
2012 LULAC National Convention & Exposition

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 2012 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 2012 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 presenting sponsor at meal event
- 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 meal 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
- Item in Convention Tote

Congressional—\$20,000+

- Three 10'x10' Exhibit Spaces
- One Reserved Table for 10 at mutually agreed upon 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 on event webpage
- Item in Convention Tote

Patriot—\$15,000+

- Two 10'x10' Exhibit Spaces
- One Reserved Table for 10 at mutually agreed upon function
- Full-Page Color Ad in Convention Program and web link
- Two Full Corporate Registration Packages and Attendance at Selected VIP Functions
- Logo prominently displayed on event webpage
- Item in Convention Tote

Patron—\$10,000+

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

ADDITIONAL SPONSORSHIP OPPORTUNITIES

• Convention Program Book	25,000
• Registration Bags	25,000
• Youth Leadership Conference	20,000
• Young Adults Leadership Conference	20,000
• Hispanic Health Fair	20,000
• 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	5,000
• Workshops	15,000
• 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.

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

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:** Presenting Sponsor of One Event; Brief Remarks 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; Brief Remarks 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:** 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 event website, Item in convention tote
- Patriot—\$15,000:** 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 event website, Item in convention tote
- Patron I—\$10,000:** One Exhibit Space; Half-Page Color Ad in Convention Program; Web Link; One Full Registration, Logo Displayed at event website, Item in convention tote

Signature of Authorized Representative

Date

Mail this agreement to:
LULAC National Office
1133 19th Street, NW, Suite 1000
Washington, DC 20036
(202) 833-6130 FAX (202) 833-6135

Make check payable to: 2012 LULAC National Convention. For more information about sponsorship packages, advertisements and exhibits, call (202) 833-6130 or email: SPerez@LULAC.org or visit our website at: www.LULAC.org. *Federal agencies use DUNS #789553372 "LULAC Institute, Inc." DBA LULAC National Convention*

Orlando, FL • June 25—June 30, 2012
