

LEAGUE *of* UNITED LATIN AMERICAN CITIZENS



20
23

LULAC
National
convention *&* exposition

94TH LULAC NATIONAL CONVENTION & EXPO:

The League of United Latin American Citizens invites you to participate in the 2023 LULAC National Convention & Exposition in Albuquerque, NM from July 31-August 5, 2023. As the premier Hispanic convention, the LULAC National Convention draws over 15,000 participants each year including top leaders from the government, business, and the Latino community.

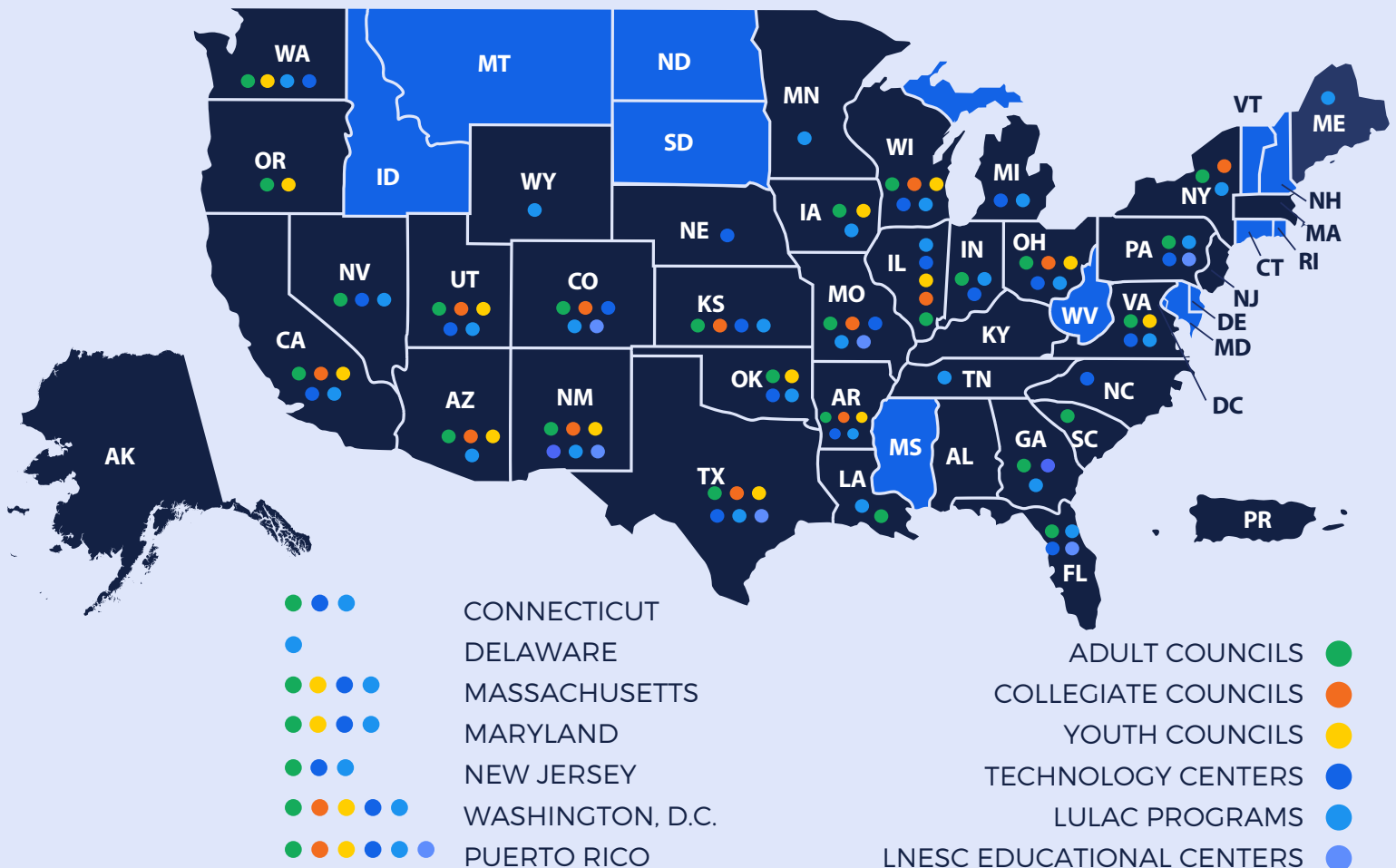
Reach out to Hispanic America: The LULAC Convention is attended by major corporations who recognize the importance of reaching out to national Latino leaders and influential community members directly. There are opportunities to sponsor workshops and events, display products and recruit Hispanic professionals 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.

41 STATES AND
PUERTO RICO

135,000
SUPPORTERS

68 TECHNOLOGY
CENTERS

18 LNEC
EDUCATIONAL CENTERS



LULAC Publications & Social Media

LULAC
News

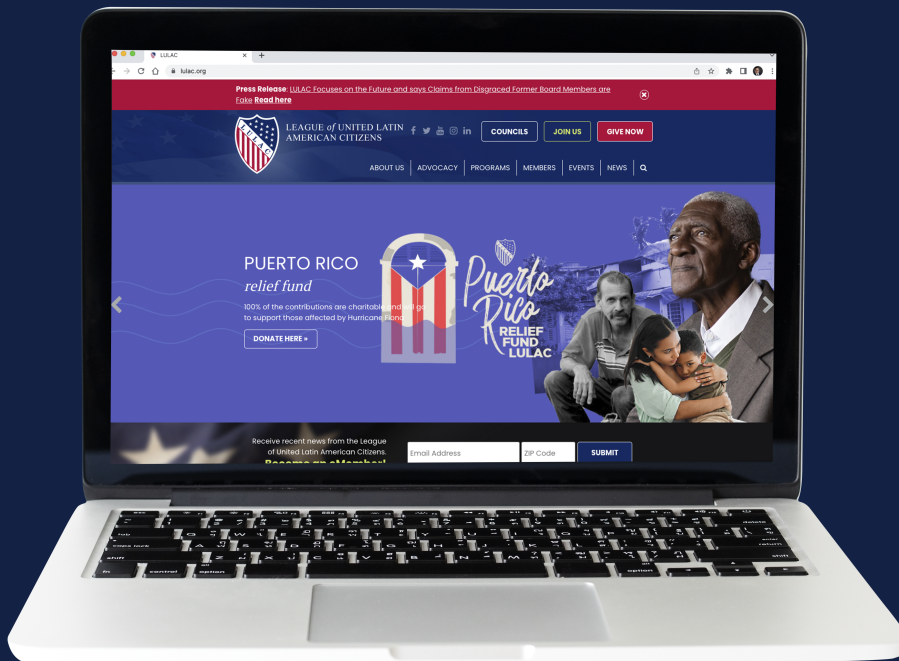


35K+
circulations



LULAC
National
Updates

43,000+
E-members



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 43,174 and growing e-member community.

LULAC.org
unique visitors
450,000+

LULAC
Social Media

f 69K

🐦 28K

📷 10K



Meal Events Convention

We welcome the opportunity to partner with you at this year's convention. Your support ensures that the oldest and largest national Latino organization in the United States continues to lead the way in addressing the needs of the Latino community. Included you will find a summary of this year's sponsorship opportunities. If you have any questions regarding any of the opportunities included in this packet please contact Silvia Perez at SPerez@LULAC.org.

New Mexico Celebration: Hosted by local LULAC councils, this concert highlights Latino talent and local leaders while supporting local LULAC programs. **Attendance: 1,000**
Minimum Sponsorship Level: \$25,000.

Defenders of Freedom Ceremony:
Thursday 8/3 7am
Salutes distinguished Hispanic veterans who have served our nation.
Attendance: 400
Minimum Sponsorship Level: \$25,000

Unity Luncheon:
Thursday 8/3 12noon
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.
Attendance: 900
Minimum Sponsorship Level: \$35,000

Youth & Young Adults Lideres Reception:
Emphasizes LULAC Youth and Young Adult programs and features an elegant awards presentation for LULAC's young future leaders.
Attendance: 800
Minimum Sponsorship Level: \$35,000

LNESC Commemorates 50-Year Milestone*
*Please see sponsorship details under Unique Opportunities in the following page.

Women's Hall of Fame Luncheon:
Friday 8/4 12noon
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.
Attendance: 1,000
Minimum Sponsorship Level: \$50,000

Presidential Orgullo Reception:
Friday 8/4, 6pm
This black-tie event features Hispanic leaders throughout the U.S. while highlighting our growing LGBTQ efforts and membership initiatives.
Attendance: 1,000
Minimum Sponsorship Level: \$50,000.

Presidential Awards Banquet:
Friday 8/4 7pm
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.
Attendance: 1,200
Minimum Sponsorship Level: \$75,000.

Federal Training Institute: July 31 to August 4
The Federal Training Institute is dedicated to the belief that increasing the knowledge and skills of staff through educational opportunities contributes to the advancement of human fulfillment. Therefore, a diverse, well-educated, and informed workforce will be able to adapt and better respond to the future challenges of their agencies.
Attendance: 1,000
Minimum Sponsorship Level: \$10,000

Unique Sponsorship Opportunities



We would especially like to have you consider the following unique sponsor opportunities taking place during the LULAC National Convention.

LULAC National Educational Service Centers - Celebrates 50 Years of Creating Life Long Learners Albuquerque, NM August 2, 2023 Power of Education: Strategies for Student Success

LNEESC will host a one-day youth focused education conference focused on college preparation and developing professional skill-sets towards student success for participating high school students. The program will include motivational speakers, professional workshops, and student resources for college and career opportunities. This event will be held at the National Hispanic Culture Center in Albuquerque, New Mexico. The conference

SPONSORSHIP LEVELS & BENEFITS OF SUPPORT	HONORS \$5,000	CUM LAUDE \$10,000	MAGNA CUM LAUDE \$20,000	SUMMA CUM LAUDE \$30,000	SALUTATORIAN \$50,000	VALEDICTORIAN \$100,000
Reserved VIP table(s) of 10	✓	✓	✓	2 TABLES	2 TABLES	2 TABLES
Podium recognition during event	✓	✓	✓	✓	✓	✓
Tables: Promotional items	✓	✓	✓	✓	✓	✓
Logo display: Signage, program, and screen display		✓	✓	✓	✓	✓
Career Exploration Forum: Representation on panel		✓	✓	✓	✓	✓
Logo on Website: Corporate and Special Event landing pages			✓	✓	✓	✓
Celebration Reception: Sponsor remarks			2 MIN	3 MIN	4 MIN	5 MIN
Video presentation				1 MIN	2 MIN	3 MIN

ADDITIONAL OPPORTUNITIES

- Convention Program Book \$25,000
- Registration Bags \$25,000
- Youth Lideres Conference \$50,000
- Young Adults Impact Conference \$50,000
- Job Fair \$50,000
- Sponsor/VIP Lounge \$20,000
- Federal Training Institute \$20,000
- Convention Program Book \$15,000
- Convention Badges \$15,000
- Shuttle Transportation \$15,000
- Town Hall Sponsorships \$50,000
- Convention Marketing Circular \$10,000
- Conference Web Site \$10,000
- Pocket Agenda \$10,000
- Workshops \$20,000
- Press Room \$10,000
- Panelist/Speaker sponsorship \$10,000

IN-KIND SERVICES

- Printing
- Commemorative poster, promotional brochure
- Communication Equipment
- Cellular phones
- 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



LULAC National convention & exposition

LULAC National Convention and EXPO

Sponsorship Levels

Dates: July 31 - August 5 2023

Location: Albuquerque, New Mexico

BENEFIT LEVELS	PRESENTING \$200,000	DIAMOND \$100,000	PRESIDENTIAL \$75,000	JUDICIAL \$50,000	SENATORIAL \$40,000	CONGRESSIONAL \$30,000	PATRIOT \$20,000
Marketing materials and event website will say "Presented by"	✓						
The 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 a convention tote	✓	✓	✓	✓	✓	✓	✓
Signage throughout the convention	✓	✓	✓				



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CITIZENS

LULAC.ORG/CONVENTION23
SPEREZ@LULAC.ORG / 202 833 6130 X105
1133 19TH STREET NW, SUITE 1000 WASHINGTON, D.C. 20036