student organization. By joining LULAC, they will have access to policy advocacy briefings, corporate networking opportunities, community service programs, and advocacy campaign training guides.

### **About Collegiate LULAC**

Collegiate LULAC engages and empowers dedicated students through a variety of programs and services including: LULAC scholarships; LULAC National and LULAC Corporate Alliance internships; attendance at local, state and national LULAC events; participation in community organizing and leadership trainings; and access to career development webinars and professional training sessions. Collegiate LULAC councils are present at 35 prestigious colleges and universities across the country. To augment the presence of Latino students in institutions of higher learning, LULAC is working hard to expand its Collegiate LULAC network.

### **About LULAC**

The League of United Latin American Citizens (LULAC) is the nation's largest and oldest civil rights volunteer-based organization that empowers Hispanic Americans and builds strong Latino communities. Headquartered in Washington, DC, with over 1,000 councils around the United States and Puerto Rico, LULAC's programs, services and advocacy address the most important issues for Latinos, meeting critical needs of today and the future. For more information, visit [www.LULAC.org](http://www.LULAC.org).

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# LEAGUE OF UNITED LATIN AMERICAN CITIZENS

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## INFORMATION

### Emerge Travel Scholarship\*

The purpose of the LULAC Emerge Travel Scholarship is to find motivated students who are interested in learning about the current state of affairs of the Latino community in the US, as well as to increase the diversity of students from various Universities attending the conference. The scholarship will provide transportation (flights, train, or gas) and lodging expenses.

LULAC will award approximately 20 scholarships of up to \$2,000 on the basis of a comprehensive and competitive process. 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, resume, and a cover letter.

For more information on how to sponsor a student, please contact Pamela Cervera at [PCervera@LULAC.org](mailto:PCervera@LULAC.org) or 202-833-6130 Ext 111

### LULAC E-News:

Become a LULAC e-member to receive news about next year's scholarship and other opportunities. Sign-up [here](#).

## AGENDA

### Tuesday, February 13

- |                         |   |
|-------------------------|---|
| 1:00pm to 3:00pm        | Registration                                    |
| 2:00pm to 3:30pm        | Workshop  |
| 4:00pm to 5:30pm        | Collegiate LULAC Priorities Briefing            |
| <b>6:00pm to 8:00pm</b> | <b>Student Welcome &amp; Opening Reception*</b> |

### Wednesday, February 14

- |                          |  |
|--------------------------|--|
| 9:00am to 9:10am         | LULAC's Presidential Address                 |
| 9:15am to 12:00pm        | Policy Briefings                             |
| <b>12:15pm to 1:45pm</b> | <b>Innovation &amp; Leadership Luncheon*</b> |
| 2:00pm to 3:15pm         | Policy Briefings                             |
| 3:00pm to 4:30pm         | Emerge Career Expo                           |
| <b>7:00pm to 9:00pm</b>  | <b>LULAC Awards Gala*</b>                    |

### Thursday, February 15

- |                          |                                     |
|--------------------------|-------------------------------------|
| 9:00am to 10:00am        | Hill Visit Briefing                 |
| 10:00am to 12:00pm       | Advocacy Day on Capitol Hill        |
| <b>12:00pm to 2:00pm</b> | <b>Capitol Hill Power Luncheon*</b> |
| 3:00pm to 3:15pm         | Group Picture on Capitol Steps      |
| <b>5:30pm to 7:30pm</b>  | <b>Emerge Closing Reception*</b>    |

*\*Indicates event sponsorship opportunity. Agenda is subject to change.*

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## SPONSORSHIP PACKAGES

Sponsoring the *LULAC Emerge Latino Conference* is an ideal way to reach young Latinos from across the United States. Sponsors of the conference will be recognized and listed in all promotional materials, including the program book. The following packages are offered at the levels indicated.

### ❑ PRESENTING SPONSOR—\$45,000+

Title sponsorship of the LULAC Emerge Latino Conference is limited to one partner and includes double the Innovator level sponsorship benefits in addition to having your company's name and logo included in the conference marketing materials (for example the 2018 LULAC Emerge Latino Conference presented by...). The Presenting Sponsor will also have a speaking opportunity during the conference and a customized sponsorship marketing plan tailored to your needs.

### ❑ INNOVATOR SPONSOR—\$35,000+

- Company Representative Introduced as conference Innovator Sponsor with three minute remarks during the Opening Plenary
- One Minute Video Spot to be played during the Opening Plenary
- One Reserved VIP table for ten, highlighting company name at Thursday luncheon
- One table for ten at Legislative Awards Gala
- One booth at the Career Fair
- Prominent mention from emcee during closing plenary
- One Page Letter with Picture of Corporate Official in Conference Program
- One Conference Program Back Cover (subject to availability) or Two Full-Page Color Ads
- One Full-Page Color Ad in the LULAC News
- 12 Tickets for Selected VIP Functions
- Logo and link on event website for one year
- Signage throughout the Conference
- Name and logo prominently displayed in advertising materials (posters, flyers, e-campaigns)
- Name recognition in media announcements

### ❑ PRESIDENTIAL SPONSOR—\$25,000+

- Company representative Introduced as Presidential Sponsor during selected plenary session
- 30 Seconds Video Spot to be played during selected plenary session
- One Reserved VIP table for ten, highlighting company name at Thursday luncheon
- One booth at the Career Fair
- Special mention from emcee during closing plenary
- One Page Letter with Picture of Corporate Official in Conference Program
- One Conference Program Back Cover (subject to availability) or Two Full-Page Color Ads
- 10 Tickets for Selected VIP Functions
- Logo and link on event website for one year
- Signage throughout the Conference
- Name and logo prominently displayed in advertising materials (posters, flyers, e-campaigns)
- Two items to distribute to participants

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**JUDICIAL SPONSOR—\$20,000+**

- Company representative prominently introduced as co-sponsor at selected student session
- 8 Tickets to one luncheon
- Full-Page Color Ad in Conference Program-Premium Placement
- 6 Tickets for Selected VIP Functions
- One booth at the Career Fair
- Logo and link on event website for one year
- Name and logo prominently displayed in advertising materials (posters, flyers, e-campaigns)
- One item to distribute to conference participants
- Logo displayed at Sponsored Function

**SENATORIAL SPONSOR—\$15,000+**

- Company representative introduced as co-sponsor at selected student break-out session
- 6 Tickets to one luncheon
- One booth at the Career Fair
- Full-Page Color Ad in Conference Program
- 4 Tickets for Selected VIP Functions
- Logo and link on event website for one year
- One item to distribute to conference participants
- Logo prominently displayed at Sponsored Function

**CONGRESSIONAL SPONSOR—\$10,000+**

- Company representative introduced as co-sponsor at selected student break-out session
- 4 Tickets to one luncheon
- One booth at the Career Fair
- Full-Page Color Ad in Conference Program
- 2 Tickets for Selected VIP Functions
- Logo and link on event website for one year
- One item to distribute to conference participants
- Logo prominently displayed at Sponsored Function

**PATRON SPONSOR—\$5,000+**

- 2 Tickets to one luncheon
- One booth at the Career Fair
- 2 Tickets for Selected VIP Functions
- Logo and link on event website for one year
- Logo prominently displayed at Sponsored Function

**ADDITIONAL SPONSORSHIP OPPORTUNITIES**

- Luncheon Sponsorship \$35,000
- Student Welcome Sponsorship \$10,000
- Emerge Closing Sponsorship \$10,000
- Panelist/Speaker Sponsorship \$5,000
- Conference Registration Bags \$3,000
- Premium Item in Registration Bags \$3,000
- Conference T-Shirts \$3,000

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## SPONSORSHIP AGREEMENT

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

Name \_\_\_\_\_

Title \_\_\_\_\_

Corporation/Agency \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Telephone \_\_\_\_\_ E-Mail \_\_\_\_\_

### Please select the sponsorship level below:

Emerge Latino Conference

February 13-15, 2018

Washington, DC

- Presenting Level
- Innovator Level
- Presidential Level
- Judicial Level
- Senatorial Level
- Congressional Level
- Patron Level
- Additional Sponsorship Opportunity

*Please list:* \_\_\_\_\_

\_\_\_\_\_  
Signature of Authorized Representative

\_\_\_\_\_  
Date

#### Mail this agreement and check to:

**LULAC National Office**

1133 19th Street NW

Suite 1000

Washington, DC 20036

Make checks payable to **LULAC Institute** and mail to the LULAC National Office. Credit card orders accepted by fax or phone. For more information, contact Lisa Smith at (202) 833-6130 or visit our website at [www.LULAC.org](http://www.LULAC.org).

If you are interested in sponsoring the EmERGE Latino Conference, please contact Pamela Cervera at [PCervera@LULAC.org](mailto:PCervera@LULAC.org) or 202-833-6130 Ext 111.

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## 2018 EmERGE Latino Conference

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