



NCLR
NATIONAL COUNCIL OF LA RAZA

2016 PARTNERSHIP
OPPORTUNITIES



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ABOUT THE NATIONAL COUNCIL OF LA RAZA

The National Council of La Raza (NCLR)—the largest national Hispanic civil rights and advocacy organization in the United States—works to improve opportunities for Hispanic Americans. Through its network of nearly 300 affiliated community-based organizations, NCLR reaches millions of Hispanics each year in 41 states, Puerto Rico, and the District of Columbia.

To achieve its mission, NCLR conducts applied research, policy analysis, and advocacy, providing a Latino perspective in five key areas—assets/investments, civil rights/immigration, education, employment and economic status, and health. In addition, it

provides capacity-building assistance to its Affiliates who work at the state and local level to advance opportunities for individuals and families.

Founded in 1968, NCLR is a private, nonprofit, non-partisan, tax-exempt organization headquartered in Washington, DC, serving all Hispanic subgroups in all regions of the country. It has state and regional offices in Chicago, Los Angeles, Miami, New York, Phoenix, and San Antonio.



DEAR CORPORATE PARTNER

Thank you for your interest in supporting NCLR, our network of nearly 300 community-based organizations, the staff who work tirelessly to make this work possible, and the Latino families that seek personal advocates—an advocate like you! As President and CEO of NCLR, I am honored to be at the helm of an organization that provides a voice to those who are often voiceless, and through this work,

I am also able to continue serving as a personal advocate for millions of underrepresented Latinos.

I take pride in the accomplishments NCLR has achieved thus far, but there's much more to be done. We've already begun planning how we will tackle the issues facing us in 2016; most importantly, confronting the challenges our

community is facing due to increased interest in, and attention to, the issue of immigration and growing the Latino voice in the political process in a pivotal election year. My hope is that as you review this comprehensive guide, it sparks innovative ideas and productive conversations among your peers on how we can partner to combat the challenges ahead.

Our new all-inclusive partnership guide provides a suite of opportunities that corporations can use to leverage NCLR's success and long-term credibility to enhance your commitment and outreach to Latino communities. Through the support and commitment from corporations such as yours, our efforts, achievements, and impact will reach further into the Hispanic community and allow us to continue to respond to new opportunities and a growing and diverse Latino constituency.

Now more than ever, we must assure that our country's leaders understand the impact of the growing Latino population and how our nation's future economic success is dependent on how well aspiring Americans in the Hispanic community are integrated into American society. With your generosity and leadership, we can send that message to continue advancing opportunities for Hispanic Americans and strengthening our country.

Together, we can make the change that guarantees long-term success for not only Hispanics, but for this country's overall prosperity. Please join me in this future victory!

Sincerely,



***Partnering with
the largest Hispanic
civil rights and advocacy
organization in the United
States, expands your
engagement with the
Latino family***

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

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



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



SAVE THE DATE

29TH ANNUAL NCLR CAPITAL AWARDS

Washington, DC
March 8

NCLR LATINO ADVOCACY DAYS

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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