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## 2008 LULAC National Convention & Exposition

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### 79<sup>TH</sup> ANNUAL LULAC NATIONAL CONVENTION & EXPOSITION

July 7—12, 2008  
Hilton Washington Hotel  
Washington, DC

#### AMERICA'S LATINO COMMUNITY CENTER STAGE

LULAC invites you to participate in the 79th Annual LULAC National Convention & Exposition, America's Latino Community Center Stage, in Washington, DC from July 7 through July 12, 2008. As the premier Hispanic convention, the LULAC National Convention draws over 15,000 people each year including the top leaders from government, business, and the Hispanic community.

**Make History:** The LULAC Convention is an exciting, history-making convention, because it convenes the national delegates of LULAC to discuss issues, set policies, and elect the organization's national leaders. For this reason, the LULAC Convention makes news and is covered by national and local media. It is the only convention in which representatives from Hispanic communities from across the country determine the positions and strategies of a national Hispanic organization.

**Reach out to Hispanic America:** The LULAC Convention is also well attended by major corporations who recognize the importance of reaching out to national Hispanic leaders and influential community members directly. There are opportunities to sponsor workshops and events, to showcase products and recruit Hispanic professionals in the convention exhibit hall. In addition, all proceeds support the dedicated work of LULAC to improve the quality of life for Hispanic Americans.

**Federal Training Institute:** The LULAC Convention hosts the LULAC Federal Training Institute (FTI), an intensive and structured career development program for government and public sector employees. In partnership with the OPM Management Development Center and the Graduate School, USDA, the FTI offers workshops and plenary sessions that enable mid and senior level government employees to enhance their leadership skills and develop the Executive Core Qualifications required for entry to the Senior Executive Service

**FTI Youth and Collegiate Federal Careers Exploration Forum:** A free fun-filled day long event to showcase career and employment opportunities in forensic science, aviation and aeronautics, criminal justice intelligence available to middle, high school, college and university students. Expert presenters provide animated interactive sessions that introduce students to resume writing, computer links, student programs, scholarships and internships.

**Career Fair:** Hot jobs, top companies, live interviews. Whether you are an employer looking for top talent or a professional looking for your next job, you will want to attend the LULAC Career Fair. This three day event features great jobs from over 250 top companies and federal agencies that are ready to hire.

**College Fair:** Your path to a higher education starts at the LULAC College Fair. More than 30 representatives from top notch colleges and universities are anxious to talk with you about postsecondary opportunities at their institutions.

**Youth Conference:** The convention also hosts the LULAC Youth Conference—a three-day event for Hispanic youth, featuring workshops and panel discussions education, career opportunities, community service and leadership.

**Young Adults Conference:** The Young Adult Conference features four-days of leadership development and policy workshops for college students and young professionals.

Please join LULAC at the 2008 LULAC National Convention and Exposition in Washington, DC as we celebrate 79 years of service to the Hispanic community

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## INFORMATION

### CONVENTION LOCATION

**Hilton Washington**  
1919 Connecticut Avenue NW  
Washington, DC 20009  
(202) 483-3000  
Fax: (202) 232-0438

### CONVENTION HOTELS

Cancellations must be made **one month prior** to arrival to avoid charges.

#### Headquarter Hotel

**Hilton Washington**  
1919 Connecticut Avenue NW  
Washington, DC 20009  
(202) 483-3000  
Fax: (202) 232-0438  
[www.Hilton.com/HiltonWashington](http://www.Hilton.com/HiltonWashington)  
Rates: Currently \$154 for Single, Double, Triple and Quad.

**Air Transportation:** The following airlines will offer special discounts to our attendees

**American Airlines**  
(800) 433-1790  
Promotion Code: A2278AL  
[www.aa.com](http://www.aa.com)

**Continental** (800) 468-7022  
Offer Code # ZCXCD68GV6  
[www.continental.com](http://www.continental.com)

**Southwest Airlines**  
(800) 435-9792  
[www.southwest.com](http://www.southwest.com)

## AGENDA

### Monday, July 7

1 to 5 pm Registration  
8 to 5 pm Federal Agency Pre-Conference Meeting  
6 pm to 8 pm **Opening Reception**

### Tuesday, July 8

7 to 12, 2 to 5 Convention & FTI Registration  
9 am to 11:30 am LULAC Federal Training Institute  
Noon to 1:45 pm **Diversity Luncheon**  
2 pm to 4:30 pm LULAC Federal Training Institute  
5:30 pm to 7 pm **FTI Reception**

### Wednesday, July 9

7 to 12, 2 to 5 Registration  
9 am to 11:30 am Federal Training Institute  
10 am to noon Ribbon-cutting Ceremony and Exposition Opening  
Noon to 1:45 pm **Partnership Luncheon**  
2 pm to 5 pm Exposition and Job Fair Open  
2 pm to 2:30 pm National Assembly—Committee Assignments  
2 pm to 4:30 pm Federal Training Institute  
3:30 pm to 5 pm LULAC IL Local Town Hall  
7 pm to 9 pm **Washington Celebration**

### Thursday, July 10

7 to 12, 2 to 5 Registration  
7 am to 8:30 am **Armed Forces Awards Breakfast**  
8 am to 5:00 pm **National Council HEPMs Annual Summit**  
9 am to noon Concurrent Seminars  
9 am to noon Exposition and Job Fair Open  
Noon to 2 pm **Unity Luncheon**  
2 pm to 7 pm Exposition and Job Fair Open  
2 pm to 5 pm Concurrent Seminars  
5 pm to 7 pm **Sponsor & Exhibitor Reception**  
5:30 pm to 7:30 pm **Youth & Young Adults Awards Banquet**  
8:30 pm to 11 pm **Concierto de la Gente**

### Friday, July 11

7 to 12, 2 to 5 Registration  
7:30 am to 9 am **LNESC Breakfast**  
9:00 am to 3:00pm FTI Youth and Collegiate Forum & Luncheon  
9 am to noon Concurrent Seminars  
9 am to noon Exposition and Job Fair Open  
Noon to 2 pm **Women's Luncheon**  
2 pm to 4 pm Exposition and Job Fair Open  
2:30 pm to 4:30 pm LULAC National Assembly Reconvenes  
6 pm to 7 pm **Presidential Reception**  
7 pm to 10 pm **Presidential Awards Banquet**

### Saturday, July 12

8 am to 5 pm LULAC National Assembly & Elections  
8 pm to 11 pm **President's Celebration**

## FTI HIGHLIGHTS

### VISION STATEMENT

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 well-educated and informed workforce will be able to adapt and better respond to the future challenges of their agencies.

### MISSION STATEMENT

The Federal Training Institute is committed to providing quality educational opportunities to develop and enable participants to realize their potential by strengthening their knowledge, skills, and professional competencies. We provide continuing education by expanding opportunities for personal growth and fostering the development and dissemination of public policies and social change activities.

We realize the rapid changes of our nation present all agencies and companies with new and additional challenges in completing their various missions. We are committed to providing the support, training, and development at times to keep abreast of these changes. Our core value is committed to facilitating educational opportunities to participants to acquire or enhance the skills necessary to progress and develop within and beyond their potentials.

### THE FEDERAL TRAINING INSTITUTE (FTI)

The Federal Government is in a constant stage of growth and change. A knowledge-based economy and dramatic advances in technology are having a dramatic impact on how government work is accomplished. An increased emphasis on results and rising expectations of service by those it serves creates an additional layer of complexity to how federal agencies implement their missions. America's diverse and dynamic society requires a special brand of leadership skilled in keeping pace with its changing needs. As a result, the Federal Government Civil Service workforce is changing by becoming more diverse, expecting more flexibility, and creating more vehicles to develop its workforce. As human resource management is reshaped to leverage its employees as capital to be invested in, government agencies are moving to recruit and retain the best people through carefully crafted career development and training programs that build strong leaders who can serve America in the future. This three day training is in open to all employees, it presents a unique opportunity to develop competencies essential to the new leadership culture in the Federal Government. FTI is dedicated to presenting a recommended progression for maximum development throughout an individual's career leadership path.

FTI in partnership with the graduate school, USDA, the Office of Personnel Management, and the OPM Management Development Centers offers a leadership development curriculum that includes situational leadership, conflict management, and strategies for success. Each year FTI builds upon the success of its past curriculum by offering courses that meet federal agency training requirements and directly address each of the five Senior Executive Service Core Qualifications including.

- "A Journey to Leadership Development" – Plenary "Have you thought of what to pack?"
- "Influencing Skills"
- "Human Capital Assessment and Accountability: How To's for Emerging Leaders in a Diverse Society"
- "Three C's to B.R.I.D.G.E. – Building Relationship In Diverse Groups and Environments"
- "Igniting and Motivating Your Inner Leader"
- "Project & Program Management Planning"
- "Negotiation Techniques"
- "Diversified Recruitment Strategies and User Friendly Websites"
- "Leadership Executive Core Qualifications (ECQs) Competencies – GS 14 and 15"
- "Leadership ECQ Competencies GS-14 and 15 Inventory"
- "National Council of Hispanic Employment Program Managers (HEPMs') Third Annual Summit"

**WHAT YOU WILL GAIN**

While developing your knowledge in the re-engineered Leadership Journey Program specifically designed to effectively serve the American people. Included in the program's Core Leadership Curriculum, are competencies that encompass the Executive Core Qualifications, (ECQ's). Skills to be gained through this curriculum include: situational leadership skills, team and coalition development, project management, budget and procurement competency, interpersonal skills; and, thereby, satisfy individual development program related Leadership Development Training.

**WHAT YOUR AGENCY WILL GAIN**

Federal agencies will benefit from the timely and cost effective implementation of their mission through the broadening of employee ability to drive organizational results, serve customers, and build teams, partnerships and coalitions as reflected in the newly designed programs that build strong leaders to serve America in the future. Employee attendance will assist agencies in meeting their training requirements, in managerial succession planning through development of current and future managers and leaders. Attendees will return to their agencies with increased enthusiasm for their leadership role and with the knowledge and tools to make more confident and effective contributions. The Institute's methodology on the granting of CEU's is consistent with the Graduate School, USDA, and Office of Personnel Management Development Center (OPMDC), training guidelines. The Graduate School USDA faculty, OPMDC staff, and members of the Senior Executive Service facilitate workshops, breakout, and plenary sessions in the Core Leadership Curriculum.

**WHO SHOULD ATTEND**

FTI is designed for public sector employees, including educational and military personnel, in team leader, supervisor, manager or senior executive level positions, and professional administrative and technical personnel who are in various stages of their careers. This program is also designed for those interested in engaging in a career development plan that prepares the individual to meet the challenges of the new workplace environment.

**QUOTES FROM THE 2007 FEDERAL TRAINING INSTITUTE CONFERENCE**

“The workshops provided an opportunity to understand the difference between mediation and arbitration ensuring a fair non-intimidating resolution of problems

“A unique experience in understanding the complexities of working with people from diverse cultures and the ability to resolve problems in a non confrontational manner.”

“A tremendous opportunity to review and update existing Individual development plans that reflect on going growth in duties and special assignments.

“A great experience in identifying a consistent approach to bottom line results.”

**ATTENDANCE JUSTIFICATION STATEMENT**

The League of United Latin American Citizens (LULAC) is a non-profit employee advocacy, training and education professional development organization that executes a preeminent annual Federal Training Institute (FTI). The FTI is a recognized leader in developing the values and competencies that are the foundation of public service, transcending individual professions and missions.

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## 2008 LULAC National Convention & Exposition

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FTI provides low cost/high benefit quality individual career development planning that meets federal agency requirements as reflected in the newly designed programs in and outside government. Attendees benefit from the recommended career path, designed to establish them as competitive candidates for selection to upper level managerial and senior executive candidate positions. The instruction and mentoring offered prepares FTI participants to meet the challenges of a changing workplace and to recognize, appreciate and embrace a leadership role consistent with the essential elements required to become part of the nation's 21st century workforce.

FTI workshops and forums follow closely the U. S Office of Personnel Management Development Centers (OPMDC) and the Graduate School, USDA, training guidelines and grant Continuing Education Units (CEU's). The FTI faculty includes experts who provide perspectives on key issues affecting the workplace. These perspectives include strategic integration of human capital management, effective leadership, budget and performance integration and career development planning for Individual Development Plans, emerging technologies, leveraging diversity and equal employment opportunity.

Participation in FTI will benefit Federal agencies through broadening their employees' abilities to drive organizational results, serve customers, and build teams, partnerships and coalitions in and outside government. The enhanced competency of their workforce will result in the increased ability for Federal agencies to implement their mission in a timelier and cost effective manner.

Established in 1984, recognition of the LULAC Federal Training is demonstrated by the following partners:

- Department of Agriculture
  - Food and Nutrition Service
  - Food Safety and Inspection Service
- Office of Personnel Management Development Centers
- Graduate School, USDA
- Department of Defense
  - United States Air Force
  - United States Army
  - United States Navy
- Department of Homeland Security
- Department of the Interior
  - Bureau of Land Management
- Department of Justice
  - Federal Bureau of Investigation
  - Federal Bureau of Prisons
- Office of Personnel Management
- Department of Transportation
  - RITA/VOLPE Center
  - Federal Aviation Administration
- Department of Energy
- Environmental Protection Agency
- Social Security Administration
- Department of Health and Human Services
  - Office of Minority Health

Federal Government, Title 5 of the Code of Federal Regulations, Part 251 (5 CFR Part 251) titled Agency Relations with Organizations Representing Federal Employees and Other Organizations; Executive Order 11348 as amended by Executive Order 12107 titled Further Training of Government Employees, and the Executive Order 13111 titled Using Technology to Improve Training Opportunities for Federal Government Employees.

**FTI REGISTRATION:** Hotel: Ask for the government rate. Registration Fee: \$400 includes admittance to all seminars, workshops and events. Core Curriculum workshops are offered three days to provide a wider range of choices for attendees. For additional information about the Federal Training Institute program, registration options, complimentary rooms for pre or post Agency Forums, hotel and agenda, please visit our website at [www.lulac.org/events/fti08](http://www.lulac.org/events/fti08) or contact the LULAC Washington Office at 202-833-6130.

LULAC FEDERAL TRAINING  
INSTITUTE WORKSHOPS

July 8 – 9, 2008 • Washington, DC

In *A Journey to Leadership Development*, the Federal Training Institute (FTI) presents a unique opportunity to earn Continuing Education Units (CEUs).

This training is geared to develop and enhance your leadership skills throughout your career.

**Draft**

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**A Journey to Leadership Development: Have You Thought of What to Pack?**

**Targeted Skills: Leading Change**

This session is an introduction to leadership competencies including developing & writing competencies and putting the package together.

**Influencing Skills Grad school**

**Targeted Skills: Leading People**

In this session, be prepared to learn by doing. It will help you to:

- Practice proven communication skills that inevitably enhance influencing skills
- Identify assertive and non-assertive responses
- Implement assertive responses
- Elegantly handle criticism
- Effectively provide ideas & feedback
- Discuss, demonstrate & practice influencing skills

**Negotiation Techniques**

**Targeted Skills: Leading Change**

This session will help you to:

- Recognize a myriad of issues and nuances
- Recognize tactics, strategize & reach a positive result
- Separate issues from people

**Three C's to B.R.I.D.G.E. – Building Relationships In Diverse Groups and Environments**

**Targeted Skills: Building Coalitions**

This training session will cover how to:

- Persuade others and build consensus through give & take
- Gain cooperation from others to obtain information and accomplish goals
- Facilitate “win-win” situations

**Project & Program Management Planning**

**Targeted Skills: Results Driven & Business Acumen**

This workshop will discuss OPM’s research on ECQs & the competencies possessed by those who are results driven & demonstrate business acumen.

**Leadership Executive Core Qualifications (ECQs) Competencies GS 14-15**

**Targeted Skills: Leading People**

The first part of this session is open to all FTI participants and includes an introduction to leadership competencies, putting your job application package together and writing the Executive Core Qualifications statement. Note: The second part is limited to the first 30 pre-registered GS 14 and 15 participants and includes the Inventory Assessment instrument, mentoring and coaching. Register now.

**Diversified Recruitment Strategies and User Friendly Websites Targeted Skills: Results Driven**

This session will:

- Summarize technological tools
- Identify information resources needed to explore new strategies

**Human Capital Assessment & Accountability: How To's for Emerging Leaders in a Diverse Society**

**Targeted Skills: Leading People**

This session will present strategies to help you become a peak performing manager & leader in the midst of diversity. In a diverse society, it is important for merging leaders to have:

- High emotional intelligence
- High self-awareness & understanding of how behaviors, perspectives & views impact organizational performance

**National Council of Hispanic Employment Program Managers'  
4<sup>th</sup> Annual Summit**

Open to all FTI participants

**Program Agenda:**

➤ **Back to Basics: HEP Foundational Roles**

What does it take to be an HEPM?  
My Role as a Supervisor  
Gain insight on various roles and responsibilities

➤ **The HEP and the HR Component**

HR and Civil Rights as a workforce Diversity team  
Identify direct linkages to ensure outreach and recruitment understanding on hiring flexibilities available

➤ **Building the Business Case**

How do you gain management buy-in  
Learn how to develop and use Key techniques  
Build the case for diversity, outreach and employment programs

➤ **HEPM Town Hall Meeting**

Discussion period with Hispanic GS-15 and Hispanic Members of the Senior Executive Service  
Insights and suggestions on typical concerns and challenges

➤ **Roundtable Discussions: Finding Solace and Solutions**

Small group discussions on areas to address to increase HEP effectiveness  
Address key concerns and solutions identified collectively  
Discussion of initial solutions for use in building a plan of action

➤ **HEPM Toolkit**

A brief capstone that reviews contents of the toolkit  
Best uses of to enhance your foundation



**Washington DC Youth and Collegiate  
Federal Career Form  
July 11, 2008**

Workshops consist of Federal and Military career opportunities for middle, high school, college and university students, career counselors and parents. Online and hands-on demonstrations on student programs, scholarships, and internships will be available to participants.

Federal and Military representatives will provide parents, administrators, faculty, and career counselors with an in-depth, informative, and interactive session on topics such as special appointing authorities, job, qualifications and benefits.

**Program Agenda:**

- **Why Work for the Federal Government**
- **Federal Employment Application Process and Special Appointing Authorities,**
- **Student Education Employment Program, Federal Internship Opportunities, Workforce Recruitment Program for College Students and Disabilities**
- **Senate and Congressional Employment Opportunities in Washington, DC**
- **CSI: Forensic Science**
- **Aviation & Aeronautics**
- **Exhibition Hall Tour**



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## REGISTRATION

Pre-registration forms will be accepted up until June 15, 2008. After June 15, 2008 participants must register on-site.  
Print or type the requested information below as you would like it to appear on your name badge:

Name \_\_\_\_\_

Title \_\_\_\_\_

Company/Agency \_\_\_\_\_ Council # \_\_\_\_\_

Address \_\_\_\_\_

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

Work Phone \_\_\_\_\_ Home Phone \_\_\_\_\_

Fax \_\_\_\_\_ Email \_\_\_\_\_

LULAC Council # and office held (if applicable) \_\_\_\_\_

Check the appropriate box (es).

**Federal Training Institute**

Participant

Leadership Competencies Mentoring & Coaching Seminar\*

HEP Managers' Summit

Panelist

Speaker

Exhibitor

**LULAC Council\*\*** \_\_\_\_\_

Committee Member

Member

Delegate

Alternate

\*\*Must enter Council # on Council line.

\* Limited to 30 participants GS 14/15 in order of registration receipt.  
(Military equivalent to Lieutenant Colonel and Colonel.)  
ECQ Competencies information provided upon confirmation of FTI  
registration.

**Cancellation/Refund Policy:** Cancellations  
will be accepted in writing until June 15, 2008;  
all refunds will be issued after the convention.  
After June 15, 2008, registrations are non-  
refund-able.

**Registration Packages**

FTI—Federal Training Institute (Mon-Sat) \$ 400.00

**Ask for Government rate.**

**Early Bird Discount!** Individuals purchasing full registrations will receive a \$25 discount if they pay in full by 6/1/08. FTI package includes registration, seminars, meals, and all events (6 days).

**Federal Training Institute participants should purchase the full package (includes registration, all seminars/training, and Convention activities).**

Total \_\_\_\_\_ Credit Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

MasterCard  Visa  American Express

Payment can be made by cash, check or major credit card. For pre-registration, mail completed registration form along with check payable to **2008 LULAC National Convention** or credit card information to the address on the right. Credit card orders accepted by fax. There is a \$25.00 handling fee for all returned checks.

**LULAC Fiscal Office**

201 East Main, Suite 605

El Paso, TX 79901

(915) 577-0726, FAX (915) 577-0914

Email: [cmunoz@lulac.org](mailto:cmunoz@lulac.org)

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### FEATURED EVENTS

- Monday, July 7**  
6 pm to 8 pm  
Attendance: 600  
**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, July 8**  
6:45 to 8:30 am  
Attendance: 600  
12 pm to 2 pm  
Attendance: 700  
5:30 pm to 8 pm  
**Law Enforcement Awards Breakfast:** Recognizes outstanding Hispanics in law enforcement that have performed above and beyond the call of duty.  
**Minimum Sponsorship Level: \$10,000.**  
**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.**  
**Federal Training Institute Reception:** Recognizes federal employees who have contributed to the mission of the FTI and have provided support from their federal agencies.  
**Minimum Sponsorship Level: \$10,000.**
- Wed., July 9**  
Noon to 2 pm  
Attendance: 1000  
6 pm to 9 pm  
Attendance: 900  
**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.**  
**Washington Celebration:** Hosted by local LULAC councils, this banquet highlights state and local leaders and supports local LULAC programs.  
**Minimum Sponsorship Level: \$25,000.**
- Thur., July 10**  
Noon to 2 pm  
Attendance: 1000  
5 pm to 7 pm  
Attendance: 1500  
6 pm to 8 pm  
Attendance: 800  
8 pm to 11 pm  
Attendance: 5000  
**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.**  
**Sponsor & Exhibitor Reception:** Open to the Illinois Hispanic community, this event takes place in the exposition area and honors our sponsors and exhibitors.  
**Minimum Sponsorship Level: \$10,000.**  
**Youth & Young Adults Awards Banquet:** Highlights our youth and young adult programs. The event features an awards presentation for our future leaders.  
**Minimum Sponsorship Level: \$25,000.**  
**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 11**  
7:30 am to 9 am  
Attendance: 400  
Noon to 2 pm  
Attendance: 800  
6 pm to 7 pm  
Attendance: 900  
7 pm to 9 pm  
9 pm to 11 pm  
Attendance: 1200  
**LNESC Breakfast:** Hosted by the LULAC National Educational Service Centers, this event celebrates LULAC's educational programs.  
**Minimum Sponsorship Level: \$10,000.**  
**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.**  
**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.**  
**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.**
- Sat., July 12**  
8 pm to 11 pm  
Attend: 800  
**President's Celebration:** Concluding event of the convention celebrates the election of LULAC's leadership.  
**Minimum Sponsorship Level: \$15,000.**

### 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 2008 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 2008 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 the Presidential Awards Gala
- One Reserved Table for 10 at each Luncheon
- 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 the Presidential Awards Gala
- 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

**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+**

- Co-Sponsor of One Event
- Company representative 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+**

- Co-Sponsor of One Event
- Company representative introduced as Event Co-sponsor
- Two 10'x10' Exhibit Spaces
- One Reserved Table for 10 at Sponsored Function
- Full-Page Black & White 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+**

- Co-Sponsorship of One Event
- One 10'x10' Exhibit Space
- Half-Page Black & White Ad in Convention Program and Web Link
- One Full Corporate Registration Package

**ADDITIONAL SPONSORSHIP OPPORTUNITIES**

• 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	10,000
• Lapel Pins	10,000
• Convention Poster	10,000
• Convention Marketing Circular	10,000
• Conference Web Site	10,000
• Pocket Agenda	5,000
• Workshops	5,000
• Press Room	3,000
• Panelist/Speaker sponsorship	2,000

**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