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# 2011 LULAC National Convention & Exposition

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## FEATURED EVENTS

- Monday June 27**  
6 pm to 8 pm  
Attendance: 500  
**Opening Reception:** Kick off event is full of excitement as we preview a week-long convention full of important speakers, workshops, and panels.  
**Minimum Sponsorship Level: \$10,000.**
- Tuesday, June 28**  
12 pm to 2 pm  
Attendance: 700  
**Diversity Luncheon:** Celebrates the importance of diversity in the workplace featuring distinguished representatives from Corporate America and the federal government.  
**Minimum Sponsorship Level: \$20,000.**
- 5:30 pm to 7:30 pm  
Attendance: 600  
**Federal Training Institute Reception:** Recognizes federal employees who contributed to the mission of the FTI. **Minimum Sponsorship Level: \$10,000.**
- Wed., June 29**  
Noon to 2 pm  
Attendance: 1000  
**Partnership Luncheon:** Highlights LULAC's corporate and government partnerships. This is the perfect forum to promote your initiatives with LULAC.  
**Minimum Sponsorship Level: \$25,000.**
- 7 pm to 10 pm  
Attendance: 900  
**Cincinnati Celebration:** Hosted by local LULAC councils, this banquet highlights state and local leaders, while supporting local LULAC programs.  
**Minimum Sponsorship Level: \$25,000.**
- Thur., June 30**  
Noon to 2 pm  
Attendance: 1000  
**Unity Luncheon:** Promotes unity among Hispanics and other communities in the United States. Speakers focus on working together to make America stronger.  
**Minimum Sponsorship Level: \$35,000.**
- 6 pm to 8 pm  
Attendance: 800  
**Youth Awards Banquet:** Emphasizes LULAC Youth programs and features an elegant awards presentation for LULAC's young future leaders.  
**Minimum Sponsorship Level: \$25,000.**
- 8 pm to 10 pm  
Attend: 5000  
**Concierto de la Gente:** LULAC's Concert for the People features top Latino entertainment in an event that is open to the public and free of charge.  
**Minimum Sponsorship Level: \$20,000.**
- Friday, July 1**  
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: \$10,000.**
- Noon to 2 pm  
Attendance: 1000  
**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: \$25,000.**
- 6 pm to 7 pm  
Attendance: 900  
**Presidential Reception:** Kicks off the main and best attended evening of the convention. This black tie event features Hispanic leaders from throughout the U.S.  
**Minimum Sponsorship Level: \$25,000.**
- 7 pm to 9 pm  
9 pm to 11 pm  
Attendance: 1200  
**Presidential Awards Banquet and Ball:** 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: \$50,000.**

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## SPONSORSHIP PACKAGES

Sponsoring an event or workshop at the LULAC Convention is an ideal way to reach out to national Hispanic leaders and influential community members. Sponsors of the 2011 LULAC National Convention will be recognized at all sponsored events and listed in all promotional material, including the convention program. The following packages are offered at the levels indicated.

### **Presenting Sponsor—\$150,000+**

Title sponsorship of the LULAC National Convention is limited to one partner and includes double the diamond level sponsorship benefits in addition to having the your company's name and logo included in the convention marketing materials (for example the 2011 LULAC National Convention presented by...). The Presenting Sponsor will also have a speaking opportunity during the conference and a customized sponsorship marketing plan tailored to your needs.

### **Diamond—\$75,000+**

- Convention Diamond Sponsor
- Company Representative Introduced as Convention Diamond Sponsor at the Presidential Awards Gala
- Twelve 10'x10' Exhibit Spaces
- Two Reserved Tables for 10 at sponsored event
- One Reserved Table for 10 at each Luncheon **upon request**
- One Minute Commercial Video Spot to be played during the Presidential Awards Gala
- One Page Letter with Picture of Corporate Official in Convention Program
- One Convention Program Back Cover (subject to availability) or Two Full-Page Color Ads
- One Full-Page Color Ad in the LULAC News
- Attendance at Selected VIP Functions
- Twelve Full Corporate Registration Packages
- Main Web Link
- Database of registered attendees for marketing purposes
- Signage Through-out the Convention

### **Presidential—\$50,000+**

- Convention Sponsor
- Company representative introduced as convention sponsor at the Presidential Awards Gala
- Eight 10'x10' Exhibit Spaces
- Two Reserved Tables for 10 at sponsored event
- Two Reserved Tables for 10 at each Luncheon **upon request**
- 30 Seconds Commercial Video Spot to be played during the Presidential Awards Gala
- One Page Letter with Picture of Corporate Official in Convention Program
- One Convention Program Back Cover (subject to availability) or Two Full-Page Color Ads
- Attendance at Selected VIP Functions
- Eight Full Corporate Registration Packages
- Main Web Link
- Signage Through-out the Convention

### **Judicial—\$35,000+**

- Co-Sponsor of One Event
- Company representative introduced as Event Co-sponsor
- Six 10'x10' Exhibit Spaces
- One Reserved Table for 10 at Sponsored Function
- Full-Page Color Ad in Convention Program-Premium Placement
- Attendance at Selected VIP Functions
- Six Complimentary Corporate Registration Packages
- Web Link
- Logo prominently displayed at Sponsored Function

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## SPONSORSHIP PACKAGES CONTINUED

### Senatorial—\$25,000+

- Co-Sponsor of One Event
- Company representative introduced as Event Co-sponsor
- Four 10'x10' Exhibit Spaces
- One Reserved Table for 10 at Sponsored Function
- Full-Page Color Ad in Convention Program and web link
- Attendance at Selected VIP Functions
- Four Full Corporate Registration Packages
- Logo prominently displayed at Sponsored Function

### Congressional—\$20,000+

- Company introduced as Event Co-sponsor
- Three 10'x10' Exhibit Spaces
- One Reserved Table for 10 at Sponsored Function
- Full-Page Color Ad in Convention Program and web link
- Three Full Corporate Registration Packages and Attendance at Selected VIP Functions
- Logo prominently displayed at Sponsored Function

### Patriot—\$15,000+

- Company introduced as Event Co-sponsor
- Two 10'x10' Exhibit Spaces
- One Reserved Table for 10 at Sponsored Function
- Full-Page Color Ad in Convention Program and web link
- Two Full Corporate Registration Packages and Attendance at Selected VIP Functions
- Logo displayed at Sponsored Function

### Patron—\$10,000+

- One 10'x10' Exhibit Space
- Half-Page Color Ad in Convention Program and Web Link
- One Full Corporate Registration Package

### ADDITIONAL SPONSORSHIP OPPORTUNITIES

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|--------------------------------------|--------|
| • Federal Training Institute         | 20,000 |
| • Sponsor/VIP Lounge                 | 20,000 |
| • Youth Leadership Conference        | 20,000 |
| • Young Adults Leadership Conference | 20,000 |
| • Hispanic Health Fair               | 20,000 |
| • Registration Bags                  | 20,000 |
| • Commemorative T-shirts             | 20,000 |
| • Convention Program Book            | 15,000 |
| • Convention Badges                  | 15,000 |
| • Shuttle Transportation             | 15,000 |
| • Town Hall Sponsorships             | 50,000 |
| • Lapel Pins                         | 10,000 |
| • Convention Poster                  | 10,000 |
| • Convention Marketing Circular      | 10,000 |
| • Conference Web Site                | 10,000 |
| • Pocket Agenda                      | 5,000  |
| • Workshops                          | 10,000 |
| • Press Room                         | 3,000  |
| • Panelist/Speaker sponsorship       | 10,000 |

### IN-KIND SERVICES

#### Printing

Commemorative poster, promotional brochure.

#### Communication Equipment

Walkie-talkie radios, cellular phones, fax machines.

#### 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.

**SPONSORSHIP AGREEMENT:** Please print or type the requested information below as it should appear in the convention program and name badge:

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## 2011 LULAC National Convention & Exposition

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Name \_\_\_\_\_ Title \_\_\_\_\_

Corporation/Agency \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ E-Mail \_\_\_\_\_

Select sponsorship level below. Enter the event you wish to sponsor: \_\_\_\_\_

- Presenting—\$150,000:** Title sponsorship of the LULAC National Convention is limited to one partner and includes double the diamond level sponsorship benefits in addition to having the your company's name and logo included in the convention marketing materials.
- Diamond—\$75,000:** Convention Diamond Sponsor; Twelve Exhibit Spaces; Two Reserved Tables for 10; Video Spot; One Page Letter with Picture of Corporate Official; One Convention Program Back Cover (subject to availability) or Two Full-Page Color Ads; One Page Ad in LULAC News; Attendance at Selected VIP Functions; Twelve Full Registrations; Main Web Link; Signage Throughout the Convention
- Presidential—\$50,000:** Convention Sponsor; Eight Exhibit Spaces; Two Reserved Tables for 10; Video Spot; One Page Letter with Picture of Corporate Official in Convention Program; One Convention Program Back Cover (subject to availability) or Two Full-Page Color Ads; Attendance at Selected VIP Functions; Eight Full Registrations; Main Web Link; Signage Throughout the Convention
- Judicial—\$35,000:** Co-Sponsor of One Event; Comment Opportunity at Sponsored Event, Six Exhibit Spaces; One Reserved Table for 10 at Sponsored Function; Full-Page Color Ad in Convention Program; Attendance at Selected VIP Functions; Six Full Registrations; Web Link; Logo Displayed at Function
- Senatorial—\$25,000:** Co-Sponsor of One Event; Comment Opportunity at Sponsored Event, Four Exhibit Spaces; One Reserved Table for 10 at Sponsored Function; Full-Page Color Ad in Convention Program; Attendance at Selected VIP Functions; Four Full Registrations; Web Link; Logo Displayed at Function
- Congressional—\$20,000:** Co-Sponsor of One Event; Comment Opportunity at Sponsored Event, Three Exhibit Spaces; One Reserved Table for 10 at Sponsored Function; Full-Page Color Ad; Attendance at Selected VIP Functions; Three Full Registrations; Web Link; Logo Displayed at Function
- Patriot—\$15,000:** Co-Sponsor of One Event; Comment Opportunity at Sponsored Event, Two Exhibit Spaces; One Reserved Table for 10 at Sponsored Function; Full-Page Black & White Ad in Convention Program; Two Full Registrations; Web Link; Logo Displayed at Function
- Patron I—\$10,000:** Co-Sponsorship of Event; One Exhibit Space; Half-Page Black & White Ad in Convention Program; Web Link; One Full Registration

Signature of Authorized Representative \_\_\_\_\_

Date \_\_\_\_\_

**Mail this agreement and check to:**  
**LULAC National Office**  
2000 L Street, NW, Suite 610  
Washington, DC 20036  
(202) 833-6130 FAX (202) 833-6135

**Make check payable to:** 2011 LULAC National Convention. For more information about sponsorship packages, advertisements and exhibits, call (202) 833-6130 or email: [SPerez@LULAC.org](mailto:SPerez@LULAC.org) or visit our website at: [www.LULAC.org](http://www.LULAC.org). *Federal agencies use DUNS #789553372 "LULAC Institute, Inc." DBA LULAC National Convention*

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**Cincinnati, OH • June 27—July 2, 2011**

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