



SPONSORSHIP OPPORTUNITIES



@theUSHLI | #SomosUSHLI

MISSION

The mission of the United States Hispanic Leadership Institute (USHLI) is to fulfill the promises and principles of democracy by promoting education and leadership development, by empowering Latinos and similarly disenfranchised groups through civic engagement and research, and by maximizing participation in the electoral process.

ABOUT US

USHLI is an award-winning Chicago-based national, non-profit, non-partisan organization. The four pillars of its work are education, servant leadership development, civic engagement, and research. USHLI is recognized as an official source of demographic, economic, and social statistics produced by the U.S. Census Bureau.

2019 STUDENT LEADERSHIP SERIES

EDUCATION · SERVANT LEADERSHIP · CIVIC ENGAGEMENT · RESEARCH

CREATING A CULTURE OF EDUCATION

The Student Leadership Series (SLS) is the cornerstone of our campaign to create a culture of education in which academic persistence will become a priority in every Latino household and with every family member - parents, grandparents, and students - will participate. It is our fundamental belief that it takes a family to educate a child.

PROGRAM GOAL

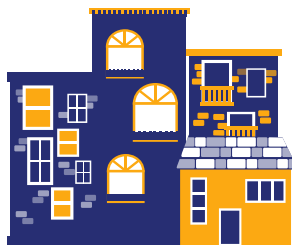
The goal of our SLS is to ensure that every child has an opportunity to obtain the level of education that is consistent with his or her maximum potential and the opportunity to be successful in life. Our objectives are to motivate students to stay in school, improve their academic performance, graduate from college, and pursue and successfully complete some level of post-secondary education or training. The SLS also includes a professional development for educators and parent leadership training in selected cities/communities.

PROGRAM TRACK RECORD (2011-2018)**



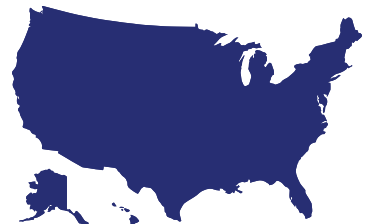
872,360

PARTICIPANTS



3,084

SCHOOLS & ORGANIZATIONS



39

STATES



60%

NEVER RESEARCHED
SCHOLARSHIPS PRIOR
TO THE EVENT



52%

NEVER ATTENDED A
COLLEGE FAIR PRIOR
TO THE EVENT



89%

MORE LIKELY TO
PURSUE COLLEGE

* These figures include events from 1/1/2011 through 12/20/2018.

**833 high school students were surveyed during the 2018 Fall Semester. The survey was conducted in CA, CO, FL, IL, MI, NJ, NV, and TX.

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PROGRAM OVERVIEW

LEVEL 1

- One hour assembly for middle school/high school
- One speaker for entire student body
- If the school does not have space to accommodate the entire student body in one session, the speaker may address students in multiple sessions on the same day.

LEVEL 2

- Two-hour program for high school students
- Starts with a one-hour opening assembly for entire student body
- The second hour includes two 30-minute presentations on financial aid, post-secondary options, and life and leadership skills development.

LEVEL 3

- Three-hour program for high school students
- Starts with a one-hour opening assembly for entire student body
- Large group splits into three smaller groups
- Three 40 minute rotations will allow all students to attend the following sessions:
 - Financial Aid/Post-secondary Options
 - Life and Leadership Skills Development
 - Career and College Recruitment Fair

LEVEL 4

- Four-hour program for high school students
- Repeat all components of Level 3
- Closing assembly
- Awarding of Scholarships (Funds permitting)

ADDITIONAL COMPONENTS UPON REQUEST

- Parent Involvement Workshops can be conducted in the evening preceding the SLS program or the evening of the same day as the SLS program.
- Professional Development Training can be conducted in the afternoon preceding the SLS program or the afternoon of the same day as the SLS program

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PROGRAM SPONSORS

CO-CHAIR



PRESENTING SPONSORS



PROGRAM CHAMPION



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SPONSORSHIP LEVELS

\$100,000 | TITLE SPONSOR PACKAGE

- Banner ad with link on Student Leadership Series page of USHLI website
- Logo included in every USHLI SLS-related e-newsletter reaching over 20,000
- Logo on printed Student Leadership Series materials
- Option to provide bags with logo at events with college fairs
- Brief remarks (three minutes) at up to twelve (12) events
- Option to participate in a breakout session for Step 2 programs
- Product placement opportunity at up to twelve (12) events
- Exhibit space opportunity at events with college fairs

\$75,000 | HONORARY CHAIR PACKAGE

- Logo with link on Student Leadership Series page of USHLI website
- Logo included in every USHLI SLS-related e-newsletter reaching over 20,000
- Logo on printed Student Leadership Series materials
- Brief remarks (three minutes) at up to eight (8) events
- Option to participate in a breakout session for Step 2 programs
- Product placement opportunity at up to eight (8) events
- Exhibit space opportunity at events with a college fair

\$50,000 | HONORARY CO-CHAIR PACKAGE

- Logo with link on Student Leadership Series page of USHLI website
- Logo included in every USHLI SLS-related e-newsletter reaching over 20,000
- Logo on printed Student Leadership Series materials
- Brief remarks (three minutes) at up to six (6) events
- Option to participate in a breakout session for Step 2 programs
- Product placement opportunity at up to six (6) events
- Exhibit space opportunity at events with a college fair

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SPONSORSHIP LEVELS

\$25,000 | PRESENTING SPONSOR PACKAGE

- Logo on Student Leadership Series page of USHLI website
- Link to logo in every SLS-related e-newsletter
- Logo on printed Student Leadership Series materials
- Brief remarks (one minute) at up to three (3) events
- Product placement opportunity at up to three (3) events
- Exhibit space opportunity at events with a college fair

\$10,000 | INDIVIDUAL EVENT SPONSOR PACKAGE

- Link to logo in individual event-related e-blasts
- Name or logo on printed individual event-related printed materials
- Brief remarks (one minute) at individual event
- Product placement opportunity at individual event
- Exhibit space opportunity at events with a college fair

CONTACT US



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