



THE NCLR ANNUAL CONFERENCE AND NATIONAL LATINO FAMILY EXPO®

**JULY 23-25, 2016,
ORANGE COUNTY
CONVENTION CENTER,
ORLANDO, FLORIDA**

Latinos are a driving political and economic force in the United States. With a purchasing power now eclipsing \$1.2 trillion annually, they are a crucial part of any

successful business strategy. As the largest national Latino civil rights and advocacy organization, NCLR is a trusted name by which to reach and engage with this market sector.

The NCLR Annual Conference and National Latino Family Expo®, the largest gathering of Latino leaders in the nation,

provides many opportunities to engage with NCLR's network of nearly 300 community-based organizations and the individuals they serve. This forum provides an excellent opportunity for any business looking to establish itself in this market, test new products and marketing, and deepen its engagement with the Latino community.

NCLR ANNUAL CONFERENCE

Held over four days, the NCLR Annual Conference is the largest annual gathering of the nation's most influential leaders, organizations, institutions, and companies that impact or have an interest in the Hispanic community. Comprised of cutting-edge workshops addressing critical issues facing Hispanic Americans as well as a series of meal events and town halls that feature speakers of national and international prominence, the conference is attended by nearly 4,000 individuals.

KEY HIGHLIGHTS

IMPRESSIONS



13,298,489
MILLION*

SOCIAL MEDIA
IMPRESSIONS



20.4
MILLION*

INDIVIDUAL
LIVE STREAMS



1,500

MOBILE
APP VIEWS



3,800

PRESS
REPRESENTATION



100

ECONOMIC IMPACT



\$8.4 MILLION*

WORKSHOPS



50 WORKSHOPS

TOWN HALLS



4 TOWN HALLS

MEAL EVENTS



5 MEAL EVENTS

The NCLR Annual Conference helps corporations tap into Hispanics' \$1.2 trillion purchasing power.

NCLR NATIONAL LATINO FAMILY EXPO®

With a three-day attendance of approximately 20,000 individuals, the NCLR National Latino Family Expo® is one of the largest events in the country focused on providing resources and family-focused activities for the Latino community.

NCLR's mission to improve opportunities for Hispanic Americans is demonstrated through the six pavilions that comprise this event.

Through themed activities and resources, each pavilion provides Latino families with a wealth of knowledge on timely topics. More than 200 exhibitors showcase their products and services,

from live entertainment and giveaways to free health screenings and demonstrations. Everyone will discover something new in a fun and exciting environment.

KEY HIGHLIGHTS

EXHIBITS



125+

ATTENDEES



20,000+

UNIQUE PAVILLIONS



5



**In 2015 #NCLR15 trended nationally on social media. This means that enough Twitter users (approximately in the thousands) were using the hashtag and that the hashtag would appear at the side of their Twitter screen as one of the top 10 things being talked about in the local or national area on the "Twitterverse". This also means that for a time period, during that day, when Twitter users would start to type a hashtag, the auto-fill field would suggest "#NCLR15" as the hashtag to use, thus further promoting NCLR and its visibility as an institution.*

NCLR *LÍDERES* SUMMIT

*Looking to deepen your engagement with young Latino millennials? Seize an exclusive audience with Latino youth participants through the *Líderes* Summit.*

The NCLR *Líderes* Summit brings nearly 300 Latino youth between the ages of 14-23 eager to learn about new

tools and strategies to reach their full potential. Establish your brand as a trusted leader and supporter of Latino

youth and deepen your engagement with young millennials at the NCLR Annual Conference.

KEY FEATURES OF THE *LÍDERES* SUMMIT

*The *Líderes* Summit empowers nearly 300 youth to reach their full potential.*

TARGETED TRACKS

The Rising Leaders track (ages 14–18) exposes youth to tools and resources that support their success in high school and prepares them for college.

The Avanzando track (ages 18–23) challenges participants to examine how their college and professional experiences can position them for lifelong success.

THEMED DAYS

Each of the four days of the Summit will focus on a different theme that is reinforced through workshops, events, and networking opportunities. “Historia y cultura” exposes participants to the history of the Latino community and encourages them to explore their personal identity. “Creciendo y avanzando” includes sessions that support the participants’ development of skills and knowledge to be successful in school and in their careers. “Networks and Organizing” promotes the importance of meaningful, effective connections with peers in academic and professional

settings. Finally, “Service and Responsibility” strengthens participants’ skills and awareness of their role as leaders and advocates in their communities.

SPECIAL ACTIVITIES

Youth engage in a variety of activities such as field trips, service projects, meal events, featured sessions, and a talent show, promoting engagement with their peers and the participants in the larger NCLR Annual Conference

NCLR CONFERENCE SPONSORSHIP PACKAGES

TITLE SPONSOR \$300,000

Become the Title Sponsor of NCLR Annual Conference. Your company will receive incredible brand visibility with the largest gathering of Latino influencers and decision makers.

Title sponsors receive exposure across multiple platforms with NCLR with logos included in national NCLR marketing materials, institutional outreach efforts, and digital communication.

Title Sponsors receive special VIP access to all key Conference events and engagement with NCLR leadership.

Title Sponsorship of the NCLR Annual Conference includes all the benefits

of Diamond Sponsor (see below), in addition to:

- » Full recognition as Conference Title Sponsor in all conference-related marketing and social media
- » Logo placement on Conference marketing materials
- » VIP Access to all key Conference events.

Title sponsors are restricted to two non-competing corporations.

HOST CITY SPONSOR \$250,000

Raise your company's profile and your commitment to economic growth for your community by hosting the largest gathering of Hispanic leaders, influencers, elected and appointed officials and grassroots organizations. The Host City Sponsorship is a unique opportunity offered only to corporations that are headquartered in the Conference host city. This sponsorship includes all the benefits of Diamond Sponsor, in addition to:

- » Full recognition as Host City Sponsor in all conference-related marketing and social media
- » Logo placement on Conference marketing materials
- » Opportunity to serve as honorary chair of the Host City Committee

NATIONAL LATINO FAMILY EXPO TITLE SPONSOR \$250,000

The Title Sponsorship of the National Latino Family Expo is a limited and distinguished opportunity. The Title Sponsor of the National Latino Family Expo allows a corporation to have brand visibility and engagement with a captive audience of approximately 20,000 Latino consumers

over the course of three days at the Expo. Sponsorship includes all the benefits of a Diamond Sponsor in addition to:

- » Full recognition as Conference Title Sponsor in all expo-related marketing and social media

- » Logo placement on Conference expo marketing materials.
- » *Title Sponsors are restricted to two non-competing industry companies.*





DIAMOND SPONSOR \$150,000

- » One (1) 30' X 40' exhibit space at the National Latino Family Expo
- » Option to co-anchor an industry pavilion at the National Latino Family Expo
- » 15 full Conference registrations, including evening events
- » One (1) reserved VIP table for up to ten (10) individuals at the National Affiliate Luncheon
- » One (1) reserved VIP table for up to ten (10) individuals at the Latinas Brunch
- » One (1) reserved VIP table for up to ten (10) individuals at the Monday Luncheon
- » One (1) reserved VIP table for up to ten (10) individuals at the Tuesday Luncheon
- » One (1) reserved VIP table for up to ten (10) individuals at the Awards Luncheon
- » One (1) reserved VIP table for up to ten (10) individuals at the Awards Gala
- » Inclusion of a branded corporate giveaway in 5,000 attendee Conference bags
- » One full-page color advertisement in the NCLR Annual Conference Commemorative Program Book
- » Recognition as a Diamond Sponsor in the NCLR Annual Conference Commemorative Program Book
- » Logo placement in the NCLR Annual Conference App
- » Photo opportunity with key NCLR leadership

PLATINUM SPONSOR \$100,000

- » One 30' x 30' exhibit space at the National Latino Family Expo
- » Ten (10) full Conference registrations, including evening events
- » One (1) reserved VIP table for up to ten (10) individuals at the Monday Luncheon
- » One (1) reserved VIP table for up to ten (10) individuals at the Tuesday Luncheon
- » One (1) reserved VIP table for up to ten (10) individuals at the Awards Gala
- » One full-page color advertisement in the NCLR Annual Conference Commemorative Program Book
- » Recognition as a Platinum Sponsor in the NCLR Annual Conference Commemorative Program Book
- » Logo placement on the NCLR Annual Conference App

GOLD SPONSOR \$75,000

- » One 20' x 30' exhibit space at the National Latino Family Expo
- » Eight (8) full registrations, including tickets to the evening events
- » One (1) reserved table for up to eight (8) individuals at the Awards Gala
- » One full-page color advertisement in the NCLR Annual Conference Commemorative Program Book
- » Recognition as a Gold Sponsor in the NCLR Annual Conference Commemorative Program Book

LÍDERES SUMMIT CHAMPION \$75,000

Lead sponsor of the Líderes Summit, receiving maximum exposure and visibility throughout the event.

- » Opportunity for corporate representative to address the *Líderes* during talent show (3 minutes maximum)
- » Eight (8) full conference registrations, including evening events
- » One (1) reserved VIP table for up to ten (10) individuals at the Tuesday Luncheon

- » Inclusion of a branded corporate giveaway in *Líderes* Summit attendee conference bags
- » Logo placement on NCLR Conference App
- » Logo on select *Líderes* Summit publicity materials
- » Logo on select on-site *Líderes* Summit signage
- » Logo on *Líderes* Summit T-shirts
- » Logo on *Líderes* Summit Bags
- » One full-page advertisement in the *Líderes* Summit Program Book

- » Recognition in the *Líderes* Summit Program Book as Summit Champion
- » Name recognition in the NCLR Annual Conference Commemorative Program Book as Summit Champion
- » Invitation for one designated representative to serve on the *Líderes* Cultural Talent Showcase Judge's Panel
- » Photo opportunity with *Líderes* Summit Staff and students

LÍDERES SUMMIT MENTOR \$50,000

- » Four (4) full conference registrations, including evening events
- » Reserved seating for up to four (4) individuals at the Tuesday Luncheon
- » Inclusion of a branded corporate giveaway in *Líderes* Summit attendee conference bags.
- » Logo on select on-site *Líderes* Summit signage
- » One full-page advertisement in the *Líderes* Summit Program Book

- » Recognition in the *Líderes* Summit Program Book as Summit Mentor
- » Recognition in the NCLR Annual Conference Commemorative Program Book as Summit Mentor
- » Invitation for one designated representative to serve on the *Líderes* Cultural Talent Showcase Judges Panel



SILVER SPONSOR \$50,000

- » One (1) 20' x 20' exhibit space at National Latino Family Expo
- » Six (6) full registrations, including tickets to evening events
- » Reserved seating for six registered guests at the Awards Gala
- » One full-page color advertisement in the *NCLR Annual Conference Commemorative Program Book*
- » Recognition as a Silver Sponsor in the *NCLR Annual Conference Commemorative Program Book*

BRONZE SPONSOR \$25,000

- » One (1) 10' x 20' exhibit space at National Latino Family Expo
- » Four (4) full registrations, including tickets to evening events
- » One full-page color advertisement in the Commemorative Program Book
- » Recognition as a Bronze Sponsor in the Commemorative Program Book

CONFERENCE SPONSOR \$10,000

- » 10 x 10 exhibit space in the National Latino Family Expo
- » Up to three (3) full registrations (includes tickets to general meal and evening events)
- » One full page color advertisement in the *NCLR Annual Conference Commemorative Program Book*
- » Recognition as a Corporate Sponsor in the *NCLR Annual Conference Commemorative Program Book*, website, on site signage



MEAL EVENT SPONSORSHIPS

Sponsoring an NCLR meal event provides you the opportunity to closely interact with national leaders and change-makers that are committed to making a difference in the Latino community. Meal events also include recognitions, entertainment, and statements from NCLR leadership, and provide sponsors a forum to express personal perspectives on Hispanic American issues. The events encourage and inspire attendees to continue improving the lives of Latinos. With nearly 1,500 attendees per meal events, along with thousands more viewing through our NCLR livestream, these gatherings are considered a key part of the Conference experience.

MEAL EVENT SPONSOR BENEFITS \$55,000

- » Four (4) full registrations, including tickets to evening events
 - » One (1) reserved VIP table for up to ten (10) guests at sponsored meal event
 - » Opportunity for corporate representative to address the meal event audience (*three minutes of remarks*)
 - » VIP seating for the official corporate representative at the Board Chair or President's table
 - » Prominent logo placement at meal event
 - » Name and/or logo on select event signage and event-related materials
 - » One full-page color advertisement in the *NCLR Annual Conference Commemorative Program Book*
 - » Concierge services at pre-meal event green room
 - » Branded premium item distribution to event attendees (*Corkage fees and special display fees may apply*).
- Meal event sponsorships are limited to five industry exclusive sponsors per event.*

NCLR meal events provide an opportunity to interact with national leaders and change-makers making a difference in the Latino community.



NATIONAL AFFILIATE LUNCHEON

Join us as we kick off the opening day of Conference with a special tribute to NCLR Affiliates, the organizations on the front lines providing invaluable services to Hispanic communities. The National Affiliate Luncheon sets the tone for the four days of Conference, which will motivate and inspire Affiliates and partners to continue their hard work. This is a wonderful way for you to connect with community partners who are truly making a difference in the lives of Latinos throughout the United States.

LATINAS BRUNCH

One of the attendees' most popular events, this brunch focuses on Latina empowerment and the positive impact Hispanic women have on this country through their rich culture, commit-

ment, service, and leadership. The Latinas Brunch features lively Latina-led entertainment and a dynamic, interactive program.

MONDAY GENERAL SESSION LUNCHEON

The Monday General Session Luncheon is one of the most highly attended events at the Conference. At this event, the NCLR President and CEO delivers the "State of the Latino Union" speech. This gathering traditionally

draws nationally elected officials to the stage among other notable names. 2015 Conference Monday Luncheon speakers included the Hon. Hillary Rodham Clinton and the Hon. Martin O'Malley.

TUESDAY GENERAL SESSION LUNCHEON CO-SPONSORSHIP

The Tuesday General Session Luncheon features a special military tribute honoring the Hispanic men and women who have served and continue to serve our country. Leaders on stage at this event speak to the

successes and accomplishments of the four days of Conference and add to the energy in the room as the date and location of the following year's Annual Conference is announced.

ANNUAL CONFERENCE AWARDS GALA

Join us as we close off the Annual Conference with a top-notch formal celebration of leadership and success. The Annual Conference Awards Gala features several distinct honors to leaders from throughout the country who are inspiring and changing the world.

Recognitions include: the Graciela Olivarez La Raza Award, the Maclovio Barraza Award for Leadership, the Roberto Clemente Award for Sports Excellence, the Ruben Salazar Award for Communications, the Affiliate of the Year Award, and the Raul Yzaguirre President's Award.

AWARDS GALA SPONSOR \$55,000

- » Four (4) full registrations, including tickets to evening events
 - » One (1) reserved VIP table for up to ten (10) guests at sponsored meal event
 - » Opportunity for corporate representative to address the meal event audience (three minutes of remarks)
 - » VIP seating for the official corporate representative at the Board Chair or President's table
 - » Prominent logo placement at meal event
 - » Name and/or logo on select event signage and event-related materials
 - » One full-page color advertisement in the *NCLR Annual Conference Commemorative Program Book*
 - » Concierge services at pre-meal event green room
 - » Branded premium item distribution to event attendees*
- Gala sponsorship is limited to five industry exclusive sponsors per event. (*Corkage fees and special display fees may apply*).

NCLR BOARD RECEPTION \$25,000

The NCLR Board Reception, open to all attendees, precedes the Annual Conference Awards Gala on Tuesday evening.

The reception is attended by NCLR leadership, the NCLR Board of Directors, Gala awardees, donors, special guests from our Host City Committee, top-performing Affiliate Members, and other VIPs. Benefits include:

- » Prominent logo placement at reception
- » Name and/or logo on select event signage and event-related materials
- » Opportunity for corporate representative to provide brief remarks to the reception audience
- » Branded premium item distribution to event attendees (*Corkage fees and special display fees may apply*).

AWARDS GALA AFTER PARTY \$15,000

The festivities don't end at the gala. Host the final celebrations of the year's Conference experience and leave your mark on attendees as they say goodbye to one another and to another successful gathering.

- » Prominent logo placement at reception

- » Name and/or logo on select event signage and event-related materials
- » Opportunity for corporate representative to provide brief remarks to the reception audience
- » Branded premium item distribution to event attendees (*Corkage fees and special display fees may apply*)

TOWN HALLS & WORKSHOPS

TOWN HALL SPONSORSHIP \$40,000

With an estimated 500 attendees at each session along with thousands more viewing through the NCLR livestream, significant media coverage, and no competing activities, NCLR's town halls are worth every dollar invested.

Town halls offer sponsors an opportunity to share a timely topic or issue with an audience that extends well beyond Conference attendees. NCLR works to ensure the participation of the foremost experts and community leaders, and our town halls consistently receive regional and national media coverage.

Topics and panelists change each year to address pertinent issues of importance to the Hispanic community.

BENEFITS INCLUDE:

» Opportunity to provide brief remarks on the importance of the town hall topic

- » Reserved seating for corporate representatives and VIPs
- » Prominent logo placement
- » Name and/or logo on select event signage and event-related materials
- » Meet-and-greet/photo opportunity with the featured town hall moderator and speakers

LÍDERES TOWN HALL SPONSOR \$35,000

Official sponsor of the *Líderes* Town Hall at the NCLR Annual Conference, a prominent summit forum (300 attendees) that spotlights youth topics and concerns

» Opportunity to provide brief welcome remarks at the Featured Session (2 minutes maximum)

» Name/logo visibility on select *Líderes* Summit promotional materials (pre-Conference and during Conference)

» Logo on select on-site *Líderes* Summit signage

» Reserved seating for up to four (4) designated corporate representatives at the Featured Session

» Recognition in the *Líderes* Summit Program Book as *Líderes* Featured Session Sponsor

» Recognition in the *NCLR Annual Conference Commemorative Program Book* as *Líderes* Featured Session Sponsor

» Meet-and-greet opportunity with the Featured Session moderator and panelists

» Photo opportunity with the Featured Session moderator and panelists





WORKSHOP TRACK SPONSORSHIP \$25,000

Each year, NCLR's Annual Conference offers more than 50 of the most relevant workshop sessions addressing issues of critical importance to the Hispanic community, presented by the leaders and experts who are implementing innovative program models, trainings, and cutting-edge solutions to these topics. Workshop tracks include:

- » Education
- » Health
- » Housing and Community Development
- » Immigrant Integration
- » The Latina Perspective
- » Nonprofit Management
- » Policy
- » Science, Technology, Engineering, and Mathematics (STEM)
- » Workforce Development

BENEFITS INCLUDE:

- » Prominent logo placement
- » Name and/or logo on select event signage and event-related materials, including the *NCLR Annual Conference Commemorative Program Book*
- » Display table with corporate giveaways
- » Recognition by workshop coordinators at the start of each workshop

WORKSHOP SPONSOR \$10,000

For companies, non-profits, and government agencies looking to take a deeper dive into the content of NCLR Conference session, sponsoring a workshop affords that opportunity. Workshop sponsors have the opportunity to facilitate an entire session, including speakers and content, or receive brand

visibility by sponsoring an existing NCLR created workshop.

- » Name on workshop signage *(subject to space availability and approval by NCLR)*
- » Opportunity for corporate giveaway to attendees of sponsored workshop

*(subject to space availability and approval by NCLR)**

- » Recognition in the *NCLR Annual Conference Commemorative Program Book* and Pocket Agenda as a Conference Workshop Sponsor

***Interested
in sponsoring
this event? Contact
Naomi Sosa, Corporate
Fundraising Officer:
naomisosa@nclr.org or
(202) 776-1743***

Summit workshops offer a robust program focused on skill-building and tangible takeaways

LÍDERES WORKSHOP TRACK SPONSOR \$20,000

Youth participants will be divided into two age-relevant tracks. The Rising Leaders track will utilize the Líderes en CASA and Líderes en Escalera curricula, in addition to other age-appropriate content for the 14- to 18-year-old participants. The Líderes Avanzando track will provide a more challenging experience for the 19- to 23-year-old college students and young professionals in attendance.

- » Opportunity for one corporate speaker to make remarks at one featured workshop (3 minutes maximum) (subject to approval by NCLR)
- » Space on display table for branded corporate giveaway or information to attendees at one workshop in sponsored track*
- » Name/logo on all signage for the specified track (4–5 sessions)
- » Name recognition in Workshop Track description in the *NCLR Annual Conference Commemorative Program Book*
- » Name recognition in the *Líderes Summit Program Book* as Workshop Track Sponsor
- » Recognition by session coordinators as a sponsor of the specified track

LÍDERES SUMMIT WORKSHOP SPONSOR \$10,000

The 2016 Summit Workshops offer a robust program of activities focused on skill building and tangible takeaways. Workshop presenters consist of NCLR staff, Líderes Summit staff, NCLR Affiliate staff, and external presenters.

- » Name on workshop signage (subject to space availability and approval by NCLR)
- » Opportunity for corporate giveaway to attendees of sponsored workshop (subject to space availability and approval by NCLR)
- » Recognition in the *Líderes Summit Program Book* as Summit Workshop Sponsor
- » Recognition in the *NCLR Annual Conference Commemorative Program Book* as Summit Workshop Sponsor



CONFERENCE RECEPTION SPONSORSHIPS

After a jam-packed day of inspiring discussions, Conference attendees look forward to unwinding in a festive atmosphere with lively entertainment. Conference receptions provide an excellent opportunity to network with NCLR Affiliates, civil right leaders, corporate, foundation, and other community supporters.

CONFERENCE RECEPTION BENEFITS \$25,000

- » Prominent logo placement
- » Name and/or logo on select event signage and event-related materials, including the *NCLR Annual Conference Commemorative Program Book*
- » Opportunity to provide branded items to attendees
- » Opportunity for corporate representative to provide brief remarks to the reception audience

CONFERENCE WELCOME RECEPTION

This reception kicks off the first day of the NCLR Annual Conference for all registered participants. It is the first opportunity for sponsors to address and impress attendees as you welcome them to the dynamic evening reception

and highlight the host city's culture, history, and attractions.

CONFERENCE NETWORKING RECEPTIONS

Open to all NCLR Conference registrants, evening receptions build upon the excitement of Conference and provide memorable networking opportunities for all. Receptions are customized to the interests of each sponsor and are promoted to all attendees.

Previous years' receptions include LGBT and Allies, Diversity Drives Innovation, and Health Rodriguez-Trias Awards Reception, and President's Council Reception.

LÍDERES NOCHE DE GOZADERA RECEPTION \$25,000

Official sponsor of the Líderes Summit farewell reception, which includes awards to highlight outstanding members of NCLR's youth programs and scholarship contests.

- » Opportunity for one designated corporate representative to make opening remarks at the event (2 minutes maximum)
- » Signage and logo placement at the *Líderes Noche de Despedida*
- » Reserved seating for two (2) corporate representatives at the reception
- » Opportunity for inclusion of a corporate giveaway in the *Líderes Summit*

attendee welcome bags (*subject to space availability and approval by NCLR*)

- » Logo on select on-site *Líderes Summit* signage
- » Recognition in the *Líderes Summit Program Book* as *Líderes Noche de Despedida* Sponsor
- » Recognition in the *NCLR Annual Conference Commemorative Program Book* as *Líderes Noche de Despedida* Sponsor
- » Photo opportunity with *Líderes* awardees



CONCERT EVENING OF ENTERTAINMENT \$75,000

Align your brand and reach hundreds of attendees at the premier music event of the Annual Conference. This event is highly acclaimed for its star-studded performances, exceptional value, and high-energy atmosphere. With several opportunities for branding, this is an excellent way for a company to engage the Conference audience in a lively and fun way.

BENEFITS INCLUDE:

- » Prominent logo placement
- » Full recognition, including Logo, as concert sponsor in all event-related marketing and select social media
- » Opportunity to provide branded items to attendees
- » Name and/or logo on select event signage and event-related materials, including the *NCLR Annual Conference Commemorative Program Book*
- » Opportunity for corporate representative to provide brief remarks to the reception audience

LÍDERES CULTURAL TALENT SHOWCASE SPONSOR \$25,000

Official sponsor of the Líderes Cultural Talent Showcase, which displays the artistic and creative talent of Summit participants. One of the most popular events at the Summit, the Talent Showcase instills cultural pride and builds camaraderie among attendees.

- » Up to five (5) full registrations (includes tickets to general meal and evening events)
- » Special mention by emcee during the event's welcome
- » Opportunity for inclusion of a corporate giveaway in the *Líderes Summit* attendee welcome bags (subject to space availability and approval by NCLR)
- » Opportunity for inclusion of corporate branded prizes (subject to NCLR approval)
- » Logo placement at the *Líderes Cultural Talent Showcase* signage
- » Logo on select on-site *Líderes Summit* signage
- » Opportunity to head Judges Panel (judges are introduced as a group at the Cultural Talent Showcase)
- » Recognition in the *Líderes Summit Program Book* as Cultural Talent Showcase Sponsor
- » Recognition in the *NCLR Annual Conference Commemorative Program Book* as Cultural Talent Showcase Sponsor
- » Photo opportunity with Cultural Talent Showcase winner



OPPORTUNITIES TO SUPPORT AFFILIATES AT CONFERENCE

Nearly 300 community-based organizations around the United States that serve Latinos on a day-to-day basis make up NCLR's Affiliate Network. They are familiar with the practical concerns and the policy issues affecting their constituencies and are actively engaged in developing and implementing innovative solutions to the problems our communities face. NCLR's active and productive relationship with its Affiliate Network is at the heart of the organization's work and is central to its ability to fulfill its mission.

NCLR AFFILIATE OF THE YEAR AWARD \$135,000

Seize an opportunity to associate your company with the highest honor bestowed on an NCLR Affiliate organization—the NCLR Affiliate of the Year Award. This distinguished award program recognizes six nonprofit organizations that are setting the standard for service delivery and impact in the Latino community, selecting one to be recognized as the national honoree. The regional and national honorees are recognized at key events during the NCLR Annual Conference. In addition to the award presentation, the Affiliate of the Year hosts a two-day NCLR Affiliate Peer Exchange to share their award-winning best practices in nonprofit management with up to 20 nonprofits. This is a great opportunity

for any business to grow their Affinity with the Latino community.

AWARD SPONSOR BENEFITS INCLUDE:

- » Full recognition as Affiliate of the Year sponsor in all conference-related marketing and social media, including the NCLR Annual Conference Commemorative Program Book
- » Logo placement on Conference marketing materials
- » Logo placement on the NCLR Annual Conference App
- » Opportunity for corporate representative to participate in award and check presentation to five Regional winners at the Affiliate Leadership

Breakfast during the NCLR Annual Conference

- » One (1) reserved VIP table for up to ten (10) guests at the Affiliate Leadership Breakfast
- » Opportunity for corporate representative to participate in check presentation to Affiliate of the Year winner at the NCLR Annual Conference Awards Gala
- » Joint NCLR-sponsor press release announcing award recipients
- » Opportunity for corporate representative to participate in a Community Reception to be held at the location of the national honoree during the NCLR Affiliate Peer Exchange.
- » Promotional consideration via the NCLR Annual Conference App



NCLR FAMILY STRENGTHENING AWARD \$50,000

Establish your company as the champion of Latino families. The NCLR Family Strengthening Award will recognize two nonprofit organizations whose innovative programs are improving opportunities for and the capacity of Hispanics in the fields of education, workforce development, and community development. The award is presented during the NCLR National Affiliate Luncheon to an audience of over 1,200 guests.

SPONSOR BENEFITS INCLUDE:

» Full recognition as *Family Strengthening Award* sponsor in all conference-related marketing and social media, including the *NCLR Annual Conference Commemorative Program Book*

- » Logo placement on selected communications promoting the award and award recipients
- » Opportunity for corporate representative to participate in check presentation to award recipients at the National Affiliate Luncheon.
- » Opportunity to present two Affiliates with a grant of \$10,000
- » Joint NCLR-sponsor press release announcing award recipients

AFFILIATE LOUNGE \$50,000

Host Affiliate attendees in an exclusive lounge setting at the NCLR Annual Conference. This space is designed to provide Affiliates a place to check in on work email, hold small meetings, network, recharge devices, and recharge personally with a coffee boost, refreshments, or a comfortable spot to sit while waiting for the next Conference session or activity. The Affiliate Lounge features free Wi-Fi, a social media wall, charging stations, daily refreshments, and a variety of informal sessions to benefit Affiliates.

AFFILIATE LOUNGE SPONSOR BENEFITS INCLUDE:

» Select branding on media screens and social media wall in the Affiliate Lounge

» Name and/or logo on select event signage and event-related materials, including the *NCLR Annual Conference Commemorative Program Book*

» Designated area for material distribution or company marketing within the lounge

- » Branded premium item distribution to lounge guests
- » Opportunity for corporate representative to address the Affiliates during the Affiliate Council Welcome Reception
- » Opportunity to host a 1-hour closed-door meeting with Affiliates in the lounge



AFFILIATE LEADERSHIP BREAKFAST \$50,000

Establish your company as a supporter and advocate of the Latino nonprofit community in this exclusive breakfast attended by nearly 300 of the NCLR Affiliate Network's most senior level leadership – executive directors and board members . The breakfast provides the perfect setting for Latino nonprofit leaders to engage in strategic discussion on issues that impact the sector.

SPONSORSHIP BENEFITS INCLUDE

- » Four (4) full registrations, including tickets to evening events

- » One (1) reserved VIP table for up to ten (10) guests at sponsored meal event
- » Opportunity for corporate representative to address the meal event audience (three minutes of remarks)
- » VIP seating for the official corporate representative at the Board Chair or President's table
- » Prominent logo placement at meal event
- » Name and/or logo on select event signage and event-related materials
- » Branded premium item distribution to event attendees *(Corkage fees and special display fees may apply. Subject to NCLR approval)*

COMMUNITY SERVICE PROJECT \$20,000

A major pre-Conference event, the Affiliate Community Service Project brings together youth leaders, community members, corporate representatives, and public partners to give back to the community. You provide the volunteers, we will coordinate a service project in the host city that will greatly impact a local community group.

- » Up to three (3) full Summit registrations

- » Opportunity for corporate representative to address students (3 minutes maximum)
- » Opportunity for a corporate giveaway to attendees
- » Recognition in the NCLR Annual Conference Program Book as Community Service Project Sponsor
- » Logo placement on T-shirts given to volunteers
- » Photo opportunity with NCLR, Affiliate staff, and community members.

AFFILIATE SUMMER REGIONAL MEETINGS \$15,000

Show your commitment to social change and community development by supporting our Affiliate Network. Divided into six regions; Northeast, Southeast, Midwest, Texas, Far West, and California, each region meets independently at the Conference. At these

meetings the Affiliates engage in rich discussion about the issues affecting their regions. Participating sponsors will gain a better understanding of regional differences in the Hispanic market and how best to connect to these diverse demographics.

SPONSORSHIP BENEFITS INCLUDE:

- » Prominent logo placement at event
- » Opportunity for corporate representative to address the meeting audience

- » Name and/or logo on select event signage and event-related materials
- » Branded premium item distribution to event attendees *(Corkage fees and special display fees may apply. Subject to NCLR approval)*

*Are you interested
in co-hosting intimate
forums to discuss issues
of importance to your
company's agenda?*

NETWORKING EVENTS \$15,000

Are you looking for an intimate forum to discuss an issue of critical importance to your company's agenda? These custom-built, invitation-only events are up-close and personal opportunities to speak with NCLR's Affiliate partners, program advocates, and corporate supporters to share your message.

BENEFITS INCLUDE:

- » Prominent logo placement at event
- » Opportunity for corporate representative to address the meeting audience
- » Name and/or logo on select event signage and event-related materials
- » Branded premium item distribution to event attendees*



OTHER SPONSORSHIP OPPORTUNITIES

BRANDED COFFEE STARTER \$25,000

Get the morning started-off right by energizing nearly 3,000 Conference attendees with branded coffee and pastry service!

Your name and logo will be prominently placed on the signage, coffee sleeves, schedule listings, website, and the *NCLR Annual Conference Commemorative Program Book* for this feature, and you will have the opportunity to display branded materials at the Coffee Starter location.

REGISTRATION BAGS \$25,000

NCLR provides a stylish and functional bag to each of the nearly 4,000 Conference attendees. The bags are used well beyond Conference and prominently display the NCLR Conference logo and the sponsor's logo. Make your sponsorship dollars work for you years after and miles away from Conference.

REGISTRATION AREA \$50,000

The Registration Area is the landing spot for Conference attendees. Don't miss showcasing your logo with prominent signage within this high-traffic area, which welcomes Conference-registered attendees, National Latino Family Expo exhibitors and attendees, Affiliates, *Líderes* youth, media, speakers, and all others interested in attending our workshops.

POCKET AGENDA \$25,000

This quick-guide to Conference fits right in your badge holder and gives Conference-goers information on event locations and schedules. Your company logo will be placed on the back cover of this important tool highlighting your support of the NCLR Annual Conference.

CONFERENCE HEADQUARTERS HOTEL KEY \$20,000

Reach out to attendees in a unique way by placing your logo on the Conference Headquarters Hotel Key, which features the sponsor's logo as well as the high impact Conference promotional art. All attendees who book a room under the NCLR Annual Conference block will receive branded hotel keys that will be used throughout their stay.

OFFICIAL NCLR CONFERENCE MOBILE APP \$25,000

There's no escaping it: The world has gone digital. NCLR's mobile app has become the primary source for on-site information, updates, maps, directions, event descriptions, and special access opportunities for conference attendees. The Conference App has become the go-to source for information for more than 1,000 attendees, with over 30,000 impressions over a two-day period.

**Interested in
sponsoring these
activities? Contact
Naomi Sosa, Corporate
Fundraising Officer:
(202) 776-1743 or
naomisosa@nclr.org**

CONFERENCE LIVE STREAM \$25,000

Beyond traditional registrants, NCLR draws nearly 6,000 streams with over 1,500 unique visitors from more than 20 countries via a live stream of meal events and town halls. Your sponsorship of this service allows for on-screen branding during the events and in digital promotions leading up to the events that drive traffic to the free live-stream channel.

REGISTRATION BAG INSERTS \$10,000

Looking for yet another easy way to reach all registered Conference attendees? Place an insert in Conference registration bags. This is an opportunity available to all sponsors at or above the Platinum level.

SUMMIT STAFF SUPPORTER \$10,000

The Líderes Summit Staff is a team of young adults recruited specifically to manage and execute the events of the Summit

- » Up to three (3) full Summit registrations
- » Special mention by event emcee of one corporate representative at the *Líderes Summit Noche de Despedida*
- » Opportunity to host a networking dinner for the corporate team and Summit Staff during their training
- » Opportunity to stop by the Summit Staff office daily to greet the team and/or provide giveaways to the group*
- » Recognition in the *Líderes Summit Program Book* as Summit Scholarship Sponsor
- » Recognition in the *NCLR Annual Conference Commemorative Program Book* as Summit Scholarship Sponsor
- » Invitation to serve on *Líderes Cultural Talent Showcase Judges Panel*
- » Photo opportunity with Summit Staff

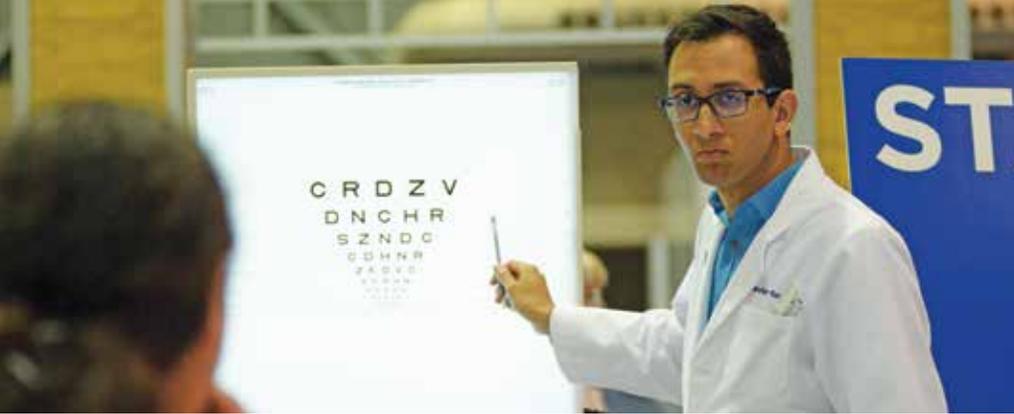


NATIONAL LATINO FAMILY EXPO®

With a three-day attendance of approximately 20,000 individuals, the NCLR National Latino Family Expo® is one of the largest events in the country focused on providing resources and family-focused activities for the Latino community. NCLR's mission to improve opportunities for Hispanic Americans is demonstrated through the six pavilions that comprise this event.

Through themed activities and resources, each pavilion provides Latino families with a wealth of knowledge on timely topics. Nearly 200 exhibitors showcase their products and services, from live entertainment and giveaways to free health screenings and demonstrations.

Over the three days of the Expo, every member of the family can find ways to be educated, entertained, and empowered. Everyone will discover something new in a fun and exciting environment.



PAVILION SPONSOR \$20,000

The Health Pavilion, a focal point of the NCLR Annual Conference and National Latino Family Expo, is free and open to the public, offering health and wellness services to both Conference attendees and the local community.



PAVILION SPONSOR BENEFITS INCLUDE:

- » One (1) 30' X 40' exhibit space at the National Latino Family Expo
 - » Placement of name/logo on event-related publicity material
 - » One full-page color advertisement and recognition as pavilion sponsor
 - » Three (3) full registrations, including tickets to evening events
- in the *NCLR Annual Conference Commemorative Program Book*

NCLR PAVILION

This pavilion highlights NCLR's programs in health, education, workforce development, and policy, and the supporters that make this happen. It also serves as the information center for the National Latino Family Expo. It provides access to the latest publications and reports by NCLR and its Affiliates, and it includes an information booth where raffles and giveaways will be announced.

HEALTH PAVILION

This pavilion offers information, products, and services regarding health care and nutrition. It also features free health screenings for vision, lung health, blood pressure, and cooking demonstrations.





COMMUNITY PAVILION

From large banks to small businesses, universities to grocery stores, this pavilion includes the products and services utilized by Latinos every day. It is filled with activities, demonstrations, performances by local talent, and consumer giveaways.

SCIENCE AND TECHNOLOGY PAVILION

This pavilion presents technological advancements in various industries that make our everyday lives easier. It features science experiments for children, innovative car displays, an area for attendees to explore the Internet, and much more.

CAREER AND EDUCATION PAVILION

This pavilion affords companies, colleges & universities, and affiliates the opportunity to disseminate key information on higher education, workforce development opportunities and trainings, along with an abundance of career and education resources.



EXPO EXHIBITOR BOOTH

- » 10' x 10' exhibit space at National Latino Family Expo
- » Three (3) full registrations, including tickets to evening events
- » One (1) full-page color advertisement in the *NCLR Annual Conference Commemorative Program Book*
- » Recognition as a Corporate Sponsor in the *NCLR Annual Conference Commemorative Program Book*



SAVE THE DATE

29TH ANNUAL NCLR CAPITAL AWARDS

Washington, DC
March 8

NCLR LATINO VOTER SUMMIT

Washington, DC
March 9-10

NCLR ANNUAL CONFERENCE

Orlando, FL
July 23-26

NCLR WORKFORCE DEVELOPMENT FORUM

Las Vegas, NV
May 4-6



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