
2010 LULAC National Convention & Exposition

FEATURED EVENTS

Monday, July 12 6 pm to 8 pm Attendance: 600	<u>Opening Reception:</u> 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 13 12 pm to 2 pm Attendance: 700	<u>Diversity Luncheon:</u> 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 8 pm Attendance: 700	<u>Federal Training Institute Reception:</u> Recognizes federal employees who contributed to the mission of the FTI. Minimum Sponsorship Level: \$10,000.
Wed., July 14 7 am to 8:30 am Attendance: 600	<u>Veterans Recognition Breakfast:</u> Salutes distinguished Hispanic veterans who have given of themselves in service to our nation. Minimum Sponsorship Level: \$10,000.
Noon to 2 pm Attendance: 1000	<u>Partnership Luncheon:</u> Highlights LULAC's corporate and government partnerships. The perfect forum to promote your initiatives with LULAC. Minimum Sponsorship Level: \$25,000.
6 pm to 9 pm Attendance: 900	<u>New Mexico Celebration:</u> Hosted by local LULAC councils, this banquet highlights state and local leaders, while supporting local LULAC programs. Minimum Sponsorship Level: \$25,000.
Thur., July 15 Noon to 2 pm Attendance: 1000	<u>Unity Luncheon:</u> Promotes unity among Latinos and other communities in the United States. Speakers focus on working together to make America stronger. Minimum Sponsorship Level: \$35,000.
Noon to 2 pm Attendance: 300	<u>Young Adults Awards Banquet:</u> Emphasizes LULAC collegiate programs and features an awards presentation for LULAC's young leaders. Minimum Sponsorship Level: \$10,000.
5 pm to 7 pm Attendance: 1500	<u>Sponsor & Exhibitor Reception:</u> Open to the New Mexico Hispano community, this event takes place in the expo and honors our sponsors. Minimum Sponsorship Level: \$10,000.
6 pm to 8 pm Attendance: 800	<u>Youth Awards Banquet:</u> Emphasizes LULAC Youth programs and features an elegant awards presentation for LULAC's young future leaders. Minimum Sponsorship Level: \$25,000.
8 pm to 11 pm Attendance: 2500	<u>Concierto de la Gente:</u> 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 16 7:30 am to 9 am Attendance: 400	<u>LNESC Breakfast:</u> 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: 800	<u>Women's Hall of Fame Luncheon:</u> Focuses on the contributions made by Latinas to the U.S. and features the induction of five women into the LULAC Women's Hall of Fame. Minimum Sponsorship Level: \$25,000.
6 pm to 7 pm Attendance: 900	<u>Presidential Reception:</u> Kicks-off the main and best attended evening of the convention. This black tie event features top Latino leaders. Minimum Sponsorship Level: \$25,000.
7 pm to 9 pm 9 pm to 11 pm Attendance: 1400	<u>Presidential Awards Banquet and Ball:</u> This magnificent black-tie event highlights individuals who have given outstanding service to the Hispanic community throughout the year. Outstanding national leaders deliver keynote speeches. Minimum Sponsorship Level: \$50,000.
Sat., July 17 8 pm to 11 pm Attend: 800	<u>President's Celebration:</u> Concluding event of the convention celebrates the election of LULAC's leadership. Minimum Sponsorship Level: \$15,000.

Albuquerque, NM • July 12—July 17, 2010

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SPONSORSHIP PACKAGES

Sponsoring an event or workshop at the LULAC Convention is an ideal way to reach out to national Latino leaders and influential community members. Sponsors of the 2010 LULAC National Convention will be recognized at all sponsored events and listed in all promotional materials, 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; includes double the Diamond level benefits in addition to having your company's name and logo included in the convention marketing materials (e.g. The 2010 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
- Two Reserved Tables 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 Throughout 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
- One Reserved Table for 10 at each Luncheon **upon request**
- 30 Second 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 Throughout 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+

- 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 Conference	20,000
• Latino 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

Cell phones, Internet access, 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 on the 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 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: 2010 LULAC National Convention. For more information about sponsorship packages, advertisements and exhibits, call (202) 833-6130; email: MMarsans@LULAC.org or visit our website at: www.LULAC.org. Federal agencies use DUNS #789553372 "LULAC Institute, Inc." DBA LULAC National Convention

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