39th NATIONAL CONFERENCE
February 18-20, 2021

Sponsorship Opportunities
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 38 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:

● Trained over 1,025,000 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 38 national conferences attended annually by leaders representing 40 states
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 have historically attended various events throughout a three-day conference. Our 2020 conference demographic survey included over 1,300 participant surveys; 83% were between the ages of 18-34; 67% were female; and 78% were attending or had completed college. The survey also found that 6.5% of our attendees were pursuing an advanced degree. Participants included high school and college students and graduates, young professionals, public officials, and senior citizens representing a cross section of America’s $2.6 trillion Latino consumer market.

Our 2021 National Conference will be presented in a virtual format for the first time in our 39-year history, which provides a unique opportunity to reach additional participants. This leadership conference provides an extraordinary opportunity for students and young professionals to interact with recruiters, national policy-makers, and future employers. Participants will hear nationally prominent, standing-ovation quality speakers and expert presenters in highly interactive workshops and forums.

The goals of the conference are to develop and/or strengthen participants’ leadership skills, provide access to resources and opportunities, strengthen their cultural identities and pride, and to promote growth as servant leaders.
Participants Overview

- 90% Ages 18-35
- 93% Identified as Hispanic
- 67% Identified as Female
- 58% Part-time or Full-time job
- 69% Undergraduate Students
- 12% Community College Students
- 82% Eligible to Vote
- 78% Registered to Vote

Top 10 Majors
In our survey, attendees selected over 156 different majors. Below are the top 10 majors:

1. Education / Early Childhood
2. Psychology
3. Biology/Biological Sciences
4. Business & Management
5. Engineering (All types)
6. Nursing
7. Political Science
8. Criminal Justice & Law
9. Communications
10. Health Sciences/Management
THURSDAY | February 18

09:00 AM - 09:15AM  Opening Remarks

09:15 AM - 09:30AM  Spoken Word

09:30 AM - 10:15 AM  2021 NATIONAL STUDENT LEADERSHIP SERIES LAUNCH

10:30 AM - 11:10 AM  Financial Aid Workshop (High School Students)

12:00 PM - 02:00 PM  Undergraduate Recruitment Fair
USHLI NATIONAL CONFERENCE
PROGRAM AGENDA

THURSDAY | February 18

10:30 AM - 10:45 AM  Opening Session
10:45 AM - 11:30 AM  Workshop Cycle I
11:30 AM - 12:00 PM  Entertainment Break
12:00 PM - 02:00 PM  Graduate School Recruitment Fair
02:00 PM - 02:45 PM  LATINO EDUCATION | Panel Discussion
  • The Past
  • The Present
  • The Future
02:45 PM - 02:50 PM  Closing Remarks

FRIDAY | February 19

09:00 AM - 09:45 AM  POWERFUL LATINAS SPEAK | Panel Discussion
09:45 AM - 09:50 AM  WILLIAM C. "Willie" VELASQUEZ TRAILBLAZER | Award Presentation
09:50 AM - 10:00 AM  Entertainment Break
10:00 AM - 10:45 AM  EMPOWERING WOMEN OF COLOR FOR SOCIAL CHANGE | Panel Discussion
10:45 AM - 11:00 AM  Entertainment Break
### FRIDAY | February 19 Cont.

#### CAREER CONNECTION

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>11:00 AM - 11:45 AM</td>
<td>Workshop Cycle II: Workforce Development</td>
</tr>
<tr>
<td>11:45 AM - 12:00 PM</td>
<td>Entertainment Break</td>
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<tr>
<td>12:00 PM - 01:00 PM</td>
<td>CAREER FAIR</td>
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<tr>
<td>01:00 PM - 01:45 PM</td>
<td>Workshop Cycle III</td>
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<tr>
<td>01:45 PM - 02:00 PM</td>
<td>Entertainment Break</td>
</tr>
<tr>
<td>02:00 PM - 02:15 PM</td>
<td>IT'S MORNING IN AMERICA</td>
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<td>02:15 PM - 02:20 PM</td>
<td>CESAR E. CHAVEZ COMMUNITY SERVICE MEDALLION PRESENTATION</td>
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<tr>
<td>02:30 PM - 04:30 PM</td>
<td>Chicano Civil Rights Documentary Followed by Q&amp;A</td>
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<tr>
<td>04:30 PM</td>
<td>Closing Remarks</td>
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### SATURDAY | February 20

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>09:00 AM - 09:15 AM</td>
<td>A NEW BEGINNING</td>
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<tr>
<td>09:15 AM - 09:20 AM</td>
<td>EDWARD R. ROYBAL - HENRY B. GONZALEZ AWARD FOR EXCELLENCE IN PUBLIC SERVICE</td>
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<tr>
<td>09:20 AM - 09:30 AM</td>
<td>Entertainment Break</td>
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<tr>
<td>09:30 AM - 10:10 AM</td>
<td>Workshop Cycle IV</td>
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**EDUCATION • SERVANT LEADERSHIP • CIVIC ENGAGEMENT • RESEARCH**
SATURDAY | February 20 Cont.

10:15 AM - 11:00 AM  COVID-19 | Panel Discussion
- The Damage
- The Vaccine
- Living with COVID - The New Normal

11:00 AM - 11:05 AM  HON. ANTONIA C. NOVELLO HUMANITARIAN MEDALLION | Award Presentation

11:05 AM - 11:15 AM  Entertainment Break

11:15 AM - 12:00 PM  THE LATINO VOTE 2020 | Panel Discussion
- The Numbers
- The Gains
- The Losses
- Going Forward

12:00 PM - 12:45 PM  THE 2020 CENSUS & REDISTRICTING | Panel Discussion
- The Numbers
- The Potential
- The Obstacles
- The Plan

12:45 PM - 01:00 PM  Entertainment Break

01:00 PM - 01:45 PM  UNITING & ENGAGING LATINOS THIS DECADE | Panel Discussion
- Perception
- Visibility
- Equity

01:45 PM - 02:00 PM  Closing Remarks
SPONSORSHIP OPPORTUNITIES

HONORARY CHAIR | $50,000

Choice of Two Featured Events
Thursday, February 18 • Friday, February 19 • Saturday, February 20

Event Benefits

- Extended prerecorded remarks (three minutes) at two featured events
- Showcase a one-minute video at the beginning or during transition of event of choice

Recruitment Benefits

- Option to participate in Career Fair
- Option to conduct one workshop
- Access to conference participant resume database
- Logo with a link to company/organization recruitment page
- Option to send three exclusive recruitment posts on USHLI social media/newsletter

Marketing Benefits

- Full-page color advertisement in virtual program book
- Logo listed during Countdown on virtual platform for all events
- Logo listed on sliding Program Agenda
- Logo listed on USHLI website event landing page
- Logo included in all conference-related newsletters
- Logo placement as major sponsor on homepage of the USHLI website
- Logo displayed on workshop breakout directory
- Ten mentions on social media
- Promotion via traditional media/press outlets
HONORARY CO-CHAIR | $35,000

Choice of One Featured Event
Thursday, February 18 • Friday, February 19 • Saturday, February 20

Event Benefits
- Brief prerecorded remarks (two minutes) at one featured event
- Showcase a one-minute video at the beginning or during transition of one event of choice

Recruitment Benefits
- Option to participate in Career Fair
- Option to conduct one workshop
- Access to conference participant resume database
- Logo with a link to company/organization recruitment page
- Access to private virtual breakout rooms for recruitment interviews
- Option to send two exclusive recruitment posts on USHLI social media/newsletter

Marketing Benefits
- Full-page color advertisement in virtual program book
- Logo listed during Countdown on virtual platform for all events
- Logo listed on sliding Program Agenda
- Logo listed on USHLI website event landing page
- Logo included in conference-related newsletters
- Logo placement as major sponsor on homepage of the USHLI website
- Logo displayed on workshop breakout directory
- Eight mentions on social media
- Promotion via traditional media/press outlets
Event Benefits

- Brief prerecorded remarks (one minute) at one featured event
- Showcase a one-minute video at beginning or during transition of Latino Legends Award Presentation

Recruitment Benefits

- Option to participate in Career Fair
- Option to conduct one workshop
- Access to conference participant resume database
- Logo with a link to company/organization recruitment page
- Option to send one exclusive recruitment post on USHLI social media/newsletter

Marketing Benefits

- Full-page color advertisement in virtual program book
- Logo listed during countdown on virtual platform for featured event
- Logo listed on USHLI website event landing page
- Logo included in featured event-related newsletters
- Logo placement as major sponsor on homepage of the USHLI website
- Logo displayed on workshop breakout directory
- Six mentions on social media
- Promotion via traditional media/press outlets
**INDIVIDUAL EVENT SPONSOR | $15,000**

**LATINO EDUCATION | Panel**  
Thursday, February 18

**EMPOWERING WOMEN OF COLOR FOR SOCIAL CHANGE | Panel**  
Friday, February 19

**POWERFUL LATINAS SPEAK | Panel**  
Friday, February 19

**UNITING & ENGAGING LATINOS | Panel**  
Saturday, February 20

**Event Benefits**
- Brief prerecorded remarks (one minute) at one featured event
- Showcase a one-minute video at the beginning or during transition of individual event

**Recruitment Benefits**
- Option to participate in Career Fair
- Access to conference participant resume database
- Logo with a link to company/organization recruitment page
- Option to send one exclusive recruitment post on USHLI social media/newsletter

**Marketing Benefits**
- Full-page color advertisement in virtual program book
- Logo listed during Countdown on virtual platform for featured event
- Logo listed on USHLI website event landing page
- Logo included in featured event-related newsletters
- Logo placement as major sponsor on homepage of the USHLI website
- Four mentions on social media
- Promotion via traditional media/press outlets
INDIVIDUAL EVENT SPONSOR | $10,000

STUDENT LEADERSHIP SERIES LAUNCH
Thursday, February 18

COVID-19 | Panel
Saturday, February 20

CHICANO CIVIL RIGHTS DOCUMENTARY
Friday, February 19

Event Benefits
- Brief prerecorded remarks (one minute) at one featured event

Recruitment Benefits
- Option to participate in Career Fair
- Access to conference participant resume database
- Option to send one exclusive recruitment post on USHLI social media/newsletter

Marketing Benefits
- Full-page color advertisement in virtual program book
- Logo listed during Countdown on virtual platform for featured event
- Logo listed on USHLI website event landing page
- Logo included in featured event-related newsletters
- Logo placement as sponsor on homepage of the USHLI website
- Two mentions on social media
- Promotion via traditional media/press outlets
INDIVIDUAL EVENT SPONSOR | $5,000

UNDERGRADUATE COLLEGE RECRUITMENT FAIR
Thursday, February 18

GRADUATE SCHOOL FAIR
Thursday, February 18

CAREER FAIR
Friday, February 19

LATINO VOTE | Panel
Saturday, February 20

CENSUS & REDISTRICTING | Panel
Saturday, February 20

Event Benefits
- Brief prerecorded remarks (one minute) at one featured event

Recruitment Benefits
- Option to participate in Career Fair

Marketing Benefits
- Full-page color advertisement in virtual program book
- Logo listed during Countdown on virtual platform for featured event
- Contributor logo listing on virtual platform sponsor listing
- Logo listed on USHLI website event landing page
- Logo included in featured event-related newsletters
- Logo placement as sponsor on homepage of the USHLI website
- One mention on social media
- Promotion via traditional media/press outlets