

LEAGUE OF UNITED LATIN AMERICAN CITIZENS



2020 PARTNERSHIP OPPORTUNITIES GUIDE

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Dear Future Partner

Ninety years ago, the founders of the League of United Latin American Citizens formed an organization that has become the largest, oldest, and most successful national Latino grassroots civil rights 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 collective network of dedicated volunteers, staff, and partners working through a nationwide network of councils to empower Latinos of all generations to help themselves.



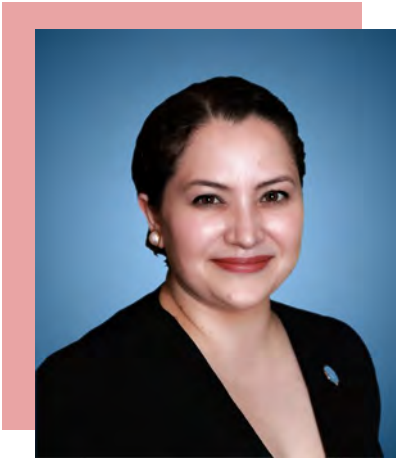
Domingo Garcia
National President

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 in 41 states, 68 technology centers, and 18 LNESEC Educational Centers, LULAC offers an unparalleled network of grassroots programs that can help your organization engage with and serve Latinos throughout the United States.

The following opportunities guide briefly describes our key program events and initiatives in education and leadership, economic empowerment, health, civic participation, and media. We would especially encourage you to consider joining one of LULAC's Annual Partnership 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 your partnership to ensure that we can impact countless more lives through our work as we strive for a better future for all.

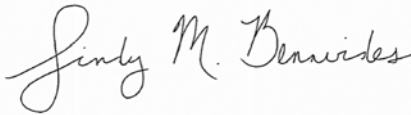
Thank you for your consideration,



Sindy Benavides
National CEO



Domingo Garcia
National President



Sindy Benavides
National CEO



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The League of United Latin American Citizens



Mission

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

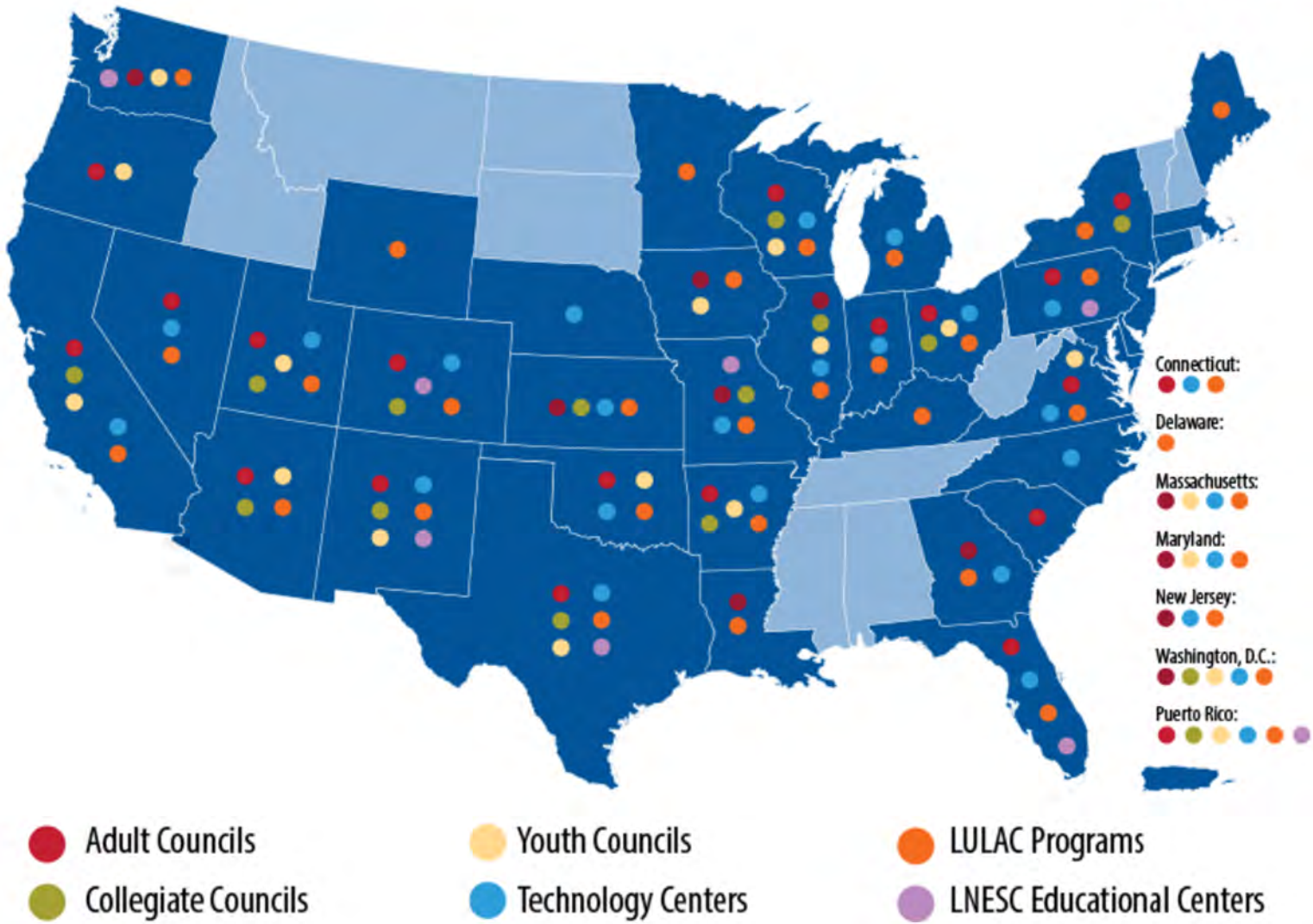
LULAC Today

41 States

135,000
Members

68
Technology
Centers

18 LNE SC
Educational
Centers



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



UNIVISION
NOTICIAS



ANNUAL SIGNATURE EVENTS



DESTINO
2020



NATIONAL CONVENTION

June 30 - July 3
Washington D.C.



Convention Highlights

Presidential Awards Banquet and Ball Unity Luncheon Women's Hall of Fame Luncheon Washington Celebration Youth and Young Adults Lideres Reception Defenders of Freedom Ceremony Presidential Orgullo Reception LNESB Breakfast

National Stage

A two-day series of panel discussions and seminars exploring the issues most important to Hispanics across the country.

LULAC Expo

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

Career Fair

This three-day event features great jobs from over 100 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.

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.

LGBTQ Track

A two-day event for Latinx LGBTQ community members and allies, featuring workshops and discussions on LGBTQ issues and policies.

Federal Training Institute

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
- Workforce Development
- Entrepreneurship
- Financial Management
- Health Care
- Housing
- Immigration
- Latina Empowerment
- Leadership
- Media
- Public Service
- Technology

Hosting Opportunities

Wednesday, July 1

7 pm to 10 pm

Attendance: 1000

Washington Celebration: Hosted by local LULAC councils, this concert highlights Latino talent and local leaders, while supporting local LULAC programs.

Minimum Sponsorship Level: \$25,000.

Thursday, July 2

7:30 am to 9 am

Attendance: 400

Defenders of Freedom Ceremony: Salutes distinguished Hispanic veterans who have served our nation.

Minimum Sponsorship Level: \$25,000

12 pm to 2 pm

Attendance: 900

Unity Luncheon: Highlights national leaders and LULAC's corporate and government partnerships. This is the perfect forum to promote your initiatives with LULAC on diversity and inclusion.

Minimum Sponsorship Level: \$35,000.

6 pm to 8 pm

Attendance: 800

Youth and Young Adults Lideres Reception: Emphasizes LULAC Youth programs and features an elegant awards presentation for LULAC's young future leaders.

Minimum Sponsorship Level: \$35,000.

Friday, July 3

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.

12 pm to 2 pm

Attendance: 1,000

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: 1000

Presidential Orgullo Reception: This black tie event features Hispanic leaders from throughout the U.S. while highlighting our budding LGBTQ efforts and membership initiatives.

Minimum Sponsorship Level: \$50,000.

Friday, July 3 (continued)

7 pm to 10 pm

Attendance: 1,200

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.



LULAC National Convention

Sponsorship Levels

Benefits/ Levels	Presenting \$200,000	Diamond \$100,000	Presidential \$75,000	Judicial \$50,000	Senatorial \$35,000	Congressional \$25,000	Patriot \$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 LATINX AMERICA SUMMIT & LEGISLATIVE AWARDS GALA

February/March
Washington D.C



Featured Events

Tuesday

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

State of Latinx America

9 am to 3 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.

Wednesday

Environmental Luncheon

12:30 pm to 1:45 pm

Signature luncheon highlighting key public, private, and government leaders on topics related to environmental policy, leadership, technology, and other issues of importance to the Latino community around our changing global climate. 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

Leadership and Innovation Luncheon

1 pm to 2:30 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.

Congressional Reception

5 pm to 7 pm

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



State of Latinx America Summit & Legislative Awards Gala Sponsorship Levels

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	✓	✓	✓	✓	✓	✓



EMERGE LATINO CONFERENCE

February/March



WERUN NATIONAL CAMPAIGN TRAINING INSTITUTE

February/March

Washington D.C.



MISSION

LULAC's Emerge Latino Conference and WeRun National Campaign Training Institute goal is to train young leaders who will help shape the future of the Latino community and this country.

CONNECT - Emerge brings together approximately 200 collegiate students and Latino young professionals from across the country.

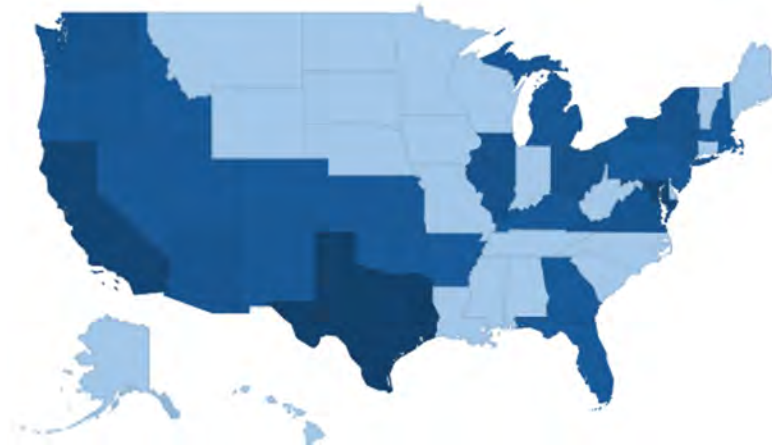
ADVOCATE - Participants engage in discussions and underscore issues that affect their communities and Latinos living the United States.

LEAD - LULAC equips participants with the knowledge and strategies needed to enact change on important issues.



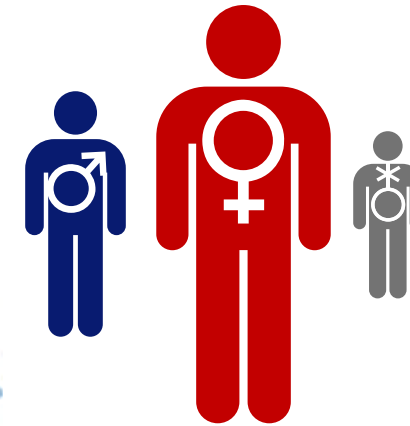
"Emerge has inspired and motivated me to become an advocate and leader in my community, and I will continue fighting alongside LULAC."

Brenda Marie Moran,
Northern Kentucky University
2019 Emerge Scholarship Recipient



Participants represented 30 states across the country with the highest concentration coming from California, Texas, and Maryland.

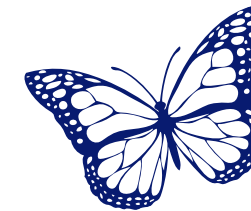
2019 LEADERS



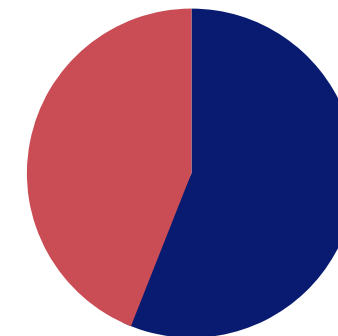
62% of participants self-identified as female, 37% self-identified as male, and 1% self-identified as non-binary.

The self-identified most important policy issues for the 2019 Emerge cohort were:

Economics **Immigration** **Healthcare**



8 Number of DREAMers that formed our first Emerge DREAMer Delegation which participated in our conference and then brought their personal narratives to Capitol Hill for Advocacy Day.



56%
of participants were new to LULAC, and not yet members.

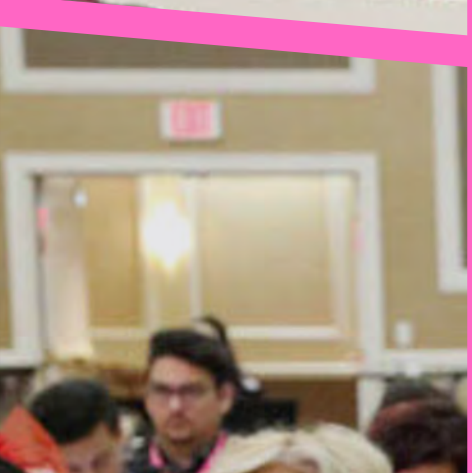
Emerge Latino Conference Sponsorship Levels

Benefits/ Levels	Presenting \$40,000	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	✓	✓	✓	✓			



NATIONAL WOMENS CONFERENCE

April 24-25
New York, NY





National Womens Conference

Sponsorship Levels

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.

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	✓	✓	✓	✓	✓	✓



LATINX TECH SUMMIT

December 7 - 8
Denver, CO



Latinx Tech Summit Sponsorship Levels

Presented by The League of United Latin American Citizens (LULAC) in partnership with Hispanic Technology & Telecommunications Partnership (HTTP) the annual Latinx Tech Summit is the premier destination for Latinx tech leaders, designers, innovators, corporate and government leaders, and scholars. This engaging two day summit brings together the best and brightest in Latinx tech and creates a unique space for Latinx technologists to exchange ideas, share their professional journeys, and network with like minded Latinx tech professionals.

LEAD

20K

SUMMIT PRESENTING PARTNER +

Day 1:

- Presenting partner for one featured event (Brunch or Happy Hour) +
- Option to present a featured fireside chat or provide welcome remarks for a programmed chat (Women in Tech, LGBT Tech, Level up your leadership, Wellness/self-care) +
- Contact list for Latinx Tech Scholars to conduct followup or soft recruiting +
- 10 All access passes (for company employees or community partners) +
- 10 Patron passes (underwrites the cost of attendance for cohort of Latinx Tech Scholars) +

Day 2

- 3 min Featured remarks & Intro for 1 PK Latinx or Spark Talk speaker +
- Option to nominate a featured program speaker (PK Latinx or Spark Talkx) +
- Option to include branded item in attendee registration bags (250) +
- Featured spotlight on LULAC & HTTP social media and event emails +
- 20 tickets to storytelling event at the Denver Art Museum (reserved seats, VIP pre-reception) +

PARTICIPATE

10K

Day 1

(Pick 2)

- 5 All access badges (Passes can be used by company employees, partners, or to underwrite a branded cohort of Latinx Tech Scholars) branded with company logo.
- 5 Patron badges (Underwrites the attendance of 5 Latinx Tech Summit Scholars) branded with company logo.
- Welcome/Intro remarks for Featured Speaker on panel/Fireside Chat (Latinas in Tech, LGBT in Tech, Unconventional Pathways into tech, Policy Makers Round table, Inclusive AI)

Day 2

- 10 tickets to story-telling event at the Denver Art Museum (reserved seats, VIP pre-reception)
- Options to include a branded item in attendee registration bags (250)

ENGAGE

15K

Day 1:

Option 1:

- 15 Patron Passes (Underwrites the attendance of 15 Latinx Tech Summit Scholars) Passes can be used by company employees, partners, or to underwrite a branded cohort of Latinx Tech Scholars) branded with company logo.

Option 2:

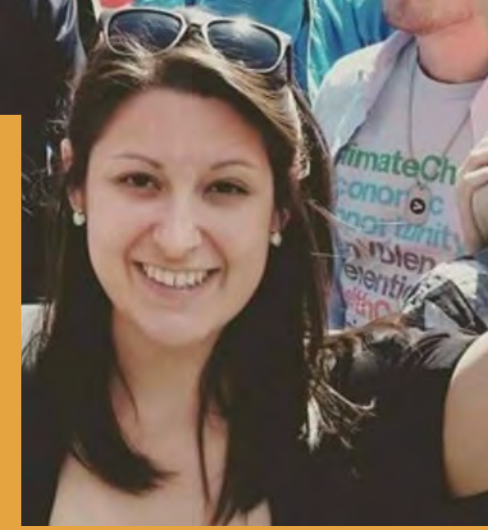
- Presenting partner for one featured event (Brunch or Happy Hour) +
- 3 min remarks and intro to featured plenary
- 5 All Access badges
- 10 Patron Passes (underwrites the attendance of 10 Latinx Tech Summit Scholars). Branded with company logo

Option 3:

- Featured Speaker on panel/Fireside Chat (Latinas in Tech, LGBT in Tech, Unconventional Pathways into tech, Policy Makers Round table, Inclusive AI)
- 5 All Access Badges
- 10 Patron Passes (underwrites the attendance of 10 Latinx Tech Summit Scholars). Branded with company logo

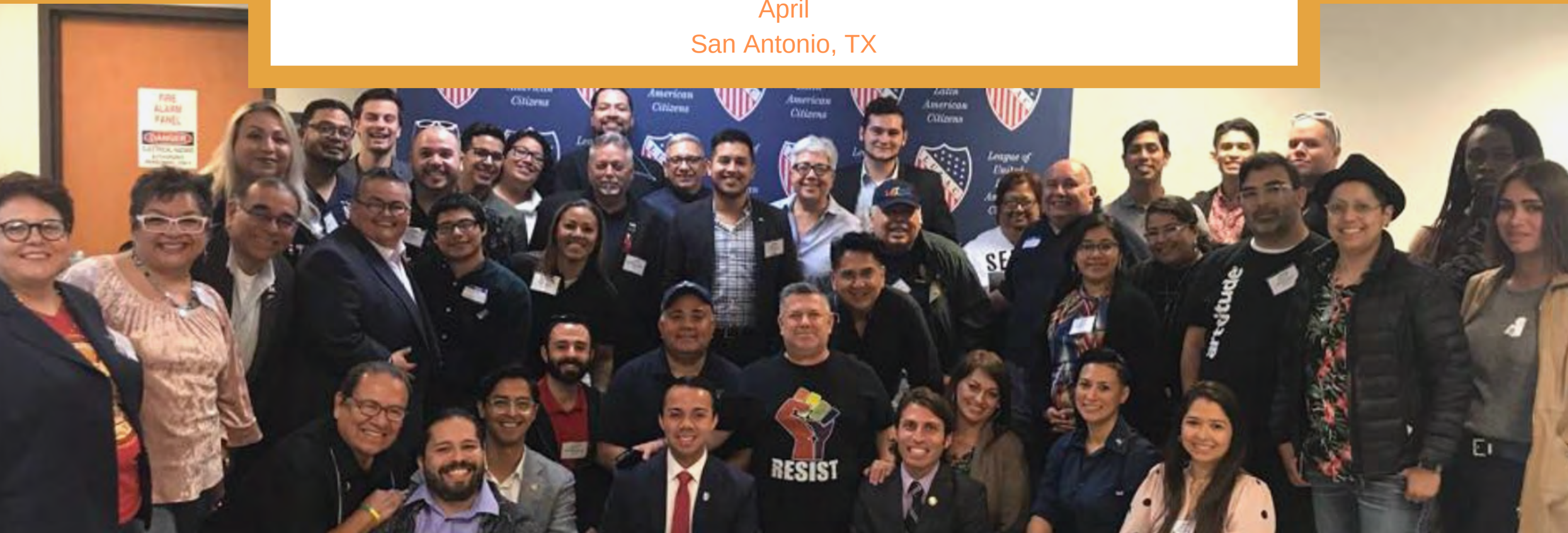
Day 2:

- All day 1 options also include the option to include a branded item in attendee registration bags
- 3 min remarks/intro to one of our the PK Latinx Speakers
- 15 tickets to story telling event at the Denver Art Museum (reserved seats, VIP pre-reception)



LGBTQ LATINX LEADERSHIP SUMMIT

April
San Antonio, TX



LGBTQ Latinx Leadership Summit

Sponsorship Levels

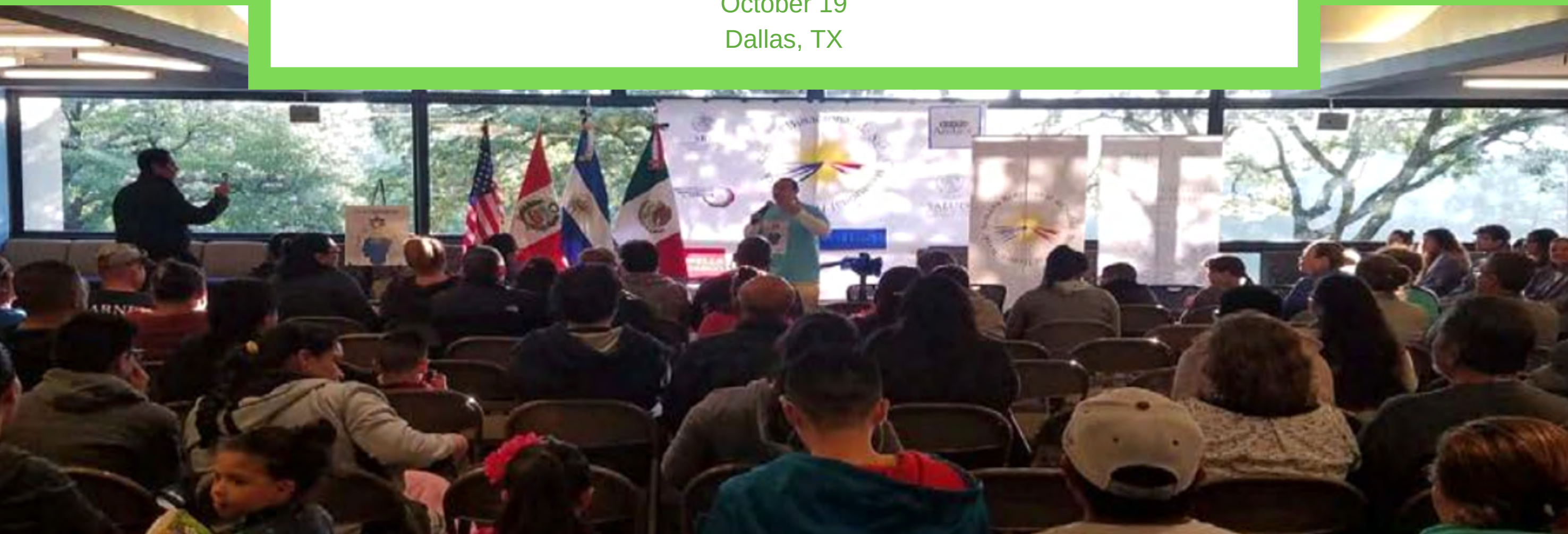
The LGBTQ Latinx Leadership Summit brings together Latinx LGBTQ community members from across the country for a day-long series of seminars, discussions, and community trainings geared towards LGBTQIA community empowerment. LGBTQ civil rights issues and Latinx civil rights issues are not mutually exclusive, and this summit gives partners the opportunity engage in LULAC's innovative work on the intersection of both identities.

Benefits/ Levels	Presenting \$50,000	Silvia Rivera \$25,000	Dennis deLeon \$20,000	Angie Xtravaganza \$15,000	José Sarria \$10,000	Ally \$5,000
Marketing materials and event website will say "Presented by"	✓					
Brief remarks at conference events logos on totes	✓					
Remarks at luncheon & logo on signs	✓	✓	✓	Opening 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	✓	✓	✓	✓	✓	✓



BINATIONAL HEALTH FAIR

October 19
Dallas, TX



Binational Health Fair

Sponsorship Levels

LULAC is partnering with Alliance for Progress to host the XIX Binational Health Fair at Mountain View College in Dallas, Texas. Traditionally the health fair, with the participation of the Consular Networks of Mexico, El Salvador, Honduras, and Peru, attract more than 10,000 people each year motivating families to become physically active and make healthier life choices in an effort to fight the obesity epidemic and address other health disparities faced by Latinos nationwide. The event fosters community solidarity with the purpose of reaching out to the most disadvantaged and vulnerable people, especially those without medical coverage.

PARTNER LEVEL	Olympian \$30,000	Health Champion \$20,000	Fitness Champion \$15,000	Wellness Leader \$10,000	Active Leader \$5,000
Track Sponsor	•	•	•	---	---
Joint press release	•	•	---	---	---
Speaking Opportunity	•	•	•	---	---
Emcee Recognition	Throughout	4	3	2	1
Photo w/ National Leadership	•	•	•	•	•
Social media mentions	5	3	2	2	1
Logo - Marketing Materials	•	•	•	•	•
Logo - Main stage	•	•	•	•	•
Logo - Event website	•	•	•	•	•



LULAC NATIONAL DREAMERS SUMMIT

April





LULAC National DREAMers Summit

Sponsorship Levels

The 2020 LULAC National Dreamers Summit will focus on and discuss policy issues affecting DACA recipients through break out and plenary sessions. Topics will include: passage for permanent legal status for DACA eligible/DACA recipients/TPS holders, Latino impact on the U.S. economy and immigration reform. The summit gathers distinguished leaders and issue experts to lead plenaries on immigration, U.S. policy, leadership, and civic mobilization.

It's time for Dreamers to have a seat at the table and have their voices heard. Join us to talk about a compromise made by Dreamers for Dreamers.



Dreamer Platinum \$10,000

Recognition as Platinum sponsor of the conference. 5-minute remarks at opening of conference. Logo included on conference website and conference emails. Logo on all event collateral. Logo and coverage of sponsor involvement in the post-conference report to be promoted nationally.



Dreamer Gold \$5,000

Recognition as Gold sponsor of the conference. 3-Minute remarks at the luncheon. Logo included on conference website and conference emails.



Dreamer Silver \$2,500

Recognition as Silver sponsor of the conference. Logo included on conference website.



Dreamer Bronze \$1,500

Recognition as Bronze sponsor of the conference. Logo included on conference website.



Dreamer Sponsor \$1,000 per Student

Sponsor a Dreamers travel or lodging to the conference.

LULAC Publications and Social Media

LULAC News



35K +
circulations

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



34,000+ Facebook likes

Twitter Followers 21.7 K

1,000s Instagram  's

LULAC Sends Rescue Teams To Mississippi To Aid Victims of ICF Raids

LEAGUE of UNITED LATIN AMERICAN CITIZENS

LOGIN JOIN US GIVE NOW

ABOUT US | ADVOCACY | PROGRAMS | MEMBERS | EVENTS | NEWS | Q

450,000+ www.LULAC.org unique visitors

WHY EL PASO is different

As Latinos, we are experiencing the worst racist political attacks in a generation.





LULAC ANNUAL PARTNERSHIPS

LULAC Leaders Program

LULAC offers a partnership program designed to highlight and recognize its strongest corporate partners. The LULAC Leaders 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

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
	Actual Cost	\$150,000	\$100,000
	Savings	20% - \$37,500	15% - \$17,700
		\$83,400	\$75,000
			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 Visionary Giving Circles

As a member of one of LULAC’s Visionary Giving Circles, you will join an exclusive 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.

Benefits/ Levels	Visionary \$3,000,000	Legacy \$2,000,000	Advocate \$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 three-year commitments.

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.



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.





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