2020 Sponsorship Catalog
Dear Corporate Partners,

Thank you for investing or considering an investment in UnidosUS and the Hispanic community. Support from corporate partners like you provide us with the resources we need to ensure the continued creation of opportunities for all Latinos. Together with the support and partnership of corporations, we can continue to make a lasting impact in the lives of millions of Latinos in the United States. For 51 years, UnidosUS has worked with partners like you to expand access to quality education, make health care more affordable and accessible, make homeownership a reality, and so much more. We worked with partners like you in many of these initiatives and made a meaningful and lasting positive impact.

This all-inclusive 2020 Sponsorship Catalog provides a suite of options your corporation can use to enhance your commitment and outreach to Latino communities across the country. We hope you will partner or continue to partner with UnidosUS at such a pivotal moment and continue to be an industry leader in your support of the Hispanic community.

UnidosUS Events

**NOVEMBER**
11.18–19.2019
UnidosUS Workforce Development Forum
Los Angeles, CA

**MARCH**
3.23–25.2020
UnidosUS Changemakers Summit
Washington, DC
3.24.2020
UnidosUS Capital Awards
Washington, DC

**JULY**
7.25–26.2020
National Latino Family Expo®
Las Vegas Nevada
7.25–27.2020
UnidosUS Annual Conference
Las Vegas Nevada

**OTHER 2020 ACTIVITIES**
Board of Directors Receptions (Feb, Jun, Oct)
50th Anniversary Commemorative Book Publication and Tour (year-long)
UnidosUS Affiliate Convenings (two in Fall)
UnidosUS STEM Youth Summit

ABOUT UNIDOS US

Since 1968, UnidosUS—formerly known as NCLR—has remained a trusted, nonpartisan voice for Latinos.

We serve the Hispanic community through our research, policy analysis, and state and national advocacy efforts, as well as in our program work in communities nationwide. And we partner with Affiliates across the country to serve millions of Latinos in the areas of civic engagement, civil rights and immigration, education, workforce and the economy, health, and housing.

Every day Latinos contribute to our country’s shared prosperity. They energize the economy and strive to make better lives for themselves, their families, and their communities.

Together we will build a stronger America by creating opportunities for Latinos. We envision an America where economic, political, and social advancement is a reality for all Latinos, where all Hispanics thrive, and where our community’s contributions are recognized.

Together with the support and partnership of corporations, we can continue to make a lasting impact in the lives of millions of Latinos in the United States. For 51 years, UnidosUS has worked with partners like you to expand access to quality education, make health care more affordable and accessible, make homeownership a reality, and so much more. We worked with partners like you in many of these initiatives and made a meaningful and lasting positive impact.

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Corporate Champions Program
UnidosUS Corporate Champions Program

Corporations understand that without a sound foundation, organizations cannot succeed. Continued investment in technology, communications, human resources, and other operating costs are essential to the continued success of UnidosUS and our mission. Your support as a Corporate Champion will ensure that critical areas of UnidosUS’s operational foundation continue to improve and develop so that we maintain a high-quality level of productivity toward our mission. Below, you will find a list of the Corporate Champion program’s exclusive opportunities.

**Corporate Champion Program’s Benefit Highlights***

- Recognition as an UnidosUS Corporate Champion on various UnidosUS platforms including digital, print, and social media
- Dedicated Corporate Relations Contact for relationship management
- Opportunity to meet with UnidosUS leadership and key UnidosUS Affiliates and partners
- Opportunity for UnidosUS leadership to speak to your company (i.e. executive leadership, ERG/BRG)
- Exclusive invitations to UnidosUS events
- Exclusive Reports and communications
- Exclusive digital content

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**Corporate Champions Benefits**

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Strategic Partner $100,000+</th>
<th>Executive Partner $75,000–99,999</th>
<th>Director Partner $50,000–74,999</th>
<th>Growth Stage Partner $20,000–$49,999</th>
<th>Early Stage Partner $10,000–$19,999</th>
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<tbody>
<tr>
<td>Quarterly updates on key program and policy developments</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<td>Complimentary Invitations to Exclusive UnidosUS events</td>
<td>X</td>
<td>X</td>
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<td>Recognition in the UnidosUS Annual Report and on media platforms (digital, social, print)</td>
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<td>Access to invite-only UnidosUS insights and briefings</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Private meeting with UnidosUS CEO Cabinet Member/s</td>
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<td>X</td>
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<td>Speaking opportunity by UnidosUS President and CEO</td>
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<td>Personal updates and Insights from UnidosUS President and CEO</td>
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<tr>
<td>Exclusive UnidosUS research and content</td>
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<tr>
<td>Dedicated UnidosUS relationship manager</td>
<td>X</td>
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<td>X</td>
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<td>X</td>
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</tbody>
</table>

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* Benefits vary by level
CORPORATE PARTNER—$100,000+

Johnson & Johnson

JPMorgan Chase & Co.

CORPORATE INVESTOR—$75,000–$99,999

Comcast NBCUniversal

CORPORATE SUPPORTER—$50,000–$74,999

Telemundo

CORPORATE CONTRIBUTOR—$20,000–$49,999

General Motors (GM)

• Enterprise
• FedEx

Shell

CORPORATE EMERGING INVESTOR—$10,000–$19,999

• AT&T
• Coca-Cola Company
• Hyundai

Mastercard

• McDonald’s
• Pfizer
2020 UnidosUS Annual Conference

July 25–27, 2020 | Las Vegas, NV

The UnidosUS Annual Conference is the organization’s hallmark event, representing the largest gathering of influential people, policymakers, organizations, institutions, and companies that support Latinos. The UnidosUS Annual Conference provides a forum for more than 3,000 people in the business of social change to learn about ongoing and emerging issues in the Hispanic community.

Several Annual Conference sponsorship tiers provide the option of either two-minute sponsor remarks during a session or a video highlighting the partnership between the sponsor and UnidosUS. We encourage remarks/video to focus on sponsor’s commitment to and support of the Latino community.
UnidosUS President and CEO Janet Murguía handing out backpacks to two National Latino Family Expo® attendees.
National Latino Family Expo®

July 25–26, 2020 | Las Vegas, NV

In conjunction with the Annual Conference, the National Latino Family Expo is a two-day event that attracts nearly 20,000 individuals and families every year. The Expo is one of the largest events in the nation focused on providing resources and family-friendly fun for the Hispanic community. UnidosUS’s mission to provide vital services and opportunity to Latinos is reflected in the unique pavilions that comprise the National Latino Family Expo. This is a prime opportunity to provide the local community with vital services, disseminate information to the public, and market products.

• Community Pavilion / Pabellón El Barrio
• Health & Fitness Pavilion / Pabellón Tu Salud
• UnidosUS Family Pavilion / Pabellón Familia de UnidosUS
• Science, Technology, Engineering, Arts, and Music (STEAM) Pavilion / Pabellón Tu Futuro
Opportunities to Support the 2020 UnidosUS Annual Conference Level Sponsorship Opportunities

2020 UnidosUS Annual Conference Title Sponsor—$375,000 (SOLD!!)

Benefits

- Three (3) minute speaking role for senior executive at one (1) Annual Conference General Session and 0:90 Partnership video at one (1) Annual Conference General Session.
- Opportunity to be the sponsor of one (1) General Session—National Affiliate Luncheon, Latinas Brunch, Monday Breakfast, Monday Luncheon or Awards Gala.
- One (1) social media interview at Conference.
- Two (2) promoted posts on Annual Conference app.
- Company logo included in Annual Conference branding.
- Two (2) Instagram stories.
- Two (2) social media posts on Twitter.
- Meeting opportunity with UnidosUS leadership team. *(Time to be determined)*
- Full recognition as the 2020 UnidosUS Annual Conference Title Sponsor in all Conference-related marketing, social media, and Conference website.
- Opportunity to be the co-sponsor of one of four unique pavilions within the National Latino Family Expo®. *(No additional charge. Limited to two non-competing corporations.)*

- Fifty (50) full Annual Conference registrations.
- Link from event website to sponsor website.
- One (1) 40 x 40-foot exhibit space at the National Latino Family Expo.
- Prominent logo placement on Annual Conference signage.
- One (1) reserved seat for senior executive at the President’s or Chairman’s table at one General Session.
- Two (2) reserved VIP tables of ten (10) at each Annual Conference General Session. General Session include (Saturday Luncheon, Sunday Latina’s Brunch, Monday Breakfast, Monday Luncheon).
- Two (2) reserved VIP tables of ten (10) at the Annual Conference Awards Gala.
- Inclusion of promotional materials in Annual Conference bags.
- Company logo included in Entertainment Stage branding.
- Opportunity to use the Entertainment Stage to make four (4) announcements per day. *(Over two day duration span of the National Latino Family Expo.)*
Diamond Sponsor—$165,000

Benefits
- Three (3) minute speaking role for senior executive or :60 partnership video at one (1) Annual Conference General Session—National Affiliate Luncheon, Latinas Brunch, Monday Breakfast, Monday Luncheon or Awards Gala.
- One (1) promoted post on the Annual Conference app.
- One (1) social media interview at Conference.
- Company logo included in Annual Conference branding.
- Meeting opportunity with UnidosUS leadership team. *(Time to be determined.)*
- Full recognition as the 2020 UnidosUS Annual Conference Diamond Sponsor in all Conference-related marketing, social media, and Conference website.
- Opportunity to be the co-sponsor of one of four unique pavilions within the National Latino Family Expo®. *(Additional charges may apply.)*
- Twenty-five (25) full Annual Conference registrations.
- Link from event website to sponsor website.
- One (1) 30 x 40-foot exhibit space at the National Latino Family Expo.
- Prominent logo placement on Annual Conference signage.
- One (1) reserved VIP table of ten (10) at each Annual Conference General Session. General Session include (Saturday Luncheon, Sunday Latina’s Brunch, Monday Breakfast, Monday Luncheon).
- One (1) reserved VIP table of ten (10) at the Annual Conference Awards Gala.
- Inclusion of promotional materials in Annual Conference bags.

Platinum Sponsor—$115,000

Benefits
- Three (3) minute speaking role for senior executive or :30 partnership video at one (1) Annual Conference General Session—National Affiliate Luncheon, Latinas Brunch, Monday Breakfast, Monday Luncheon or Awards Gala.
- Meeting opportunity with UnidosUS leadership team. *(Time to be determined.)*
- Full recognition as the 2020 UnidosUS Annual Conference Platinum Sponsor in all Conference-related digital marketing, and Conference website.
- Twenty (20) full Annual Conference registrations.
- Link from event website to sponsor website.
- One (1) 30 x 30-foot exhibit space at the National Latino Family Expo.
- Prominent logo placement on Annual Conference signage.
- One (1) reserved VIP table of ten (10) at each Annual Conference General Session. General Session include (Saturday Luncheon, Sunday Latina’s Brunch, Monday Breakfast, Monday Luncheon).
- One (1) reserved VIP table of ten (10) at the Annual Conference Awards Gala.
- Inclusion of promotional materials in Annual Conference bags.

Gold Sponsor—$85,000

Benefits
- Three (3) minute speaking role for senior executive or :30 partnership video at one (1) Annual Conference General Session—National Affiliate Luncheon, Latinas Brunch, Monday Breakfast, Monday Luncheon or Awards Gala.
- Full recognition as the 2020 UnidosUS Annual Conference Gold Sponsor in all Conference-related digital marketing, and Conference website.
- Fifteen (15) full Annual Conference registrations.
- Link from event website to sponsor website.
- One (1) 20 x 30-foot exhibit space at the National Latino Family Expo.
- Prominent logo placement on Annual Conference signage.
- One (1) reserved table of ten (10) at each Annual Conference General Session. General Session include (Saturday Luncheon, Sunday Latina’s Brunch, Monday Breakfast, Monday Luncheon).
- Inclusion of promotional materials in Annual Conference bags.
Silver Sponsor—$55,000

Benefits
• Full recognition as the 2020 UnidosUS Annual Conference Silver Sponsor in all Conference-related digital marketing, and Conference website.
• Ten (10) full Annual Conference registrations.
• Link from event website to sponsor website.
• One (1) 20 x 20-foot exhibit space at the National Latino Family Expo.
• Prominent logo placement on Annual Conference signage.
• One (1) reserved table of ten (10) at one (1) Annual Conference General Session. General Session include (Saturday Luncheon, Sunday Latina’s Brunch, Monday Breakfast, Monday Luncheon).
• Inclusion of promotional materials in Annual Conference bags.

Emerald Sponsor—$15,000

Benefits
• Full recognition as the 2020 UnidosUS Annual Conference Emerald Sponsor in all Conference-related digital marketing, and Conference website.
• Four (4) full Annual Conference registrations.
• Link from event website to sponsor website.
• One (1) 10 x 10-foot exhibit space at the National Latino Family Expo.
• Prominent logo placement on Annual Conference signage.
• Inclusion of promotional materials in Annual Conference bags.

Enhance your package by including an additional value: Social Media Bundle

Take advantage of this additional value by leveraging social media for a deeper brand connection at conference. This opportunity can help elevate the partnership between UnidosUS and your company. These social posts can happen before during and after conference.*

Social Media Bundle—$5,000†

Benefits
• One (1) promotional push notification on the Annual Conference App feed.
• Three (3) promotional Tweets.
• One (1) promotional Instagram poll or short question.
• One (1) promotion Instagram story including logo.
• One (1) Facebook recap post after Conference.

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* The promoted content must be tied to your partnership with UnidosUS or uplifting the Latinx community. Language and assets must be provided but we can edit as we see fit. UnidosUS will provide results for polls and questions.
† Must be committed to a Bronze sponsorship or above.
General Session & Reception Sponsorship Opportunities

The five General Sessions at the Annual Conference include VIP seating and sponsor acknowledgments, entertainment, and keynote remarks from UnidosUS leadership and featured guests. The General Sessions encourage and inspire attendees to continue their important work and support of the Hispanic community. General Sessions draw an attendance of 1,500+ and are live-streamed to thousands more. The Conference General Sessions are a focal point of the Conference experience and the most well-attended events at the UnidosUS Annual Conference.
National Affiliate Luncheon
The 2020 UnidosUS Annual Conference begins with a special tribute to the nearly 300 UnidosUS Affiliate organizations and their staff across the country. These Affiliates experience and witness the challenges facing the Hispanic community and provide invaluable services and assistance to their immediate communities. The National Affiliate Luncheon is a prime opportunity to engage with hundreds of Affiliates and their staff all in one setting. UnidosUS President and CEO Janet Murguía delivers her annual President’s Message at the Luncheon.

Latinas Brunch
One of the most popular events at the UnidosUS Annual Conference, this brunch honors and celebrates Latinas everywhere. This event celebrates Latina empowerment and the incredible positive impact Latinas have had on our nation via their rich culture, commitment, service, and leadership. The Latinas Brunch program features lively Latina-led entertainment and a dynamic program.

Monday Breakfast
The Monday Breakfast is a youth-focused that inspires and motivates the next generation of leaders. Previous speakers have included celebrity activists, spoken-word poets, actors, and comedians.

Monday Luncheon
The Monday Lunch is one of the most highly attended events at the Conference. The gathering traditionally draws nationally elected officials and has featured the President of the United States, presidential candidates, cabinet secretaries, and philanthropic and corporate speakers.

UnidosUS Awards Gala
Join us as we close the Annual Conference with our Awards Gala. The Gala features several distinct leaders throughout the country who are inspiring and changing the world.

Recognitions include:
• The Graciela Olivárez La Raza Award
• The Maclovio Barraza Award for Leadership
• The Roberto Clemente Award for Sports Excellence
• The Ruben Salazar Award for Communications
• The Affiliate of the Year Award
• The Raul Yzaguirre President’s Award

General Session Sponsor—$60,000
Benefits
• Includes Silver Sponsor benefits.
• Three (3) minute speaking role for senior executive at one (1) Annual Conference General Session or 0:30 Partnership video at one (1) Annual Conference General Session. General Session include (Saturday Luncheon, Sunday Latina’s Brunch, Monday Breakfast, Monday Luncheon).
• Prominent logo placement on sponsored General Session of your choice.
Conference Receptions

Conference attendees look forward to connecting even further and unwinding in a festive atmosphere. Conference receptions provide a prime opportunity to connect with other attendees.

Conference Welcome Reception Sponsor—$30,000

This reception on Saturday evening is the first major reception of the 2020 UnidosUS Annual Conference and is open to all registered participants. It is the first opportunity for sponsors to address and welcome them to the 2020 UnidosUS Annual Conference in a dynamic evening reception and prepare them for a packed three and half days!

Benefits
• Includes Bronze Sponsor benefits.
• Three (3) minute speaking remarks at Conference Welcome Reception.
• Gobo displayed at venue reception.
• Prominent logo placement on digital and printed signage at the Annual Conference Welcome Reception.

Awards Gala Pre-Reception Sponsor—$30,000

Benefits
• Includes Bronze Sponsor benefits.
• Verbal recognition as Annual Conference Awards Gala Pre-Reception Sponsor.
• Gobo displayed at venue reception.
• Prominent logo placement on Annual Conference Awards Gala Pre-Reception digital signage.

Awards Gala After Party Sponsor—$30,000

Benefits
• Includes Bronze Sponsor benefits.
• Verbal recognition as Annual Conference Awards Gala After-Party Sponsor.
• Gobo displayed at venue reception.
• Prominent logo placement on Annual Conference Awards Gala After Party digital signage.

Awards Gala Pre-Reception and After Party

The Monday evening pre-reception hosted by the UnidosUS Board of Directors and the After Party are open to all attendees. The events are attended by UnidosUS Leadership, the UnidosUS Board of Directors, Gala Awardees, donors, special guests, and other prominent individuals.
Plenary Session & Workshop Sponsored Opportunities

UnidosUS offers the opportunity for Conference participants to attend a host of unique plenary sessions that tackle the nation’s most pressing topics. These special sessions are larger in size, heavily promoted, and live-streamed to thousands of virtual participants. The format of these featured sessions varies based on topic, and have been presented in debate, conversational, town hall, and storytelling formats. Previous plenaries have featured topics such as the crisis in Puerto Rico, Latino mental health in the Trump era, and capitalizing on Latino voting power.

Plenary Session Sponsorship—$45,000

UnidosUS plenary sessions receive an estimated 400 attendees, with hundreds more viewing online, and no other competing Conference activities. The plenary sessions are a focal point for Conference attendees and cover a timely and relevant topic or issue facing the Hispanic community. UnidosUS works to ensure the participation of the foremost experts and community leaders, and our plenaries consistently receive regional and national media coverage. Topics and panelists change each year to address pertinent issues of importance to the Hispanic community.

Benefits

- Includes Bronze Sponsor benefits.
- Two (2) minute opening remarks.
- Verbal recognition as Annual Conference Plenary Session Sponsor.
- Logo represented on social media live stream.
- Reserved seating for official corporate representative and team.
- Meet and greet with photo opportunity with featured session moderator, speakers, and UnidosUS leadership.

From left to right: Danny Gardner, Senior Vice President, Freddie Mac; Lisa Rice, President and CEO, National Fair Housing Alliance; Diane Yentel, President and CEO, National Low Income Housing Coalition; Lourdes Castro-Ramirez, President, University Health System Foundation; and Gabe del Rio, AMP, President and CEO, Homeownership Council of America.
Track Sponsorship—$30,000

Each year, UnidosUS Annual Conference offers nearly 30 of the most relevant workshop sessions addressing issues of critical importance to the Hispanic community, presented by the leaders and experts who are implementing innovative program models, trainings, and cutting-edge solutions to these topics.

Tracks in the past have included:

- Advocacy | Civic Engagement | Education | Future Changemakers (tailored to college students and young professionals) | Health | Housing & Financial Empowerment | Non-Profit Management | Technology & Innovation | Workforce Development

Each Conference also features special timely tracks, including but, not limited to: The Latina Perspective, Puerto Rico, and Civic Engagement. (Track names and topics are subject to change.)

Benefits

- Includes Bronze Sponsor benefits.
- Opening remarks at opening workshop of sponsored track.
- Verbal recognition on remaining sponsored track workshops.
- Prominent logo placement on Annual Conference workshop signage.
From left to right: Vania Deonizio, Expressive Artist, Keynote Speaker and Activist; Pam Wright, LCSW, Clinical Director, South Bay Community Services; Vilma Reyes, PsyD, Psychologist, Child Trauma Research Program, University of California, San Francisco; and Grace Bonilla, Administrator, Human Resources Administration, City of New York; round out a panel moderated by Dr. Ana F. Ponce, Board Member, UnidosUS Board of Directors.
National Latino Family Expo®
National Latino Family Expo®

July 25-26, 2020 | Las Vegas, NV

Each pavilion is a focal point in the Expo offering content themed by health, science and tech, entertainment, and more. As a pavilion sponsor, be the primary attraction within one of five unique pavilions for attendees.

Title Sponsor—$275,000 (SOLD!!)

Benefits

- Three (3) minute speaking role for senior executive at one (1) Annual Conference General Session or 0:90 Partnership video at one (1) Annual Conference General Session.
- One (1) social media interview at National Latino Family Expo.
- Two (2) promoted posts on Annual Conference App.
- Company logo included in National Latino Family Expo branding.
- Company representative and mascot included in Official Expo Ribbon Cutting Ceremony with UnidosUS President and CEO.
- Meeting opportunity with UnidosUS leadership team. *(Time to be determined)*
- Full recognition as the 2020 National Latino Family Expo Title Sponsor in all Expo-related marketing, social media and website.
- Forty (40) full Annual Conference registrations.
- Link from event website to sponsor website.
- One (1) 40 x 40-foot exhibit space at the National Latino Family Expo.
- Priority placement on the National Latino Family Expo map.
- Prominent logo placement on National Latino Family Expo signage.
- One (1) reserved VIP table of ten (10) at each Annual Conference General Session. General Session include (Saturday Luncheon, Sunday Latina’s Brunch, Monday Breakfast, Monday Luncheon).
- One (1) reserved seat for senior executive at the President’s or Chairman’s table at one General Session.
- One (1) reserved VIP table of ten (10) at the Annual Conference Awards Gala.
- Inclusion of promotional materials in Annual Conference bags.

Pavilion Sponsor—$20,000

Benefits

- Priority placement on the National Latino Family Expo map.
- One (1) 30 x 40 -foot exhibit space at the National Latino Family Expo.
- Four (4) full Annual Conference registrations.
- Link from event website to sponsor website.
- Prominent logo placement on National Latino Family Expo signage.
- Inclusion of promotional materials in Annual Conference bags.
20x20 Exhibit Space—$10,000
Benefits
• Full recognition as the 2020 Exhibit Space Sponsor in all Expo-related marketing and website.
• One (1) 20 x 20 -foot exhibit space at the National Latino Family Expo®.
• Two (2) full Annual Conference registrations.
• Prominent logo placement on National Latino Family Expo signage.
• Inclusion of promotional materials in Annual Conference bags.
• Recognized as an exhibitor sponsor in the National Latino Family Expo official guide, Expo website, and app.

10x20 Exhibit Space—$7,500
Benefits
• One (1) 10 x 20 -foot exhibit space at the National Latino Family Expo.
• Two (2) full Annual Conference registrations.
• Recognized as an exhibitor sponsor in the National Latino Family Expo official guide, Expo website, and app.

10x10 Exhibit Space—$5,000
Benefits
• One (1) 10 x 10 -foot exhibit space at the National Latino Family Expo.
• Two (2) full Annual Conference registrations.
• Recognized as an exhibitor sponsor in the National Latino Family Expo official guide, Expo website, and app.
Backpack Campaign

Want to find a way that shows your organization’s commitment to social justice and dedication to local communities? Sponsoring the Conference’s social impact project Back-to-School- Backpack campaign will demonstrate your organization’s commitment to UnidosUS’s mission. The opportunity to sponsor the backpack drive allows for brand visibility throughout the year and most importantly, helps provide countless children a fresh start to the school year.

**Back to School Champion—$50,000**

**Benefits**
- Includes [Silver Sponsor benefits](#).
- Company logo displayed on backpack tag.
- Social media live stream interview to highlight the partnership on the Backpack Campaign.
- Prominent logo placement on National Latino Family Expo® Backpack Campaign signage.

**Honor Roll Sponsor—$25,000**

**Benefits**
- Includes [Bronze Sponsor benefits](#).
- Company logo displayed on backpack tag.
- Prominent logo placement on National Latino Family Expo Backpack Campaign signage.

**Principals List Sponsor—$15,000**

**Benefits**
- Includes [Emerald Sponsor benefits](#).
- Prominent logo placement on National Latino Family Expo Backpack Campaign signage.

**Teachers List Sponsor—$10,000**

**Benefits**
- Two (2) full Annual Conference registrations
- Prominent logo placement on National Latino Family Expo Backpack Campaign signage.

**Classroom Sponsor—$5,000**

**Benefits**
- Two (2) full Annual Conference registrations.
- Company logo displayed on backpack tags (sized according to sponsorship level).
Opportunities to Support Affiliates at Conference
Opportunities to Support Affiliates at Conference

The UnidosUS Affiliate Network is composed of nearly 300 Latino-serving community-based organizations around the United States. These pillars of their communities are familiar with the challenges and policy issues affecting their constituencies firsthand, and are tirelessly engaged in developing and implementing innovative and positive solutions in their communities. UnidosUS’s unique and strong relationship with our Affiliate Network is at the heart of our work and is central to our ability to execute our mission.
Unidosus Affiliate of the Year Award—$200,000

Seize the opportunity to be a part of the highest honor bestowed on a UnidosUS Affiliate—the UnidosUS Affiliate of the Year Award. This distinguished award program recognizes six nonprofit Affiliates that are going above and beyond the standard of service delivery and impact in the Hispanic community, with one being selected as Affiliate of the Year. The regional and national honorees are recognized at key events throughout the Annual Conference. In addition to the award presentation, the Affiliate of the Year hosts a two-day UnidosUS Affiliate Member Peer Exchange to share their best-in-practice approach in nonprofit management with up to 20 other nonprofit organizations.

Benefits at Annual Conference

- Includes Diamond Sponsor benefits.
- Inclusion in UnidosUS press release announcing the award recipients.
- Opportunity for corporate representative to participate in the presentation of the awards to the five regional winners backstage at the Awards Gala, live-streamed on social media.
- Opportunity for corporate representative to participate in the presentation of the award to the Affiliate of the Year at the UnidosUS Annual Conference Awards Gala.
- Opportunity for corporate representative to participate in a Community Reception to be held at the location of the national honoree during the UnidosUS Affiliate Peer Exchange.
- Promotional consideration via the UnidosUS Annual Conference app.
- Opportunity for check presentation for full sponsorship of the Affiliate of the Year Award backstage.

Benefits/Deliverables of Affiliate of the Year Program

- UnidosUS staffing to manage the program, applications process, selection process, grant administration, and program-related communications and Affiliate reporting.
- Development and implementation of a nationwide application and selection process that includes external panels for evaluation and selection of awardees.
- Grant administration.
- Support to Affiliate for execution of Peer Exchange.
- Coordination with program sponsor(s) to secure Sponsor/Affiliate engagement as outlined in sponsor agreement and program-related communications (press release, social media as appropriate/required).
Affiliate Lounge Sponsor—$50,000

- Includes Silver Sponsor benefits.
- Designated area for material distribution.
- 0:30 commercial loop at Annual Conference Affiliate Lounge.
- Opportunity to meet with selected Affiliates (Group of Affiliates and time to be agreed upon).

Affiliate Travel and Registration Scholarship—$15,000

UnidosUS Affiliates are independent nonprofits that struggle to meet the day-to-day demands of their operations in service to their mission. The UnidosUS Annual Conference offers multiple values to the Affiliates as a venue for professional development, opportunity to meet and engage new partners and supporters, opportunity to share their experiences, expertise, and ideas for creating effective change.

You can help more of these inspiring nonprofit leaders gain from the valuable resources and opportunities gathered at the UnidosUS Annual Conference by providing five (5) Affiliate Conference Scholarships to cover the cost of travel, lodging, and ground transportation, making attendance accessible to more leaders. This opportunity allows for our corporate partners to invest in our Affiliates and ensures their important work thrives with the benefit of culturally competent, timely, innovative, and expert tools and information.

Benefits

- Recognition as Scholarship provider in notification to Affiliate Recipients (five).
- Opportunity for a meet and greet and photo with the Scholarship Recipients at the Annual Conference.
- Two (2) full Annual Conference Registrations for corporate representatives.
- Recognition as Affiliate Scholarship Provider on Conference website.
Additional Conference Sponsorship Opportunities
Host City Sponsor—$165,000

Is the home of the 2020 UnidosUS Conference your company’s hometown too? The hometown sponsorship provides your company the opportunity to highlight not just its commitment to UnidosUS, but its commitment to your hometown.

Benefits
- Includes Diamond Sponsor benefits.
- Co-branded Welcome Reception.
- Prominent logo placement on digital and printed signage at the Annual Conference Welcome Reception.

“Official Airline” of the UnidosUS Annual Conference Sponsor—$75,000

Become the official airline sponsor of the UnidosUS Annual Conference. Your airline will receive prominent placing and promotion throughout the conference booking and sign-up process. UnidosUS will work with sponsor to link all attendees directly through to the airline sponsor’s site for all their travel needs.

Benefits
- Includes Gold Sponsor benefits.
- Verbal recognition as the Annual Conference official airline sponsor throughout Conference.
- Prominent logo placement on Annual Conference signage.
- 0:30 Partnership video at the Annual Conference General Session designated by UnidosUS.
VIP Annual Conference Lounge Sponsor—$40,000

Host the new, exclusive Corporate & VIP lounge at Conference. This exclusive lounge is reserved for our corporate representatives and guests, speakers, premium registrants, and other VIPs. The space is designed to provide our corporate and VIP attendees a place to check in on work email, hold small meetings, network, recharge devices, and get refreshments and light snacks in preparation for the next Conference session or activity. The lounge features complimentary Wi-Fi, a social media wall, charging stations, daily refreshments, snacks, and more.

Benefits
- Includes Silver Sponsor benefits.
- Recognition as the 2020 UnidosUS Annual Conference VIP Lounge Sponsor.
- Prominent logo placement on Annual Conference VIP Lounge event signage.
- Opportunity to distribute company material within the VIP Lounge.
- Select branding on media screens and social media wall within the Corporate & VIP Lounge.
- 0:30 partnership video loop at Annual Conference VIP Lounge.

Corporate Experience—$25,000 (Limit Two)

Recognizing that the Annual Conference has been traditionally structured to engage Affiliate and community audiences, the Corporate Experience was conceptualized as an initial activity or pilot program to engage corporate attendees in new ways at the organization’s largest convening. In 2019, the Corporate Experience consisted of a curated itinerary of events to guide corporate attendees in connecting with issues, content and stakeholders. A total of 135 corporate attendees registered for the Corporate Experience.

Benefits
- Four (4) full Annual Conference registrations.
- Prominent Logo placement in Corporate Experience promotional materials.
- Question included in post-event survey to participants.
- Two (2) minute speaking opportunity at Welcome or Closing Cafecito.
- Prominent signage at Opening and Closing Cafecito.

Refresh and Refuel Break Sponsor—$25,000

Energize attendees with a cup of coffee or tea or refreshing beverage at the start of each day during Conference.

Benefits
- Includes Emerald Sponsor benefits.
- Company representative may greet guests in the area.
- Company logo featured on napkins.
- Prominent logo placement on Annual Conference Refresh and Refuel Break signage.
UnidosUS
Annual Conference and National Latino Family Expo
Local Market Sponsorship Opportunities

Opportunities range between $10,000-$25,000

For additional local sponsorship opportunities contact:

Eduardo Pereira
epereira@unidosus.org
202.776.1741
Senior Director, Corporate Relations
UnidosUS

Adali Hernandez
ahernandez@unidosus.org
202.776.1773
Corporate Relations Executive
UnidosUS
Marketing, Digital, and Social Media Sponsorship Opportunities
Official Conference Wi-Fi Sponsor—$150,000

The UnidosUS Annual Conference has continued to move toward digital integration. As part of this effort, the need for wireless internet access for attendees to remain connected to receive notifications, download, and utilize the app, and stay connected to email, social media, and much more. By being the Conference Wi-Fi Sponsor, your brand and corporation will receive an unprecedented opportunity for exposure among attendees, while also ensuring attendees the opportunity to stay connected and have the best possible Conference experience.

Benefits

• One (1) promoted post on the Annual Conference app.
• One (1) social media interview at Conference.
• Meeting opportunity with UnidosUS leadership team. (*Time to be determined.*)
• Full recognition as the 2020 UnidosUS Annual Conference Diamond Sponsor in all Conference-related marketing, social media, and Conference website.
• Opportunity to be the co-sponsor of one of four unique pavilions within the National Latino Family Expo®. (*Additional charges may apply.*)
• Twenty-five (25) full Annual Conference registrations.
• Link from event website to sponsor website.
• One (1) 30 x 40-foot exhibit space at the National Latino Family Expo.
• Prominent logo placement on Annual Conference signage.
• One (1) reserved VIP table of ten (10) at each Annual Conference General Session.
• One (1) reserved VIP table of ten (10) at the Annual Conference Awards Gala.
• Inclusion of promotional materials in Annual Conference bags.

UnidosUS Annual Conference Live Stream and Behind the Scenes Sponsor—$50,000

The UnidosUS Annual Conference is filled with extraordinary speakers and panels and no attendee should miss the opportunity to attend a General Session. That is why live-streaming provides attendees the opportunity to witness our speakers and even get some behind-the-scenes content.

Benefits

• Includes Bronze Sponsor benefits.
• Photo and meet-and-greet with UnidosUS leadership team. (*Time to be determined.*)
• Live coverage of the Annual Conference General Session and Plenaries with logo in the bottom right hand corner.
• “Brought to you in association with slate” at the start of each session.
• Conduct interviews with sponsors and speakers.
• One (1) 30 x 30-foot exhibit space at the National Latino Family Expo.
Official Conference App Sponsor—$50,000

UnidosUS’s mobile app has become the primary source for continual updates, onsite information, event room changes, speaker additions, maps, directions, event descriptions, speaker and presenter bios, special promotions, and more. With our continued push for a digital and more fluid experience, Conference attendees use the official Conference App to maximize their experience. All attendees are provided instructions on how to download for free on all app stores and are highly encouraged to utilize this tool.

Benefits
• Includes Bronze Sponsor benefits.
• Looping banner ad to be included throughout the Conference app subject to approval and availability.
• Prominent logo placement on Annual Conference app signage.

Conference Social Media Hub Sponsor—$40,000

Be the official sponsor of the UnidosUS Annual Conference social media walls. These screens will be placed throughout the Annual Conference to feature and highlight attendees, response and reactions to industry leading content.

Benefits
• Includes Bronze Sponsor benefits.
• Recognition as the 2020 UnidosUS Annual Conference Social Media Hub Sponsor.
• Name and logo featured on Social Media Wall.
Influencer Meet-Up Event at UnidosUS Annual Conference—$15,000

Opportunity to connect with influencers and UnidosUS prior to the Annual Conference for an exclusive conversation as a way to elevate and expand the Annual Conference experience digitally. The opportunity includes engaging with a targeted group of Latina influencers by providing them the opportunity to attend the UnidosUS Annual Conference to take in the experience and apply it back within their work and communities. It also offers them exclusive content via an invite-only event to dive deeper into a specific topic/issue that connects their interests with specific brand/sponsor initiatives. The event will be planned to best fit with sponsor’s programming but can be either brunch, dinner or cocktail hour on Friday, prior to the Conference’s official start so that there are no other conflicts.

Benefits

• Full recognition as the 2020 UnidosUS Annual Conference Emerald Sponsor in all Conference-related digital marketing, and Conference website.
• Four (4) full Annual Conference registrations.
• Link from event website to sponsor website.
• One (1) 10 x 10-foot exhibit space at the National Latino Family Expo®.
• Promotion of exclusive event sponsored by brand to UnidosUS database.
• Coverage of meet-up event via UnidosUS’s social media channels.
• Organic coverage of event content from attendees.
• Prominent logo placement on Annual Conference signage.
• Inclusion of promotional materials in Annual Conference bags.
Become an Individual Donor
Gifts of $1,000 or more inducts individual donors into the President’s Council, one of the largest group of philanthropists in the nation dedicated to the advancement and support of the Hispanic community.
Individual Giving

Philanthropists like you are a key reason as to why UnidosUS has been so successful in its trusted mission for more than 50 years. Your support as an individual donor provides UnidosUS the flexibility and adaptability to respond to the challenges facing the Hispanic community. Your support goes directly toward ensuring that real-time initiatives can continue to be a strong, proactive, and real-time voice for the Hispanic community.

Benefits May Include

• Individual donors enjoy access to the UnidosUS Affiliate Member Network, Board of Directors, corporate partners, stakeholders, and more via invite-only special events.
• Personal UnidosUS liaison.
• Recognition in the UnidosUS Annual Report.
• Access to award-winning UnidosUS publications.
• Quarterly newsletter updates.
• Priority access to UnidosUS events.
• UnidosUS events, special rates and more.

Ways to Give

One-Time Gift
Visit www.UnidosUS.org/donate to give your one-time gift online.

Join The President’s Council
Gifts of $1,000 or more inducts individual donors into the President’s Council, one of the largest group of philanthropists in the nation dedicated to the advancement and support of the Hispanic community.

Visit www.Unidos.US/presidentscouncil to join the President’s Council today.

Give Monthly
Visit www.UnidosUS.org/donate to give a gift monthly.

Double Your Impact
When making an individual donation to UnidosUS, your company may be able to double your impact and commitment to the Hispanic community via an employee match program.