

182934

97812

812

29456071

VISION 2020



CENSUS+VOTE

=POWER



STRENGTH IN

NUMBER

1829

1284

38th National
Conference
February 20-23, 2020

★ USHLI
UNITED STATES HISPANIC
LEADERSHIP INSTITUTE

071

About USHLI

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.



Mission & History

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, empowering Latinos and similarly disenfranchised groups through civic engagement and research, and by maximizing participation in the electoral process. Over the last 37 years, the United States Hispanic Leadership Institute (USHLI) has empowered minorities and similarly disenfranchised groups through leadership development, civic engagement, and research. Most importantly, USHLI has:

Track Record

- Trained over 900,000 present and future leaders
- Awarded over \$1.4 million in scholarships and internships
- Registered 2.3 million voters
- Published 425 reports on Latino Demographics, including the Almanac of Latino Politics
- Organized 37 national conferences attended by leaders representing 40 states

About the Conference

The USHLI Conference has become the premier Hispanic leadership conference in the nation, attracting a complete cross-section of our leadership community and involving all ancestry groups. Over 6,500 present and future leaders representing 40 states will attend various events throughout the four days. Our 2019 Conference demographic survey included over 1,300 respondents who overwhelmingly rated the USHLI conference as the premier Hispanic leadership conference in the nation; 89% were between the ages of 18-34; 65% identified as female; and 82% were classified as students ranging from High School to Graduate School. The survey also found that 7% of our attendees are pursuing an advanced degree.

This leadership conference is an extraordinary opportunity for students and young professionals to meet recruiters, national policy-makers, and future employers. The conference brings participants together to develop and/or strengthen their leadership skills and to grow as servant leaders. Participants will hear nationally prominent, standing-ovation quality speakers and workshop presenters who are highly interactive and experts in their field.





CONFERENCE AGENDA

Thursday, February 20

09:45 AM - 10:45 AM
11:00 AM - 01:30 PM
02:00 PM - 08:00 PM
05:00 PM - 06:00 PM
06:00 PM - 08:00 PM

2020 STUDENT LEADERSHIP SERIES LAUNCH

Undergraduate Recruitment Fair

General & VIP Registration

Networking Reception

CELEBRATION OF LATINX CULTURE

Friday, February 21

07:00 AM - 08:30 AM
08:00 AM - 09:30 AM
08:30 AM - 09:30 AM

General & VIP Registration

LATINA EMPOWERMENT BREAKFAST

Career Connection & Graduate School Fair Set up

09:45 AM - 12:15 PM

Dr. Juan Andrade Scholarship Recipients Training

Graduate School Recruitment Fair

CAREER CONNECTIONS

- *Meet & Greet with Sponsors*
- *Career Talks*
- *Resume Assistance*
- *Professional Headshots*

10:30 AM - 11:00 AM
10:45 AM - 12:15 PM

Press Conference

FORUM I:

Workshop Cycle I

02:15 PM - 03:30 PM

EDUCATIONAL ACHIEVEMENT LUNCHEON

03:45 PM - 05:00 PM

CAREER CONNECTIONS

- *Meet & Greet with Sponsors*
- *Career Talks*
- *Resume Assistance*
- *Professional Headshots*

05:15 PM - 06:30 PM

FORUM II:

Workshop Cycle II

08:00 PM - 09:00 PM

General Networking Reception

08:00 PM - 12:00 AM

Photo Booth

09:00 PM - 12:00 AM

USHLI Mixer & Dance

10:00 PM - 12:00 AM

Karaoke con Amigos



Saturday, February 22

08:00 AM - 09:00 AM	Healthy Start Fitness Session
09:00 AM - 03:00 PM	General Registration
09:00 AM - 07:00 PM	VIP Registration
09:00 AM - 10:30 AM	Breakfast Snack
09:00 AM - 10:30 AM	FORUM III: Workshop Cycle III
10:30 AM - 11:00 AM	Press Conference
10:45 AM - 12:15 PM	FORUM IV: Workshop Cycle IV
12:30 PM - 02:00 PM	LATINO LEADERS RECOGNITION LUNCHEON
02:15 PM - 03:30 PM	FORUM V: Workshop Cycle V
03:45 PM - 05:00 PM	#SomosUSHLI Talent Showcase
05:30 PM - 06:30 PM	Wristband Distribution
06:00 PM - 06:45 PM	Chairman's Reception (By Invitation Only)
	General Networking Reception
07:00 PM - 09:00 PM	NATIONAL HISPANIC HERO AWARD DINNER
09:00 PM - 12:00 AM	Photo Booth
10:00 PM - 12:00 AM	Karaoke con Amigos
10:00 PM - 02:00 AM	USHLI Mixer & Dance

Sunday, February 23

10:00 AM - 11:00 AM	Closing Session Conference Feedback
---------------------	---------------------------------------



UNITED STATES HISPANIC
LEADERSHIP INSTITUTE

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR | \$100,000

Choice of Two Featured Events

February 21 • February 22 | Attendance 1600 per event

Event Benefits

- Extended remarks (seven minutes) at two events of choice
- 20 complimentary registrations
- 20 invitations to the private VIP receptions
- Two reserved rounds of ten at all meal events
- Showcase a one-minute video at two events of choice

Recruitment Benefits

- Option to feature an interactive display at a Career Connection: Strategy Station
- Option to participate in a Meet & Greet event and/or Career Talks session
- Option to conduct two workshops
- Access to participant resume database
- Access to private meeting rooms for recruitment interviews
- Option to send three exclusive recruitment posts on USHLI social media/newsletter

Marketing Benefits

- Option to feature logo on conference lanyard & bag
- Sponsor name and logo listing on mobile app
- Career Connection: Interactive recruitment map on mobile app
- Full-page advertisement in conference program book (back cover)
- Logo listed on event landing page
- Logo included in all conference-related newsletters
- Twelve mentions on social media
- Logo placement as major sponsor on homepage of the USHLI website
- Promotion via media/press outlets
- Banner advertisement on mobile app
- Ten push notifications on mobile app
- Option to submit five survey questions
- Splash screen advertisement on mobile app
- Option to host a focus group



UNITED STATES HISPANIC
LEADERSHIP INSTITUTE

HONORARY CHAIR | \$75,000

Choice of One Featured Event

February 21 • February 22 | Attendance 1600 per event

Event Benefits

- Extended remarks (five minutes) at featured event
- 15 complimentary registrations
- 15 invitations to the private VIP receptions
- Two reserved rounds of ten at all meal events
- Showcase a one-minute video at one event of choice

Recruitment Benefits

- Option to feature an interactive display at a Career Connection: Strategy Station
- Option to participate in a Meet & Greet event and/or Career Talks session
- Option to conduct one workshop
- Access to participant resume database
- Access to private meeting rooms for recruitment interviews
- Option to send two exclusive recruitment posts on USHLI social media/newsletter

Marketing Benefits

- Sponsor name and logo listing on mobile app
- Career Connection: Interactive recruitment map on mobile app
- Full-page advertisement in conference program book (inside back cover)
- Logo listed on event landing page
- Logo included in all conference-related newsletters
- Nine mentions on social media
- Logo placement as major sponsor on homepage of the USHLI website
- Promotion via media/press outlets
- Banner advertisement on mobile app
- Five push notifications on mobile app
- Option to submit five survey questions
- Splash screen advertisement on mobile app
- Option to host a focus group



**UNITED STATES HISPANIC
LEADERSHIP INSTITUTE**

HONORARY CO-CHAIR | \$50,000

Choice of One Featured Event

February 21 • February 22 | Attendance 1600 per event

Event Benefits

- Brief remarks (four minutes) at featured event
- 10 complimentary registrations
- 10 invitations to the private VIP receptions
- One reserved round of ten at all meal events
- Showcase a one-minute video at featured event

Recruitment Benefits

- Option to feature an interactive display at a Career Connection: Strategy Station
- Option to participate in a Meet & Greet event and/or Career Talks session
- Option to conduct a workshop
- Access to participant resume database
- Access to private meeting rooms for recruitment interviews
- Option to send one exclusive recruitment post on USHLI social media/newsletter

Marketing Benefits

- Sponsor name and logo listing on mobile app
- Career Connection: Interactive recruitment map on mobile app
- Full-page advertisement in conference program book (prime location)
- Logo listed on event landing page
- Logo included in conference-related newsletters
- Six mentions on social media
- Logo placement as major sponsor on homepage of the USHLI website
- Promotion via media/press outlets
- Banner advertisement on mobile app
- Three push notifications on mobile app
- Option to submit three survey questions



**UNITED STATES HISPANIC
LEADERSHIP INSTITUTE**

PRESENTING SPONSOR | \$35,000

NATIONAL HISPANIC HERO AWARD DINNER

February 21 • February 22 | Attendance 1600 per event

Event Benefits

- Brief remarks (three minutes) at featured event
- Seven complimentary registrations
- Seven invitations to the private VIP receptions
- One reserved round of ten at NHHA Dinner
- Showcase a one-minute video at NHHA Dinner

Recruitment Benefits

- Option to feature an interactive display at a Career Connection: Strategy Station
- Option to participate in a Meet & Greet event and/or Career Talks session
- Option to conduct a workshop
- Access to participant resume database
- Access to private meeting rooms for recruitment interviews

Marketing Benefits

- Sponsor name and logo listing on mobile app
- Career Connection: Interactive recruitment map on mobile app
- Full-page advertisement in conference program book (prominent location)
- Logo listed on event landing page
- Logo included in conference-related newsletters
- Four mentions on social media
- Logo placement as major sponsor on homepage of the USHLI website
- Promotion via media/press outlets
- Banner advertisement on mobile app
- Two push notifications on mobile app
- Option to submit three survey questions



**UNITED STATES HISPANIC
LEADERSHIP INSTITUTE**

INDIVIDUAL EVENT SPONSOR | \$25,000

EDUCATIONAL ACHIEVEMENT LUNCHEON

February 21 | Attendance 1600

LATINO LEADERS RECOGNITION LUNCHEON

February 22 | Attendance 1600


Event Benefits

- Brief remarks (one to two minutes) at sponsored luncheon event
- Five complimentary registrations
- Five invitations to the private VIP receptions
- One reserved round of ten at sponsored luncheon event
- Showcase a one-minute video at sponsored luncheon event

Recruitment Benefits

- Option to feature an interactive display at a Career Connection: Strategy Station
- Option to participate in a Meet & Greet event and/or Career Talks session
- Option to conduct one workshop
- Access to participant resume database
- Access to private meeting rooms for recruitment interviews

Marketing Benefits

- Sponsor name and logo listing on mobile app
 - Career Connection: Interactive recruitment map on mobile app
 - Full-page advertisement in conference program book
 - Logo listed on event landing page
 - Logo included in conference-related newsletters
 - Three mentions on social media
 - Logo placement as major sponsor on homepage of the USHLI website
 - Promotion via media/press outlets
 - Banner advertisement on mobile app
 - One push notifications on mobile app
- 



**UNITED STATES HISPANIC
LEADERSHIP INSTITUTE**

INDIVIDUAL EVENT SPONSOR | \$15,000

LATINA EMPOWERMENT BREAKFAST

February 21 | Attendance 1400

MOBILE APP SPONSOR

All Events | Users 1600

CONFERENCE INTERNET SPONSOR

All Events | Users 1600

Event Benefits

- Brief remarks (One minute) at Latina Empowerment Breakfast
- Two complimentary registrations
- Two invitations to the private VIP receptions
- One reserved round of ten at Latina Empowerment Breakfast

Recruitment Benefits

- Option to feature an interactive display at a Career Connection: Strategy Station
- Option to participate in a Meet & Greet event and/or Career Talks session
- Option to conduct one workshop
- Access to participant resume database
- Access to private meeting rooms for recruitment interviews

Marketing Benefits

- Sponsor name and logo listing on mobile app
- Career Connection: Interactive recruitment map on mobile app
- Full-page advertisement in conference program book
- Logo listed on event landing page
- Logo included in conference-related newsletters
- Two mentions on social media
- Logo placement as major sponsor on homepage of the USHLI website
- Promotion via media/press outlets
- Banner advertisement on mobile app



**UNITED STATES HISPANIC
LEADERSHIP INSTITUTE**

INDIVIDUAL EVENT SPONSOR | \$10,000

FORUM

February 21 • February 22 | Attendance 600

USHLI TALENT SHOWCASE

February 21 | Attendance 750

HEALTHY START FITNESS SESSION

February 22 | Attendance 100

CANDIDATE & CAMPAIGN MANAGEMENT TRAINING

February 21 | Attendance 50

Event Benefits

- Brief remarks (one minute) at sponsored event
- One complimentary registration
- One invitation to the private VIP receptions
- Reserved seating for one at "Sponsor" tables at all meal events

Recruitment Benefits

- Option to feature an interactive display at a Career Connection: Strategy Station
- Option to participate in a Meet & Greet event and/or Career Talks session

Marketing Benefits

- Sponsor name and logo listing on mobile app
- Career Connection: Interactive recruitment map on mobile app
- Full-page advertisement in conference program book
- Logo listed on event landing page
- Logo included in conference-related newsletters
- One mention on social media

CONTRIBUTOR | \$5,000

Recruitment Benefit

- Option to feature an interactive display at a Career Connection: Strategy Station

Marketing Benefits

- Contributor name and logo listing on mobile app
 - Career Connection: Interactive recruitment map on mobile app
 - Full-page advertisement in conference program book
- 