



# SPONSORSHIP OPPORTUNITIES GUIDE

## FUTURE PARTNERS

Join us in making a significant and lasting impact on the Hispanic community by becoming a valued partner with LULAC. Together, we can support our mission of empowerment and advocacy, working hand in hand to create positive change for all.





## ABOUT LULAC

The League of United Latin American Citizens (LULAC) is the nation's largest and oldest civil rights volunteer-based organization that empowers Hispanic Americans and builds strong Latino communities. Headquartered in Washington, DC, with 525 councils and 145,000 members around the United States and Puerto Rico, LULAC's programs, services and advocacy address the most important issues for Latinos, meeting critical needs of today and the future.

## WHAT IS LULAC?

LULAC comprises a network of organizations dedicated to fostering deeper comprehension of the Latino community, devising initiatives to actively engage and bolster their support, and nurturing leadership and capacity development for sustained transformation and heightened involvement.



**LULAC Institute**  
501c(3)



**LULAC**  
501(c)4

## LULAC HISTORY

Ninety five years ago, a group of Latino leaders formed LULAC to defend the rights and advance the well being of Hispanic Americans. Today LULAC is the largest and most active membership organization serving the Latino community.

LULAC members are the driving force behind significant advancements and improvements to the quality of life for Hispanics across the country. Since LULAC's founding, our members have not wavered in their determination to end discrimination and injustice for Hispanics living in the United States. LULAC has developed national and community-based programs to address the needs of the Hispanic community and to ensure that this nation's workforce obtains the necessary education and skills to keep America productive.





For 95 years, LULAC has advocated for the advancement of the Latino community on issues of education, economic empowerment, and social justice.



● 1929

**All for One and One for All**

Feb. 17, 1929: The League of United Latin American Citizens (LULAC) is formed in Corpus Christi, Texas. Its founding grew out of the rise of the Texas-Mexican middle class and resistance to racial discrimination.

● 1930

**Desegregation in Texas**

LULAC desegregated hundreds of public places throughout Texas such as barber shops, beauty shops, swimming pools, restrooms, water drinking fountains, public dining places, and hotels.

● 1936

**Census Reclassification of Persons of Mexican Descent**

LULAC pressured the U.S. Census Bureau to reclassify persons of Mexican descent from the designation of "Mexican" to "White". In the 1940s the government would target racial groups, Latinos in fear of racialization and discrimination fought to classify as white as a protection mechanism.

# LULAC History

## RULING GIVES MEXICAN CHILDREN EQUAL RIGHTS

Segregation of Mexican school children from others in four Santa Ana school districts yesterday was held by U.S. Judge Paul J. McCormick to be a violation of their guarantees of equal rights under the 14th Amendment of the Constitution.

The opinion was written in connection with a suit filed by five parents of Mexican children asking for relief and an injunction forbidding the school district trustees from placing the Mexican children in separate

tion of the State. He held that inasmuch as violations of the 14th Amendment were indicated, the Federal court had a right to intervene.

"The evidence clearly shows," the opinion states, "that Spanish-speaking children are retarded in learning English by lack of exposure to its use because of segregation . . ."

"It is also established by the record that the methods of segregation prevalent in the defendant school districts foster antagonisms in the children and



● 1943

### Menendez vs. Westminster Lawsuit

In Santa Ana, California, LULAC filed the "Menendez vs. Westminster Lawsuit" which ended 100 years of segregation in California's public schools and becomes a key precedent for Brown vs. Board of Education.

● 1945

### Integration of Orange County School System

LULAC Successfully sued to integrate the Orange County school system, that had been segregated on the grounds that Mexican children were "more poorly clothed and mentally inferior to white children".

● 1954

### Hernandez vs. The State of Texas

LULAC attorneys took the "Hernandez vs. The State of Texas Lawsuit Case" to the Supreme Court, winning the right for Mexican Americans to serve on juries.

# LULAC History



● 1957

### Little School of the 400

Council 60 in Houston, Texas, piloted the pre-cursor to Head Start, a pre-school program dedicated to teaching 400 basic English words to Spanish speaking pre-school children. Photo with Lyndon B. Johnson.



● 1960

### Project Headstart

LULAC Council 60 in Houston, Texas, worked to expand the Little School of the 400 which Lady Bird Johnson visited and later used as a model to launch "Project Headstart" under the Lyndon B. Johnson administration



● 1963

### John F. Kennedy Visits LULAC

On November 21, John F. Kennedy visited with LULAC at the Rice Hotel in Houston, Texas the day before he was assassinated. This was the first time that a sitting president had appeared at a LULAC event.

# LULAC History



● 1965

● 1968

● 1973

**Operation SER**

LULAC Council 60 in Houston, Texas, piloted a job placement center which led to the federally funded of SER - Jobs for Progress.

**Mexican American Legal Defense and Education Fund**

LULAC founded MALDEF with a grant from the Ford Foundation. In 1973, MALDEF achieved its first successful litigation before the Supreme Court in the case of White, et al. v. Regester, et al. This litigation brought Texas into compliance with the 1965 Voting Rights Act.

**LNESC Founded**

LULAC formed the "LULAC National Educational Service Centers, Inc." (LNESC) modeled after the successful project in San Francisco, California to provide educational services to Hispanic students.

# LULAC History



## ● 1975

### **LULAC National Scholarship Fund**

Established in 1975, LNSC and LULAC created the LULAC National Scholarship Fund (LNSF) to help youth in underserved communities make the dream of college enrollment a reality. LNSF is a unique partnership between grassroots advocates and corporations that fund educational opportunities for deserving youth across the U.S.

## ● 1987

### **LULAC vs. INS**

LULAC filed the “LULAC vs INS” class action lawsuit to force INS to process eligible amnesty applicants. In 2003, settles class action lawsuit that provides an avenue for 100,000 immigrants to become permanent legal residents.

## ● 1996

### **LULAC Institute**

LULAC established the LULAC Institute to provide a model volunteer program for the Latino community.



# LULAC History



● 2020

**Army Specialist Vanessa Guillen**

LULAC launched I AM VANESSA, which became America’s rallying cry that ignited a national movement to combat Military Sexual Trauma (MST) and led to the Vanessa Guillen Act.

● 2022

**Pray for Texas: Uvalde, Texas School Shooting Assistance Fund**

LULAC has raised and distributed more than \$2,000,000 for the victims and their families of the Robb Elementary School mass shooting that claimed the lives of 19 children and two teachers.

● 2023

**Ft. Cavazos, Killeen, Texas**

LULAC advocates for and secures the renaming of the U.S. Army’s largest military installation for General Ricardo Cavazos, the Army’s first 4-star Latino General and Korean Conflict decorated soldier.

# Advocacy Areas and Current Disparities

While much was accomplished over the past 95 years, our 21st-century agenda is focused on protecting and advancing civil rights in areas where disparities still exist



## Education

- In 2022, White 8th grader proficiency in reading reached 45% on the National Assessment for Education Progress (NAEP) test compared to 29% for Hispanics.
- In math, whites scored on average 284 points on the NAEP test compared to 261 for Hispanics (this amounts to two grade levels behind).

## Economic Empowerment

- White homeownership rate (74.4%) vs. Latinos homeownership rate (48.6%).
- 2022 Median net worth whites (\$189,100) Latinos (\$36,050); blacks net worth (\$24,100). Note: 2016, White \$97,300, Latino \$20,700, Black \$17,600.
- In 2021, 9.5% of whites lived below the poverty line compared to 17.6% of Hispanics.
- Hispanics are more likely to be unemployed as whites (3.2% vs. 4.3%).

## Healthcare

- 7.4% of the nation is uninsured on average, but 18% of all Hispanics live without health coverage.
- Hispanics account for 11.8% of all diagnosed diabetes cases in 2022 vs. 7.4% for whites.
- 45.6% of Hispanics are overweight compared to 41.4% of white adults.
- Obesity prevalence was 26.2% among Hispanic children and 16.6% among non-hispanic white.

# Advocacy Areas and Current Disparities

While much was accomplished over the past 95 years, our 21st-century agenda is focused on protecting and advancing civil rights in areas where disparities still exist



## Civic Engagement

- Latinos account for 14.3% of all eligible voters in 2022, or 34.5 million.
- In 2022, 29% of whites voted compared to 9.7% of Hispanics
- In 2022, 72% of whites voted compared to 10% of Hispanics
- In 2024 Millennials and Plurals will make up 48.1% of the electorate
- In 2020, among Latino registered voters, 1 in 4 (Latino) voters voted for the first time.

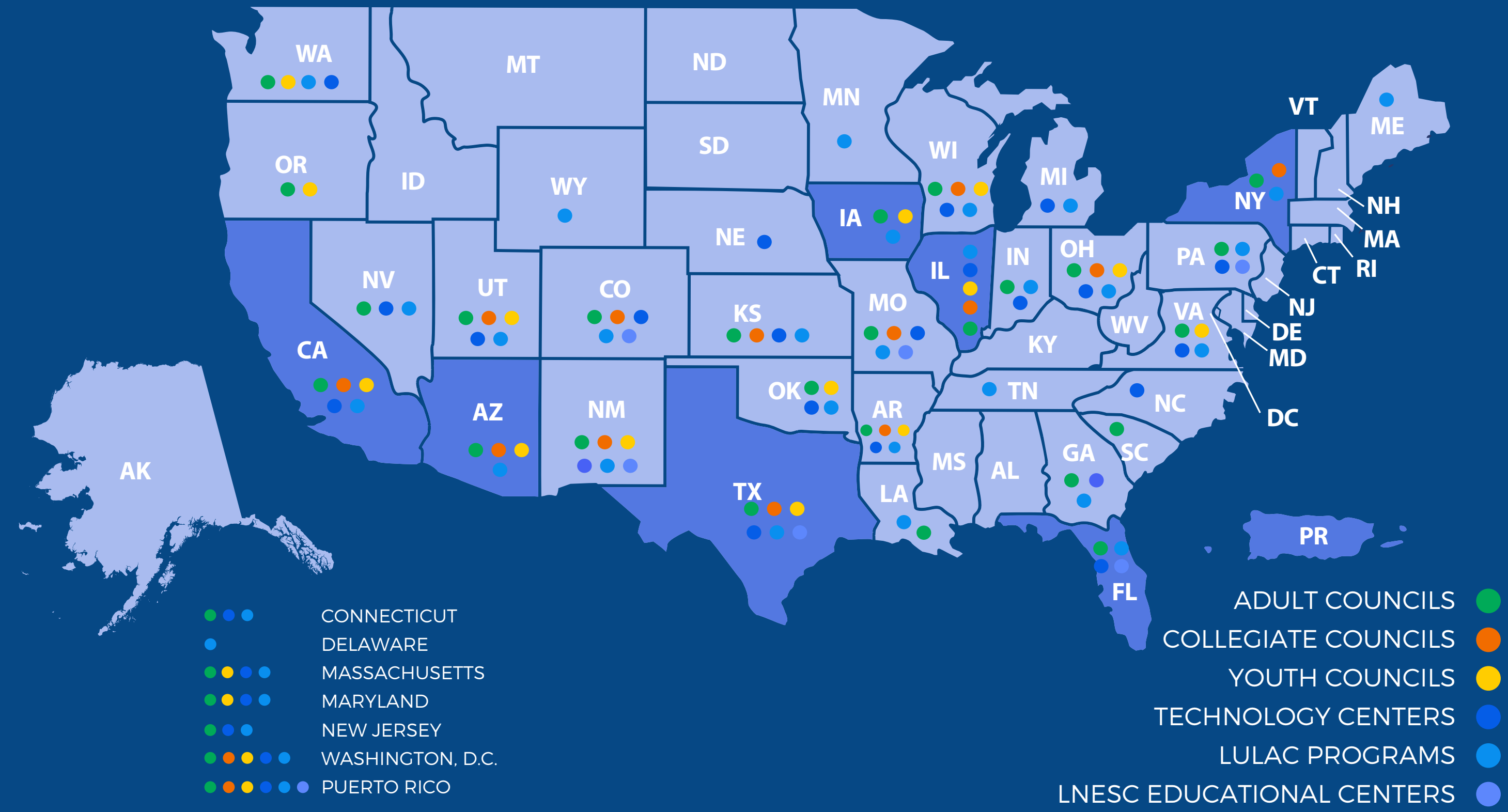
## Immigration

- In 2022, ICE deported 249,435 people, 70,270 with no convictions.
- In 2022, ICE deportation agents carried out 142,750 immigration arrests and 72,177 deportations, increases of 93% and 22% from 2021

## Climate Change

- 55% of Latinos live in three states that are already experiencing serious effects (California droughts, Texas heat waves, and Florida flooding)
- 40% of Latinos more likely to live in places where it will frequently be too hot to work outside.

# LULAC COUNCIL AND MEMBERSHIP MAP



**525**  
LULAC COUNCILS

**33**  
STATES WITH LULAC COUNCILS

**207**  
CITIES WITH LULAC COUNCILS

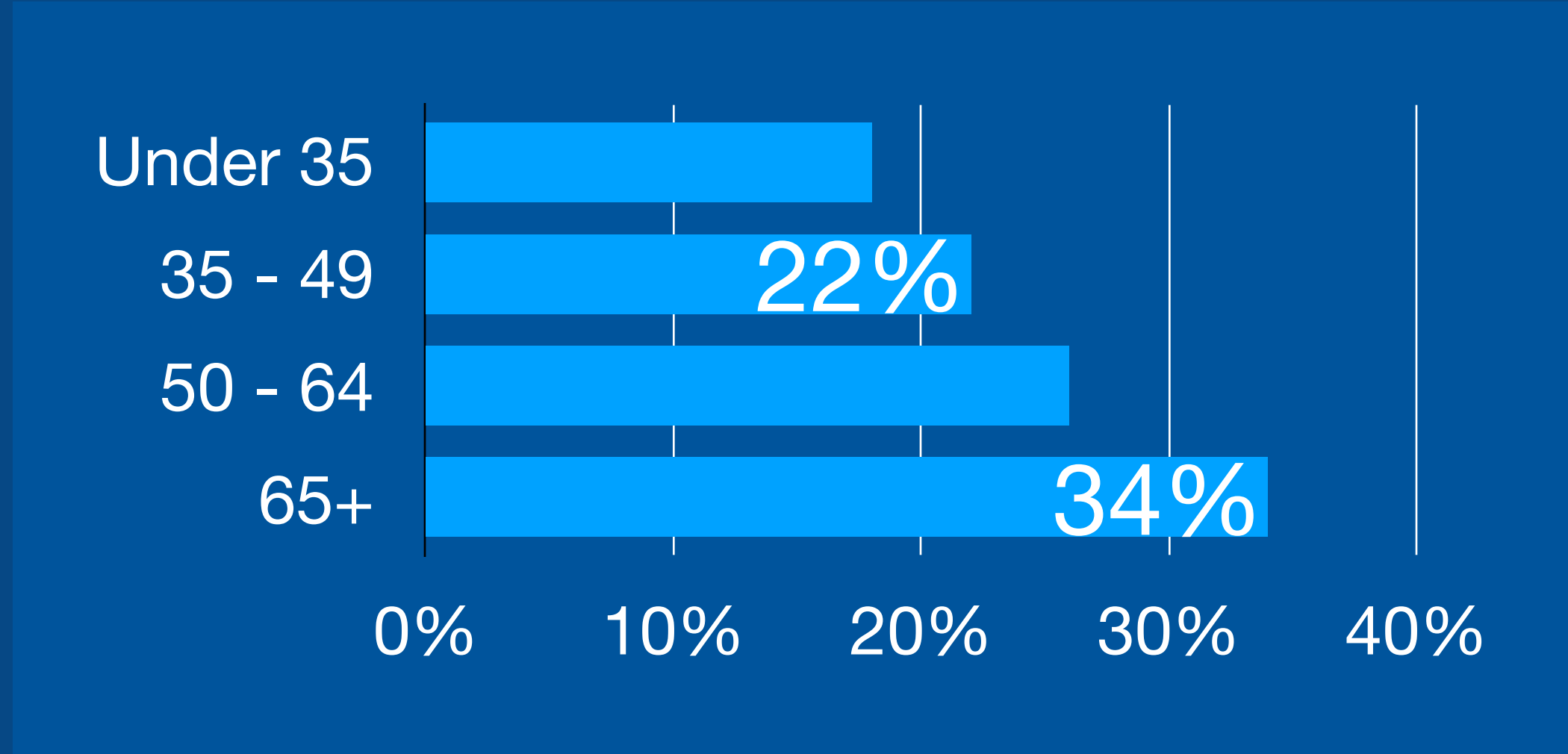
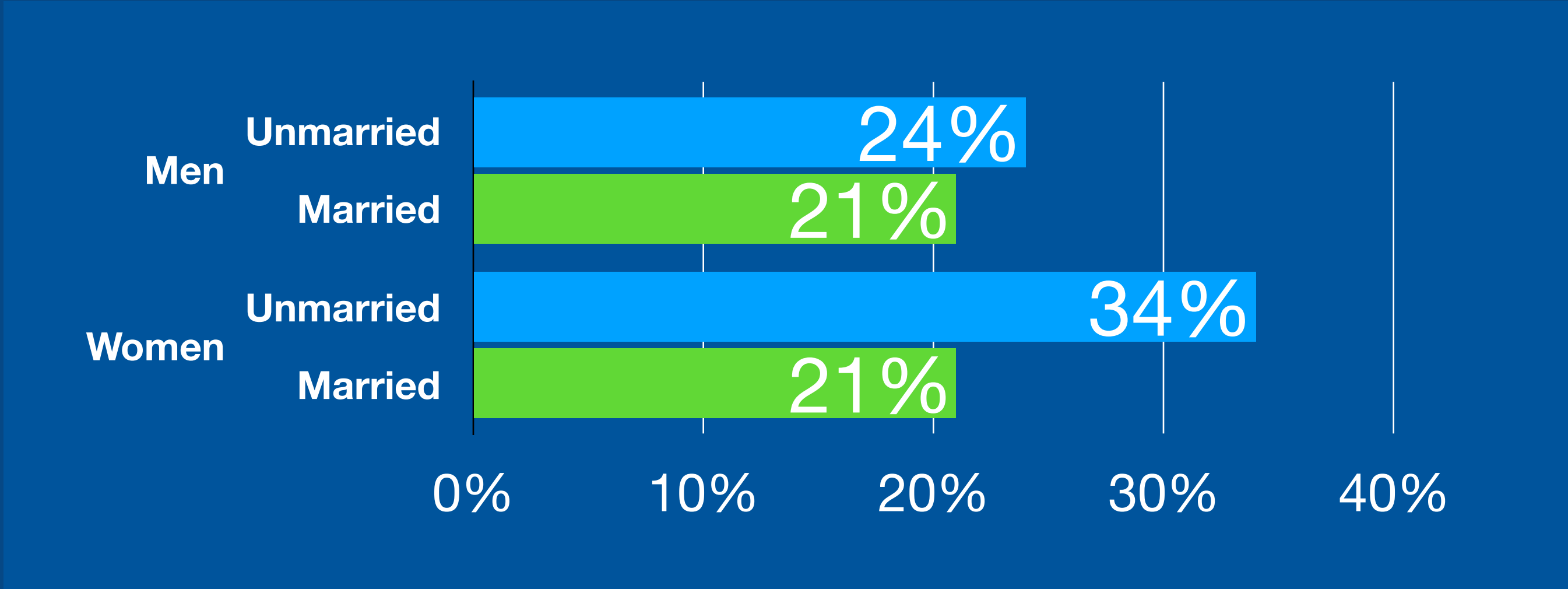
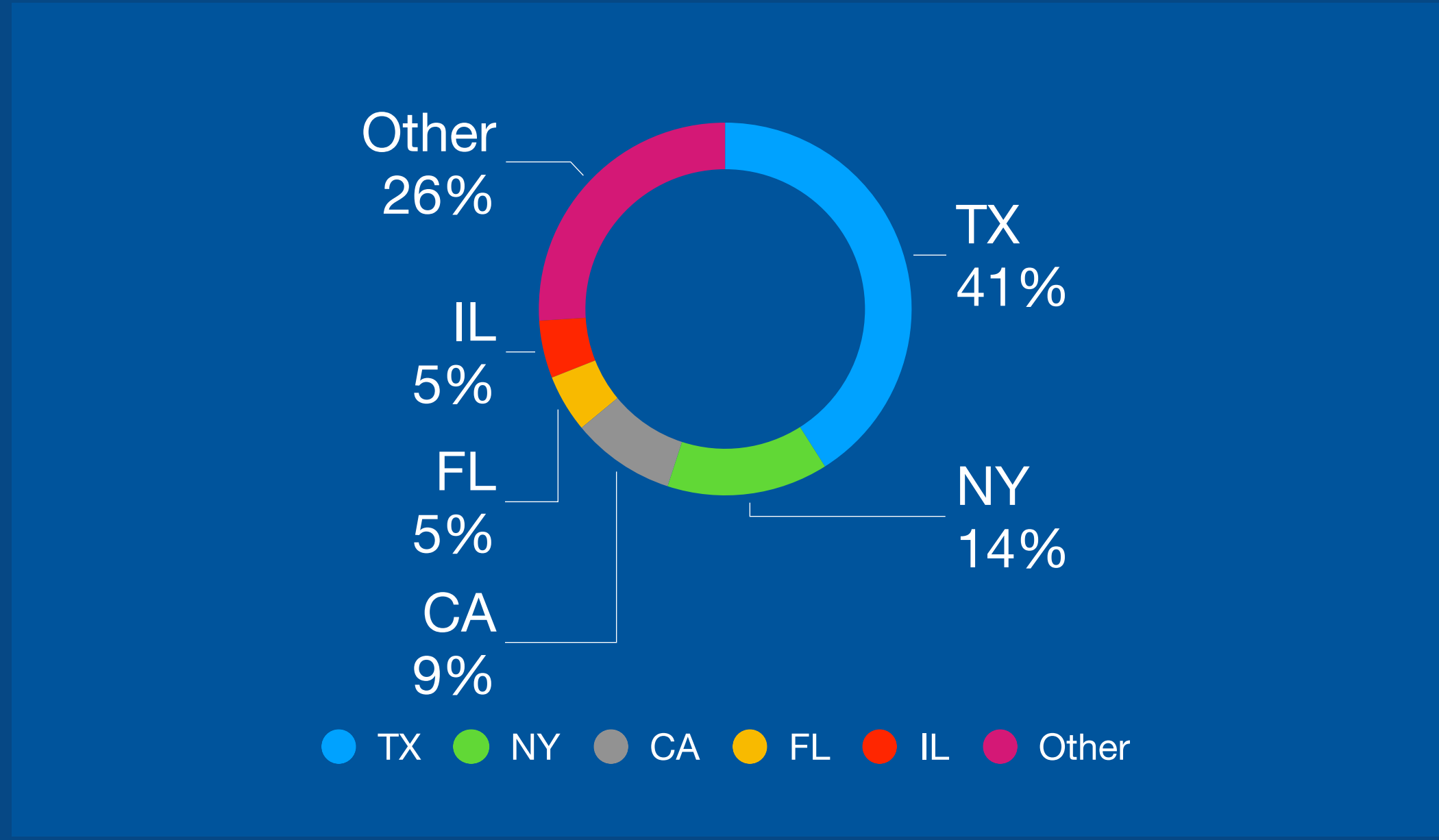
**138,423**  
LULAC MEMBERS

**52**  
STATES & TERRITORIES WITH LULAC MEMBERS

# LULAC Council Membership Overview

## Demographic Overview

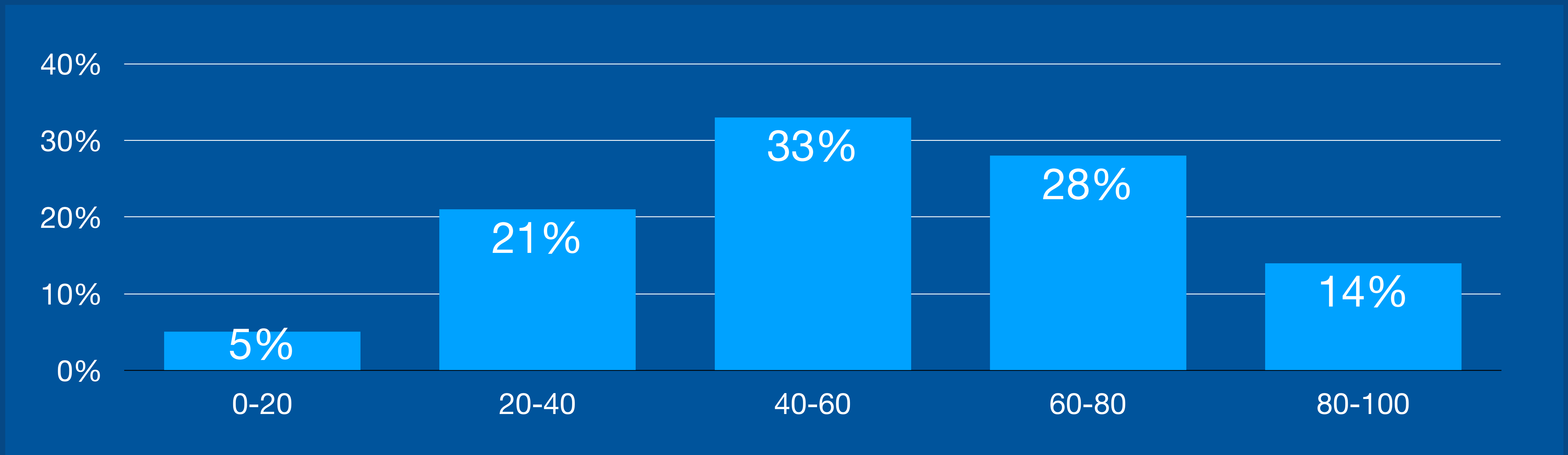
- Members in 45 States + DC
- 74% of LULAC Members reside in 5 states
- Age skews older, 34% aged 65+
- College Educated (est): 19%



# LULAC Membership Overview

## And Ideologically moderate

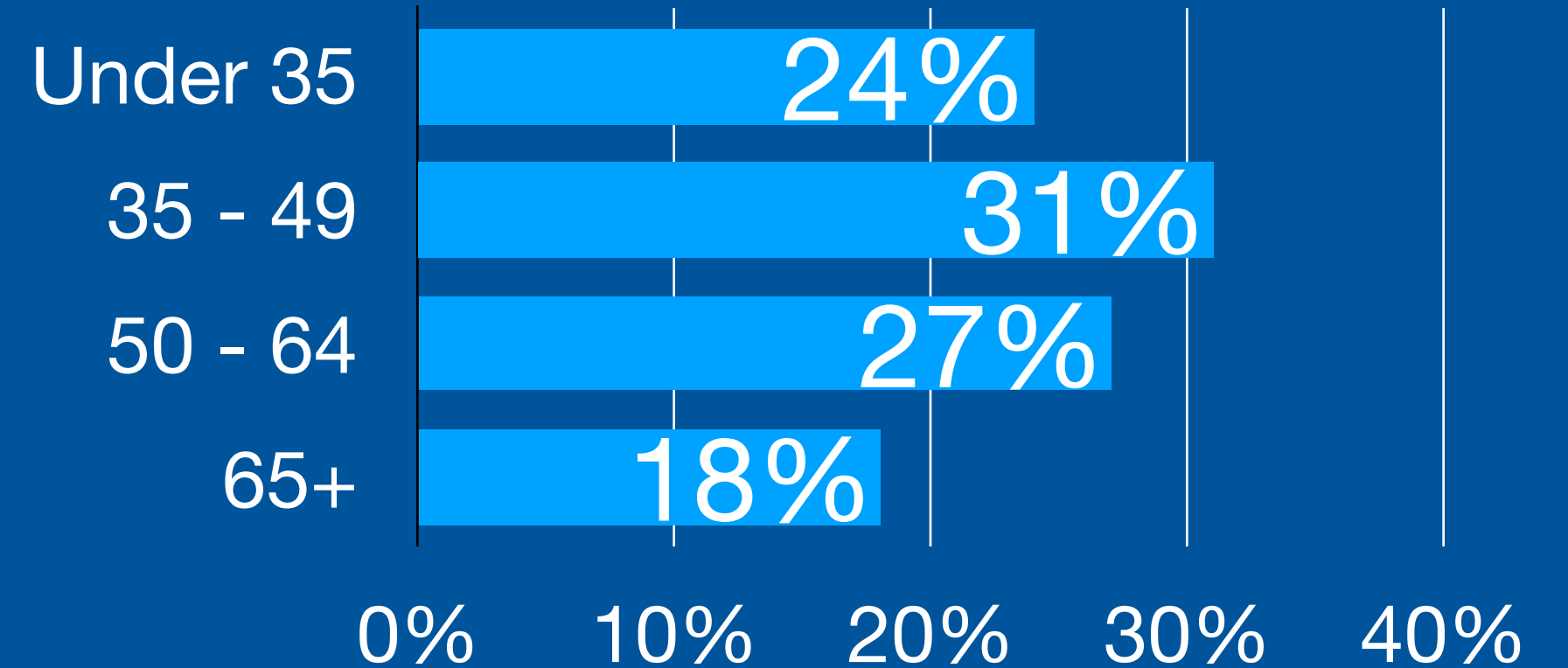
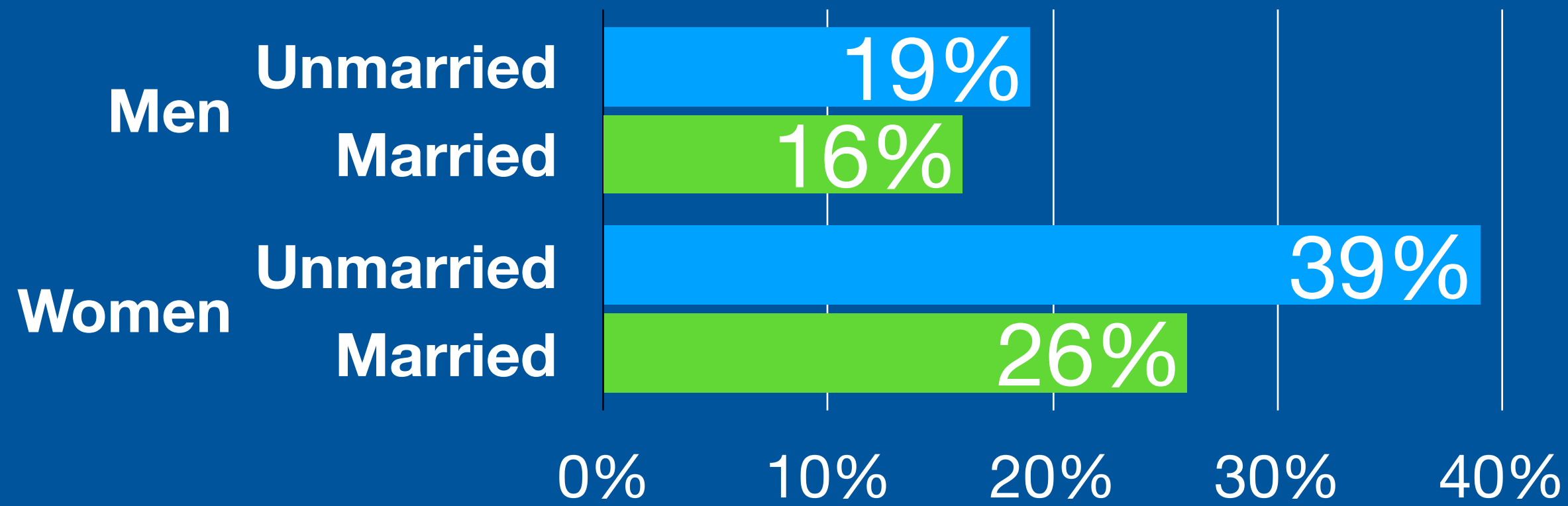
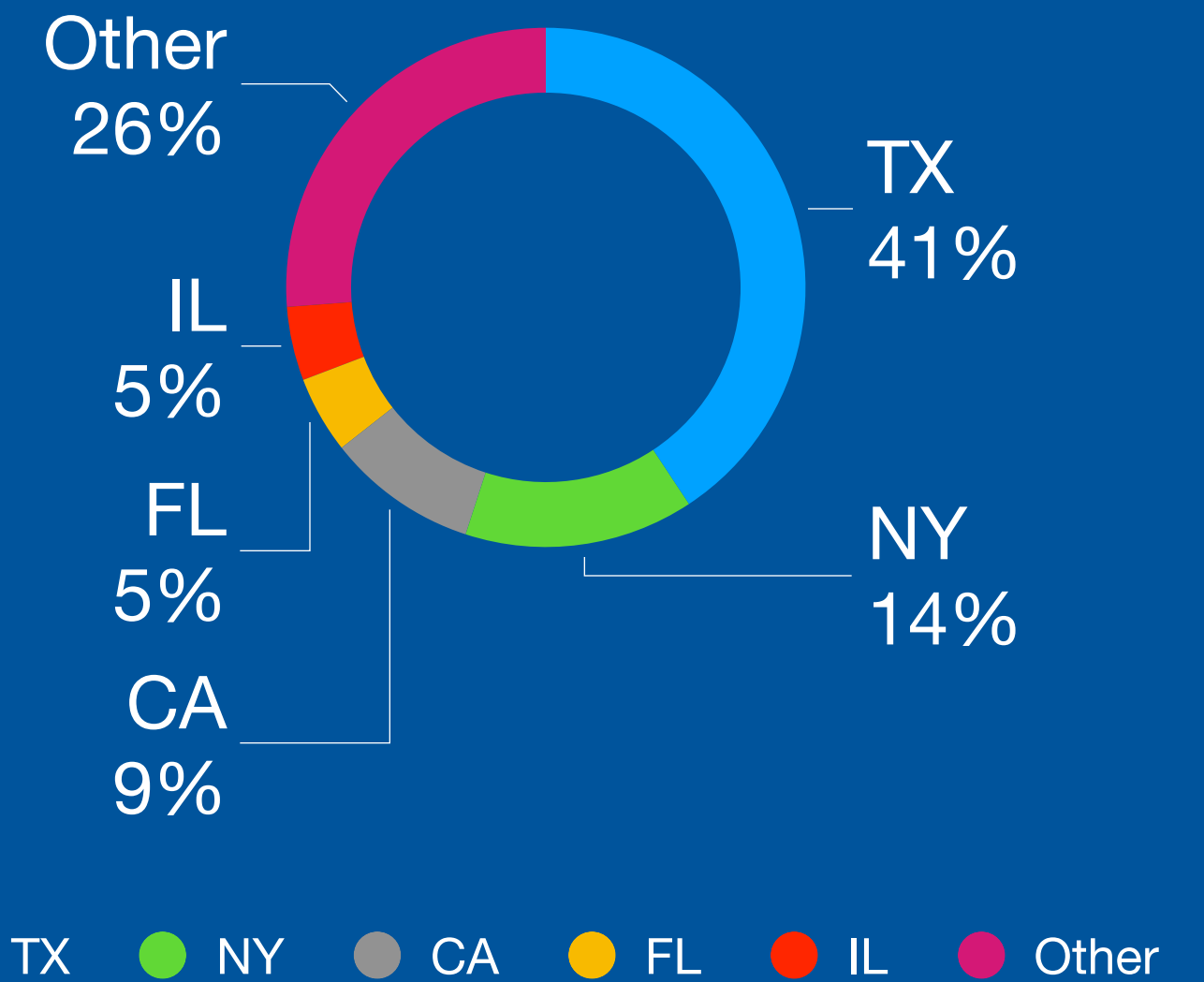
- 70% Voter Registration
- 79% of registered members voted in 2020
- 62% of registered members voted in 2022



# LULAC E-Membership Overview

## Demographic Overview

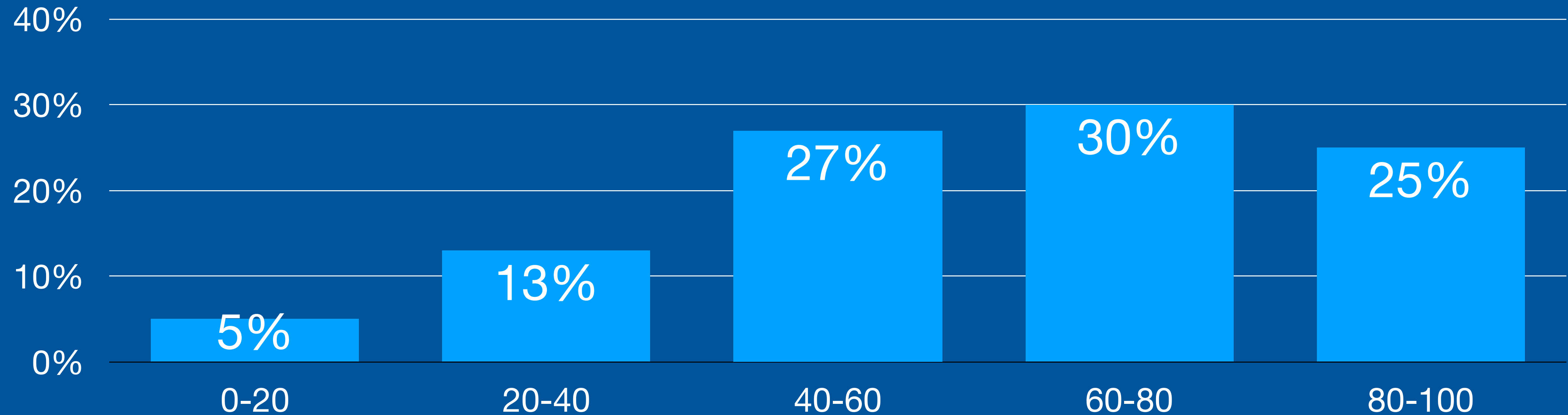
- Members in 50 States + DC
- 60% of LULAC Members reside in 5 states
- Age: Even distribution, large “youth” segment
- College Educated (est): 32%



# LULAC E-Membership Overview

## And Ideologically progressive

- 83% Voter Registration
- 85% of registered members voted in 2020
- 66% of registered members voted in 2022





# OUR WORK

By prioritizing the areas of inclusive representation, policy advocacy, youth empowerment, cultural preservation, technology utilization, collaboration, economic empowerment, and media representation, LULAC will ensure its relevance and make significant progress towards equality, justice, and the betterment of Latino communities across the United States. In navigating the complexities of the present and future, LULAC is committed to forging a path towards a more equitable and inclusive future for the Latino community.

# PROGRAM PILLARS



**1**

## Foundations of Health and Well-Being


Recognizing that housing, education, healthcare, environmental factors, and other social determinants of health impact the well-being, quality of life, and economic survival of Latino communities, LULAC advances legislation and policy to strengthen the systems and social conditions in which Latinos are born, live, learn, work, and age, and to eliminate systemic racial and ethnic disparities that disproportionately harm the health and well-being of Latinos.



**2**

## Democracy and Civic Engagement

Voting stands as the cornerstone of American democracy. LULAC is committed to guaranteeing that every eligible Latino is registered and empowered to vote without encountering unlawful barriers or interference. LULAC also actively promotes civic engagement among Latinos by fostering political literacy and advocating for greater inclusivity in Latino representation on local boards and commissions.



**3**

## Economic Opportunity

Latinos are indispensable to the American workforce and economy. Yet Latinos are disproportionately concentrated in lower wage jobs, often in dangerous working conditions, and without access to the capital, training, and policy supports needed to thrive in the 21st century economy. LULAC is committed to strengthening the economic status of Latinos and opening pathways to safe, well-paying jobs for Latinos.

# PROGRAM PILLARS



4

## Civil Rights and Racial Equity

Protecting and advancing civil rights and equity for all Latinos is central to LULAC's history and to the current-day imperative of our advocacy agenda. LULAC is committed to ensuring that Latinos who experience discrimination across multiple identities (particularly Latinas, and those who are part of the LGBTQ and disability communities) are protected from further political and cultural marginalization.



5

## Immigration

LULAC is dedicated to safeguarding the dignity, rights, health, and safety of immigrants and refugees arriving in the United States. In line with this commitment, LULAC advocates for the establishment of pathways to citizenship and temporary work visas for newcomers, as well as for the approximately 12 million immigrants already residing in the country who have been patiently awaiting resolution of their status.



# LULAC NATIONAL PROGRAMS

[Health](#)   [Technology & AI](#)   [Education](#)   [Economic Empowerment](#)   [Research & Policy](#)   [Scholarships](#)



# LULAC LATINOS LIVING HEALTHY

The LULAC Latinos Living Healthy (LLH) initiative is a comprehensive approach designed to reach Latinos across the United States and Puerto Rico to address health disparities in our communities. The three main goals of the initiative are to educate and increase awareness of health issues within the Latino community, distribute information and resources to individuals who otherwise may not have access to them and to engage community partners to create local ambassadors to best impact the needs of every region.

Health equity is achieved when people have the opportunity to achieve full health potential and are not at a disadvantage based on their social position. However, there are many barriers to health, including language barriers, immigration status, and lack of access to culturally relevant resources.



## LULAC SCIENCE, TECHNOLOGY, ENGINEERING, ARTS, AND MATH

At LULAC, we firmly believe in the transformative power of STEAM education. Through meticulously crafted educational programs and purposeful policy advocacy, we are actively shaping the educational landscape for Hispanics across the country.

Our efforts are laser-focused on driving progress, ensuring that every student has the opportunity to succeed regardless of their background. By strategically targeting areas where support is most needed, we're making tangible strides in bolstering academic achievement, elevating graduation rates, and expanding access to higher education.

But our work doesn't stop there. We're dedicated to fostering an environment where every individual, regardless of their circumstances, can thrive and excel in the STEAM fields. By championing inclusivity and equity, we're building a brighter future for generations to come—one where opportunities are limitless and dreams are within reach.



## LULAC ECONOMIC EMPOWERMENT

LULAC is dedicated to promoting economic empowerment within the Latino community through a comprehensive curriculum program. This initiative aims to equip individuals with the resources, training, and education necessary to realize their full potential and achieve economic independence and freedom.

Through this curriculum program, participants gain access to a range of valuable resources, including financial literacy training, entrepreneurship workshops, job skills development, and career counseling. By providing these tools and education, LULAC empowers individuals to take control of their financial futures and pursue their goals with confidence.

With a focus on creating pathways to economic independence, this program addresses the unique needs and challenges faced by the Latino community. By fostering economic empowerment, LULAC is working to build stronger, more resilient communities where individuals can thrive and succeed.



## LULAC LATINA SMALL BUSINESS

At LULAC, we are deeply committed to empowering Latina entrepreneurs through our Latina Small Business initiative. Our women's empowerment programming is designed to equip, inspire, and uplift women, enabling them to emerge as leaders in every facet of their lives.

Through collaborative efforts with our partners and councils, LULAC offers a comprehensive array of tools and resources to women nationwide. Whether it's access to training, mentorship opportunities, or vital resources for business development, we strive to provide the support needed for Latina entrepreneurs to thrive.

We believe that when women succeed, communities flourish. That's why we're dedicated to fostering an environment where Latina entrepreneurs can achieve their full potential, making meaningful contributions to both their businesses and society at large.





## LULAC TECHNOLOGY AND ARTIFICIAL INTELLIGENCE

LULAC is dedicated to uplifting the Hispanic community through innovative technology programs, with a particular focus on harnessing the power of Artificial Intelligence (AI). Our initiatives aim to provide access to cutting-edge technology and equip individuals with the skills needed to thrive in the digital age.

However, our commitment extends beyond mere access to technology. LULAC is also deeply invested in ensuring that the use of AI is ethical and equitable, advocating against discrimination and racism in AI algorithms and systems. By promoting awareness, education, and policy advocacy, we strive to create a future where AI benefits all members of society, without perpetuating bias or inequality.

Through our work in promoting technology programs while advocating for fairness and justice in AI, LULAC is steadfast in its mission to empower and protect the Hispanic community, ensuring a brighter and more equitable future for all.



## LULAC WORKFORCE DEVELOPMENT

At LULAC, our commitment to the Latino community's success is unwavering. Through targeted workforce development initiatives, we collaborate with businesses, educational institutions, and community organizations to provide individuals with the skills and resources necessary to excel in today's dynamic job market.

Our efforts encompass a range of programs, including training sessions, job fairs, and mentorship opportunities, all aimed at arming Latinos with the tools they need to secure meaningful employment and advance their careers. But our dedication extends beyond mere job placement – we strive to foster long-term opportunities for growth and success.

We firmly believe that a robust and diverse workforce is crucial for building thriving communities. By embracing diversity in all its forms, we harness the power of varied perspectives, experiences, and talents to drive innovation and economic prosperity. LULAC is paving the way for a brighter future, one where opportunities abound for all members of the Latino community and beyond.



# LULAC SCHOLARSHIPS

At LULAC, education has always been at the forefront of our mission, dating back to our establishment in 1929. Our commitment to supporting Hispanic students in their pursuit of higher education is unwavering.

Through our scholarship program, a collaborative effort between some 70 LULAC Councils and sponsoring corporations, we're able to make a meaningful impact at the grassroots level. These scholarships, raised locally and matched nationally, provide vital support to Hispanic students across the country.

Since its inception in 1975, the LULAC National Scholarship Fund (LNSF) has been instrumental in providing financial assistance to deserving students attending colleges and universities. Through partnerships with local and national businesses, scholarships are awarded to students in communities where they're needed most.

Administered by the LULAC National Educational Service Centers, Inc., a non-profit organization established to provide educational programs for Hispanics and other youth, the LNSF program embodies our dedication to empowering the next generation.



# LULAC MILITARY AND VETERANS AFFAIRS

At LULAC, our mission is clear: to honor and support those who have dedicated themselves to serving our country. Our journey began with a simple yet vital task – ensuring that Hispanic veterans receive the benefits they rightfully deserve. Through a collaborative effort with Veterans Affairs, we've worked to make this a reality.

Advocacy lies at the heart of everything we do. From fighting to bring deported veterans back home to ensuring citizenship for DACA students who bravely enlist, our commitment to justice knows no bounds. We're proud to have played a role in the passage of crucial legislation such as the Vanessa Guillen Act and the Brandon Act, working closely with Senator Gillibrand and the Casertas.

And as we continue our journey, our focus remains unwavering. We're currently advocating for the Deported Veterans Bill, determined to ensure that every individual who has served our nation is honored and supported.



# LULAC RESEARCH AND POLICY

LULAC is committed to strengthening its research and policy department to better understand the diverse issues affecting the Latino community. Through rigorous analysis and informed research, we aim to drive our public policy efforts and advocate directly at both federal and state levels.

Our research and policy department serves as the cornerstone of our advocacy work, providing valuable insights into the challenges facing Latinos across the nation. By delving into key issues such as immigration, education, healthcare, and economic opportunity, we strive to develop evidence-based solutions and influence policy decisions that positively impact our community.

Through collaboration with lawmakers, government agencies, and community stakeholders, we work tirelessly to advance policies that promote equity, justice, and opportunity for all Latinos. By amplifying the voices of our community and advocating for meaningful change, LULAC is dedicated to building a brighter future for generations to come.

Pillars	Budget
Foundations of Health and Well Being	\$1,500,000
Economic Opportunity	\$1,250,000
Civil Rights and Racial Equity	\$1,000,000
Democracy and Civic Engagement - 501(c)4	\$500,000
Immigration	\$500,000
Signature Events	\$1,250,000
Total	\$6,000,000

**\$2.0M**  
GAP



JUNE 26-29, 2024



# LULAC NATIONAL CONVENTION & EXHIBITION

*Las Vegas*



# EMPOWERING THE NEXT GENERATION



NATIONAL  
CONVENTION  
& EXHIBITION

LAS VEGAS, NV  
FROM JUNE 26  
TO JUNE 29, 2024.

The theme of the LULAC National Convention in 2024, “Empowering the Next Generation,” reflects our centuries-long commitment to civil rights and empowerment. Rooted in our history of fighting injustice and pioneering change, this theme reflects our commitment to educating the leaders of tomorrow. As we come together every year to advocate for progress, we recognize the importance of mentorship and inspiration in fostering future leaders. From advocating for fair labor conditions to establishing educational initiatives, LULAC has always sought to support Hispanic communities. Our goal remains clear: economic growth, educational attainment, political representation, access to housing, health equity, and civil rights for all Hispanic Americans. With this theme, we reaffirm our commitment to building a brighter and more inclusive future by empowering the next generation to shape their own destinies and make meaningful contributions to society.





# CONVENTION PROGRAMS



## LULAC Academy

At the heart of our mission lies a steadfast belief in the transformative power of education accessible to everyone. The LULAC Academy is dedicated to transforming the rich knowledge and values of LULAC into meaningful educational experiences for learners from all walks of life. We foster a culture of analytical thinking and encourage our students to develop crucial life skills and values, such as equity, that are essential for their growth.



## LULAC Plenary

The LULAC Plenary, a cornerstone event where we unite to address and advocate for the vital interests of the Latino community. Understanding the profound impact of housing, education, healthcare, environmental factors, and other social determinants on the well-being, quality of life, and economic resilience of Latino communities, LULAC is at the forefront of advancing meaningful legislation and policy reforms. Our goal is to strengthen the systems and social conditions that shape the lives of Latinos from birth through all stages of life, and to address the systemic racial and ethnic disparities that adversely affect our community's health and prosperity.



## Women's Conference

The mission of the LULAC National Commission for Women is to empower Latinas throughout the country to be exemplary leaders in their families, communities, and workplaces. The commission understands that through education, economic and leadership development and political empowerment women can positively impact change in their community.

The conference will focus on the political and social challenges that affect women, it will highlight Latinas' accomplishments in public service and will feature personal stories of women who have overcome adversity.

# CONVENTION PROGRAMS



## Career Fair

The Latino community plays a pivotal role in the workforce, embodying a wealth of skills, perspectives, and dynamism that are invaluable to any organization. Recognizing and embracing this diversity is not just a matter of equity but a strategic advantage in today's globally interconnected economy. The LULAC Career Fair is more than an event; it's a celebration of this diversity and a call to action for employers to actively engage and recruit from a workforce that reflects the rich tapestry of our society.



## Federal Training Institute

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 for participants to acquire or enhance the skills necessary to progress and develop within and beyond their potential.



## Meal Events

LULAC Meal events encompass a range of banquets held throughout the National Convention, such as our Unity Breakfast, Young Adult Banquet, Women's Hall of Fame Luncheon, and Presidential Awards Banquet. At each of these gatherings, LULAC welcomes between 400 to 1,200 participants, featuring keynote speakers who include corporate sponsors, distinguished guests, celebrities, and elected officials.



# LULAC ACADEMY

**We believe in the power of education for all.**

At the heart of our mission lies a steadfast belief in the transformative power of education accessible to everyone. The LULAC Academy is dedicated to transforming the rich knowledge and values of LULAC into meaningful educational experiences for learners from all walks of life. We foster a culture of analytical thinking and encourage our students to develop crucial life skills and values, such as equity, that are essential for their growth.

Our educational offerings delve into critical issues that are pivotal for improving the economic conditions, educational achievements, and political influence in areas crucial to the Hispanic community in the United States, including housing, health, and civil rights. Our aim is to equip our students with the necessary skills, values, and competencies that not only expand their perspectives but also guide them on their educational and professional journeys.



## LULAC PLENARY

The LULAC Plenary is a cornerstone event where we unite to address and advocate for the vital interests of the Latino community. Understanding the profound impact of housing, education, healthcare, environmental factors, and other social determinants on the well-being, quality of life, and economic resilience of Latino communities, LULAC is at the forefront of advancing meaningful legislation and policy reforms.

Our goal is to strengthen the systems and social conditions that shape the lives of Latinos from birth through all stages of life, and to address the systemic racial and ethnic disparities that adversely affect our community's health and prosperity.

At the LULAC Plenary, we will gather esteemed Latino leaders to deliberate on pressing issues facing our community. Our discussions will span a range of critical areas, including Civil Rights, Economic Empowerment, Media Representation, Education, Health, Technology/AI, and Immigration.



## LULAC WOMEN'S CONFERENCE

The LULAC National Commission for Women aims to empower Latinas nationwide to become outstanding leaders in their families, communities, and workplaces. By prioritizing education, economic empowerment, leadership development, and political engagement, the commission believes women can catalyze positive change in their communities.

The upcoming conference will center on the political and social obstacles facing women, showcasing Latina achievements in public service and sharing inspiring stories of resilience. Distinguished leaders and experts will lead discussions on women's health, entrepreneurship, leadership, and civic engagement, fostering a platform for empowerment and advocacy.



# LULAC CAREER EXPOSITION

The Latino community plays a pivotal role in the workforce, embodying a wealth of skills, perspectives, and dynamism that are invaluable to any organization. Recognizing and embracing this diversity is not just a matter of equity but a strategic advantage in today's globally interconnected economy. The LULAC Career Fair is more than an event; it's a celebration of this diversity and a call to action for employers to actively engage and recruit from a workforce that reflects the rich tapestry of our society.

Over the course of three days, this event not only offers a platform for effective recruitment but also serves as a conduit for meaningful engagement with federal agencies, alongside a host of opportunities for educational advancement and career development. We invite our members to partake in what promises to be a transformative experience, potentially unlocking the doors to their next professional endeavor or introducing you to the next standout member of your team.



## LULAC FEDERAL TRAINING INSTITUTE

We realize the rapid changes of our nation present all corporations and federal agencies 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 for participants to acquire or enhance the skills necessary to progress and develop within and beyond their potential.

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



# LULAC MEAL EVENTS

LULAC Meal events serve as pivotal moments during the National Convention, bringing together a diverse array of attendees to celebrate unity, recognize achievements, and foster meaningful connections within the Latino community. These gatherings, including our Unity Breakfast, Young Adult Banquet, Women's Hall of Fame Luncheon, and Presidential Awards Banquet, provide sponsors with a unique opportunity to engage with a large and influential Latino audience.

For sponsors, the benefits of reaching such a demographic are manifold. With between 400 to 1,200 attendees at each event, sponsors gain exposure to a sizable and engaged audience eager to connect with organizations and brands that support their community. Moreover, sponsoring LULAC Meal events offers brands the chance to align themselves with a respected and impactful organization dedicated to advancing the interests and empowerment of Latinos across the nation.



# LULAC National Convention and JobExpo 2023 Media Relations Report



**Note:** Media Report from LULAC National Convention 2023, Albuquerque, New Mexico (Aug 1 to Aug 5, 2023)

Levels	Presenting/ Diamond	Platinum	Gold	Silver	Bronze
Benefits	\$200,000	\$100,000	\$75,000	\$50,000	\$25,000
Marketing materials and event website will say "Presented by"	●				
The company introduced at the Presidential Awards Banquet	●	●			
Three-minute remarks at sponsored event	●	●	●	●	
10' x 10' exhibit spaces	8	6	4	2	1
Event sponsorship	●	●	●	●	●
Reserved table(s) at sponsored event	4	3	2	1	
Reserved table(s) at each luncheon	1	1	1		
Commercial video during Presidential Awards Banquet	1 minute	1 minute	30 seconds		
Corporate letter to membership with official picture/logo	1 page	1 page	1 page		
Program book ads	back cover	2 pages	2 pages	2 pages	1 page
LULAC News ads	1 page	1 page			
Convention VIP Access	●	●	●	●	●
Full corporate registration packages	30	20	15	10	5
Logo on convention website & sponsor walls; Premium branded item in a convention tote	●	●	●	●	●
Signage throughout the convention	●	●	●	●	

# BRAND ACTIVATIONS

- Co-branded Merchandising
- Activation Hubs
- Network Lounge
- LULAC Academy Scholarships
- Unity Breakfast
- Women's Hall of Fame Luncheon
- Presidential Banquet
- Get Out the Vote Rally
- On-Site Logo Recognition
- Brand recognition onsite, website, social media, convention app, and email marketing





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