



www.LULAC.org | 202-833-6130 | Development@lulac.org
1776 Eye Street NW, Suite 400 Washington, DC 20006

Dear Partner

¡Saludos from LULAC!

On behalf of America's oldest and largest membership-based Latino civil rights organization, I am proud to welcome you as LULAC's national president.

My journey with LULAC began as a college graduate entering the practice of law, when I witnessed the powerful work of the league in my community in Dallas, Texas. Since then, time and again, LULAC has continued to be the leading voice on the front line for educational, economic, and social change. Today, the need is greater than ever.

Across the USA and Puerto Rico, LULAC councils touch every member of our familias daily in one way or another. Our programs are developed around the principal pillars impacting the quality of life for millions of Latinos. We advocate, train, and increase awareness among the more than 62 million Latinos on health care, employment, housing, k-16 public education, workplace equity, family well-being, the future of our youths, and much more. We often partner with other established and well-known community-based organizations at job and health fairs, town halls, and special events.

Every LULAC program is developed, delivered, and measured by its impact, one person at a time. We are serving students in LULAC youth councils and neighborhood schools. Also, we assist seniors attending community center social gatherings and visiting veterans receiving vital health care. Indeed, when we meet with the nation's most powerful political and policy leaders, LULAC's message is clear, our voice is their voice. LULAC works with our community, where it lives daily, to ensure that our programs respond to its needs in every corner of our nation.

This multi-faceted approach is how LULAC achieved bipartisan support for the passage of two critical legislative measures, the Vanessa Guillen Act, and the Brandon Caserta Act. These two new laws promise to protect tens of thousands of America's service men and women for years to come. Whether in the military or civilian life, Latinos know that the LULAC shield is there for them 24/7 to help them navigate complex life events where ethnicity and gender may be a factor in their treatment. LULAC aims to build bridges with centers of influence through dialogue, fairly and vigorously, to ensure that our civil rights guaranteed by the Constitution are respected.

LULAC is building upon its 93-year legacy as we look to the future. Our nation is most remarkable when all individuals drink from the fountains of freedom. Our programs ensure doors of opportunity are opened to every Latino person, gay, straight, or transgender. We are diverse and productive people from many backgrounds and experiences, eager to add to the beauty of America. LULAC invites you to join us at our table, get to know each other better, and partner in our programs for the present and future generations. Let's tap into the Latino promise and potential together!

¡Hasta La Victoria!

Domingo Garcia
LULAC National President



League of United Latin American Citizens

The League of United Latin American Citizens (LULAC) is the oldest and most widely respected Hispanic civil rights organization in the United States of America. Founded in 1929 in Corpus Christi, TX, LULAC has fought for full access to the political process and equal educational opportunity for all Hispanics.

LULAC Today

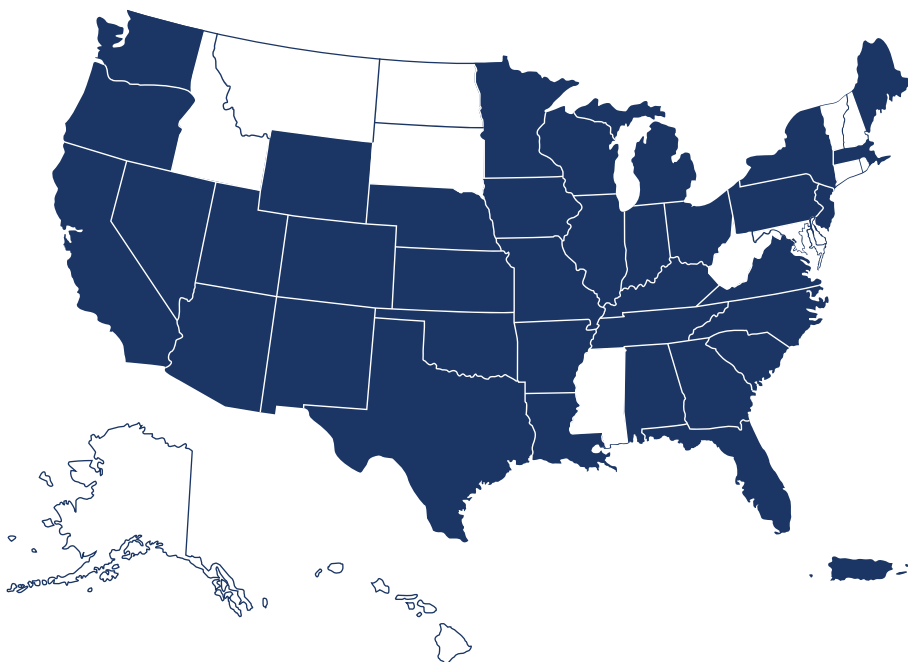
LULAC is a volunteer-based organization that empowers Latinos and builds strong communities.

135,000+ Supporters

1,000+ Councils*

41 States, D.C.,
and Puerto Rico

68 Technology
Centers



Type of Councils*

Adult Councils | Women Councils | Collegiate Councils | Youth Councils

LULAC Publications & Social Media



LULAC News 35,000+ Circulation

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 and Puerto Rico.

For more information, please visit
www.LULAC.org/publications



National Digital Updates

LULAC National Digital Updates are one of the many ways LULAC leverages technology to reach its membership. LULAC National Updates are provided six times a year to highlight LULAC programs and events, corporate partners, and the activities of local 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 the 43,000+ and growing LULAC e-member community.



National Website

450,000+ Unique Visitors

Social Media Reach

f 68,000+ Followers
[@lulac.national.dc](https://twitter.com/lulac.national.dc)

t 27,000+ Followers
[@lulac](https://twitter.com/lulac)

ig 10,300+ Followers
[@lulac](https://twitter.com/lulac)

LULAC National Legislative Conference & Awards Gala

March 7-9, 2023 | Washington D.C.



The Legislative Awards Gala honors individuals that provide extraordinary service to the Latino community. During the Gala, LULAC presents the National Legislative Award, the National Freedom Award, and the National Justice Award to leaders who have distinguished themselves in service to the community.

Sponsorship Levels	Presenting \$75,000	Diamond \$50,000	Platinum \$35,000	Gold \$25,000	Silver \$15,000	Bronze \$10,000
Award Gala Brief Remarks	★	★				
Commercial Video	60 sec.	30 sec.	30 sec.			
Awards Gala Podium Recognition	★	★	★	★		
Awards Dinner Table(s)	4	3	2	1	1	1
Wednesday Luncheon Reserved Table(s)	3 Tables	2 Tables	1 Table	1 Table	6 Tickets	4 Tickets
Pre-Gala VIP Reception Tickets	24	16	8	4		
Full Registration	24	16	8	4	2	1
Color ad in the program	Back Cover	1 Full Page	1/2 Page			
Logo on Website and Event Signage	★	★	★	★	★	★
LULAC News Ad and Media Announcement	★	★	★	★		
Brand item in the tote	★	★	★	★	★	★



www.lulac.org/gala23

Emerge Program

March 7-10, 2023 | Washington, D.C.

EMERGE

Emerge Program brings together collegiate students living all over the United States and Puerto Rico. This two-day event allows these young professionals to discuss issues that affect their communities, learn new strategies, and expand their networks. They participate in workshops, exchange ideas, and listen to experts in the field. They also participate in an Advocacy Day. An opportunity to interact and address issues with Members of Congress; as well as participate in our Annual Awards Gala.

Sponsorship Levels	Presenting \$50,000	Diamond \$35,000	Platinum \$25,000	Gold \$20,000	Silver \$15,000	Bronze \$10,000
Opening Reception Brief Remarks	★	★				
Commercial Video	30 sec.	30 sec.				
Wednesday Luncheon Reserved Table(s)	2 Tables	1 Table	1 Table	1 Table	6 Tickets	4 Tickets
Color ad in the program	1 Full Page	1/2 Page	1/2 Page			
Workshop Co-Sponsor	★	★	★	★		
Access to Student Resume Bank	★	★	★	★		
Logo on Website and Event Signage	★	★	★	★	★	★
LULAC News Ad and Media Announcement	★	★	★	★		
Brand item in the tote	★	★	★	★	★	★

National Women's Conference

April 14-15, 2023 | Los Angeles, CA



The LULAC National Women's Conference highlights the accomplishments of Latinas and their stories. This conference brings women from all across the United States and Puerto Rico to attend workshops on education, health, entrepreneurship, career, immigration, and civil engagement.

Sponsorship Levels	Presenting \$50,000	Diamond \$35,000	Platinum \$25,000	Gold \$20,000	Silver \$15,000	Bronze \$10,000
Opening Reception Brief Remarks	★	★				
Commercial Video	30 sec.	30 sec.				
Awards Dinner Table(s)	2 Tables	1 Table	1 Table	1 Table	6 Tickets	4 Tickets
Breakfast & Luncheon Table(s)	2 Tables	1 Table	6 Tickets	4 Tickets	2 Tickets	1 Ticket
Color ad in the program	1 Full Page	1/2 Page	1/2 Page			
Workshop Co-Sponsor	★	★	★	★		
VIP Event Tickets	16	8	6	6		
Full Registration	16	8	6	6		
Logo on Website and Event Signage	★	★	★	★		
LULAC News Ad and Media Announcement	★	★	★	★		
Brand item in the tote	★	★	★	★	★	★



www.lulac.org/womensconference23

LatinoTech Summit & Tech Talk Series

June 15, 2023 | Chicago, IL



The LatinoTech Summit an engaging destination for Latino tech leaders, designers, innovators, corporate and government leaders, and scholars. It creates a unique space for Latino technologists to exchange ideas, share their professional journeys, and network with like-minded Latino professionals. In addition, LULAC “pop-up” tech talks series continues to the elevate the policy issues and raise awareness across the country on the critical role of increasing labor diversity in the industry.

Sponsorship Levels	Presenting \$50,000	Diamond \$35,000	Platinum \$25,000	Gold \$20,000	Silver \$15,000	Bronze \$10,000
Opening Reception Brief Remarks	★	★				
Commercial Video	30 sec.	30 sec.				
Luncheon Reserved Table(s)	2 Tables	1 Table	1 Table	1 Table	6 Tickets	4 Tickets
Workshop Co-Sponsor	★	★	★	★		
Logo on Website and Event Signage	★	★	★	★	★	★
LULAC News Ad and Media Announcement	★	★	★	★		
Brand item in the tote	★	★	★	★	★	★

LULAC National Convention & EXPO

July 31 - August 5, 2023 | Albuquerque, NM



Attendees can participate in leadership development workshops, attend networking events, register for the career fair, and watch as our leaders address issues from the National Stage. In addition, significant corporations recognize the importance of reaching out to national Latino leaders and influential community members directly. As a result, there are opportunities to sponsor workshops and events, display products, and recruit Hispanic professionals in the convention exhibit hall. In addition, all proceeds support LULAC's mission, which is to advance the economic condition, educational attainment, political influence, housing, health, and civil rights of the Hispanic population of the United States and Puerto Rico.

Sponsorship Levels	Presenting \$200,000	Diamond \$100,000	Platinum \$75,000	Gold \$50,000	Silver \$40,000	Bronze \$25,000
Brief Remarks at sponsored event	★	★	★	★		
Introduced at the Presidential Awards Banquet	★	★				
10' x 10' exhibit spaces	7	5	4	3	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	60 sec.	60 sec.	30 sec.			
Corporate letter to membership with official picture/logo	1 Full Page	1 Full Page	1 Full Page			
Color ad in the LULAC News magazine	2 Full Pages (Back Cover)	2 Full Pages	2 Full Pages	1 Full Pages	1 Full Page	1 Full Page
Attendance to VIP functions	★	★	★	★	★	★
Full corporate registration packages	30	24	15	10	5	3
Logo on convention website & sponsor walls; Premium branded item in convention tote	★	★	★	★	★	
Signage through the convention	★	★	★	★	★	★



National Convention Events

Events held throughout the LULAC National Convention.



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 the keynote address.

Sponsorship Level: \$125,000, \$75,000 or \$50,000

Women's Hall of Fame Luncheon

Women's Hall of Fame Luncheon: Focuses on the contributions made by Latinas to the U.S. and features the induction of five women into the LULAC Women's Hall of Fame.

Sponsorship Level: \$100,000 or \$50,000

Presidential Orgullo Reception

This black-tie event features Hispanic leaders throughout the U.S. while highlighting our growing membership initiatives.

Sponsorship Level: \$50,000

Federal Training Institute

The Federal Training Institute is dedicated to increasing the knowledge and skills of staff through educational opportunities. An educated and informed workforce is able to adapt and better respond to the future challenges of their agencies.

Sponsorship Level: \$25,000

State Celebration

Community Event that will engage the entire family. Come and join K-12 STEM hands-on activities. Hear the stories and messages from inspiring speakers. Enjoy the music of Little Joe and other Latino artists.

Sponsorship Level: \$250,000, \$100,000, \$50,000 or \$25,000

Youth and Collegiate Lideres Reception

Emphasizes LULAC Youth and Collegiate programs and features an elegant awards presentation for LULAC's young future leaders.

Sponsorship Level: \$35,000

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.

Sponsorship Level: \$50,000

Defenders of Freedom Ceremony

Salutes distinguished Hispanic veterans who have served our nation.

Sponsorship Level: \$75,000, \$50,000 or \$25,000

Student Scholarships

Sponsorship Level: \$1,000

LGBTQ+ Unity Summit

November 10-12, 2023 | Las Vegas, NV



The LGBTQ+ Unity Summit includes talks with leaders from across the country and key sessions on the Equality Act. Plus, talks with movement leaders on LGBTQ+ youth, elders, the transgender community, and HIV/AIDS.

Sponsorship Levels	Presenting \$50,000	Diamond \$35,000	Platinum \$25,000	Gold \$20,000	Silver \$15,000	Bronze \$10,000
Opening Reception Brief Remarks	★	★				
Commercial Video	30 sec.	30 sec.				
Luncheon Reserved Table(s)	2 Tables	1 Table	1 Table	1 Table	6 Tickets	4 Tickets
Workshop Co-Sponsor	★	★	★	★		
Logo on Website and Event Signage	★	★	★	★	★	★
LULAC News Ad and Media Announcement	★	★	★	★		
Brand item in the tote	★	★	★	★	★	★



LULAC National Magazine Ads

Magazine Ad Rates

Full page color ad	\$2500
Half page vertical (tall) color ad	\$1500
Half page horizontal (wide) color ad	\$1500



Full Page

8.25" wide X 10.75" tall
(**not** including bleed)
8.5" wide by 11" tall
(**with** .125" bleed)



Half Page (tall)

4" wide X 10.75" tall
(**not** including bleed)
4.25" wide by 11" tall
(**with** .125" bleed)



Half Page (wide)

8.25" wide X 5.25" tall
(**not** including bleed)
8.5" wide X 5.5" tall
(**with** .125" bleed)

Add an eighth of an inch (0.125") to each dimension for bleed.

All ads are printed full color (CMYK). Convert all graphics to CMYK before creating the PDF.

Send ads saved as PDF (Press Quality) to:

Silvia Perez at sperez@lulac.org

Deadline for ad artwork: February 17, 2023

The publisher LULAC shall be under no liability for errors made by the advertiser or loss by reason of any errors arising out of publication. Publisher reserves the right to assign all advertising space. All prices are net and non-commissionable.

Sponsorship Form

Primary Contact _____

Corporation/Organization _____

Title _____

Address _____

City/State/Zip _____

Phone _____ Email _____

Sponsorship Level *(Please select desired sponsorship level)*

LULAC National Legislative Conference & Awards Gala

☐ Presenting ☐ Diamond ☐ Platinum ☐ Gold ☐ Silver ☐ Bronze

EMERGE Program

☐ Presenting ☐ Diamond ☐ Platinum ☐ Gold ☐ Silver ☐ Bronze

National Women's Conference

☐ Presenting ☐ Diamond ☐ Platinum ☐ Gold ☐ Silver ☐ Bronze

LGBTQ+ Unity Summit

☐ Presenting ☐ Diamond ☐ Platinum ☐ Gold ☐ Silver ☐ Bronze

LatinoTech Summit & Tech Talk Series

☐ Presenting ☐ Diamond ☐ Platinum ☐ Gold ☐ Silver ☐ Bronze

LULAC National Convention and Expo

☐ Presenting ☐ Diamond ☐ Platinum ☐ Gold ☐ Silver ☐ Bronze

☐ Presidential Awards Banquet

☐ Women's Hall of Fame Luncheon

☐ Presidential Orgullo Reception

☐ Federal Training Institute

☐ State Celebration

☐ Youth and Collegiate Lideres Reception

☐ Unity Luncheon

☐ Defenders of Freedom Ceremony

☐ Student Scholarships

Payment Information

Billing Contact _____

Credit Card Type _____ Credit Card Number _____

Expiration Date _____ Security Code _____

Email _____ Phone _____

Signature _____ Date _____

If paid by check, please make checks payable to LULAC and mail to:
1776 Eye Street NW, Suite 400; Washington, DC 20006

For questions, please contact:
Silvia Perez at sperez@lulac.org

Payment must be received 30 days prior to the event.



LEAGUE of UNITED LATIN AMERICAN CITIZENS
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