



2023 ★ USHLI

NATIONAL CONFERENCE

FEBRUARY 16-19

Sheraton Grand Chicago Riverwalk

ACELERANDO >>>>>
EL PROGRESO LATINO

Sponsorship Opportunities



UNITED STATES HISPANIC
LEADERSHIP INSTITUTE

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 characteristics, socio-economic statistics, and other data provided by the U.S. Census Bureau.

Mission

The mission of the United States Hispanic Leadership Institute (USHLI) is to fulfill the promises and principles of democracy by promoting education, leadership development, civic participation in the electoral process, and research. To that end USHLI has:

Track Record

- Trained over 1,050,000 present and future leaders
- Awarded over \$1.6 million in scholarships and internships
- Registered 2.3 million voters
- Published 425 reports on Latino Demographics, including the Almanac of Latino Politics
- Organized 40 national conferences attended annually by present and future 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 have historically attended various events throughout our three-day annual conference. Our 2020 conference demographic survey included over 1,300 participant surveys: 90% were between the ages of 18-34, 67% were female, and 81% 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, graduates, young professionals, public officials, and senior citizens representing a cross-section of America's \$2.7 trillion Latino consumer market.

Our National Conference provides an extraordinary opportunity for students and young professionals to interact with college recruiters, national policymakers, 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 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**



UNITED STATES HISPANIC
LEADERSHIP INSTITUTE

PLENARY EVENTS



STUDENT LEADERSHIP SERIES LAUNCH

Thursday, February 16 | 09:45 AM - 02:00 PM

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 household with students of color reached. The SLS Launch will be attended by 2,000 Latino and other high school students of color primarily from the Chicagoland area. It will include a motivational Rally featuring a nationally prominent Latino keynote speaker followed by workshops on scholarships/financial aid and leadership development, followed by a Career Recruitment | National Undergraduate College Recruitment Fair.

LATINA EMPOWERMENT BREAKFAST

Friday, February 17 | 08:00 AM - 09:45 AM

This opening plenary will highlight Latina leaders who have made impressive contributions in their respective fields. The program will showcase Latinas who will share with participants the story of their paths to success and achieving excellence.

Presented at the breakfast will be the Dolores Huerta Woman of Courage Medallion.

The breakfast will be attended by 1,000 - college students, young and mid-career professionals, public officials, educators, and community leaders.

EDUCATIONAL ACHIEVEMENT LUNCHEON

Friday, February 17 | 11:45 AM - 01:30 PM

At this plenary event, academic excellence will be celebrated. Participants will hear from nationally prominent leaders in the field of education.

The Cesar E. Chavez Community Service Medallion will be presented and twenty-five \$1,000 scholarships will be awarded to college students representing states from coast to coast.

The luncheon will be attended by 1,000 participants - college students, young and mid-career professionals, public officials, educators, and community leaders.

PLENARY EVENTS



LATINO/A LEADERS RECOGNITION LUNCHEON

Saturday, February 18 | 12:30 PM - 02:00 PM

Servant leadership will be showcased by honoring exemplary officials who hold positions of responsibility and authority in public service and the military.

Presented at the luncheon will be the Edward R. Roybal – Henry B. Gonzalez Award for Excellence in Public Service, the William C. "Willie" Velasquez Trailblazer Award, and the Hon. Antonia C. Novello Humanitarian Award. Also recognized will be graduates of USHL's Leadership in Local Government Program and graduates of our Leadership in Public Policy Development Program.

The luncheon will be attended by 1,000 participants - college students, young and mid-career professionals, public officials, educators, and community leaders.

HISPANIC LEGENDS AWARDS DINNER

Saturday, February 18 | 07:00 PM - 08:30 PM

This event is the highlight of our national conference, where the stellar accomplishments of two Hispanic legends will be recognized and celebrated. Our participants will hear from a nationally prominent speaker who has held an elected local office and two high-ranking appointed positions in his public service career.

Presented at the dinner will be the Henry L. "Hank" Lacayo Lifetime Achievement Award and our prestigious National Hispanic Hero Award.

The dinner will be attended by 1,000 participants - college students, young and mid-career professionals, public officials, educators, and community leaders.

FORUMS



PRESIDENTIAL APPOINTEES: Liderasas en acción (Proposed)

Friday, February 17 | 10:00 am - 11:30 am

This forum is intended to showcase Hispanic women serving in high-level capacities in the Biden administration, the roles they are playing, and how their work affects the quality of life in America. The panel will consist of women serving in the White House as well as federal agencies.

The forum will be attended by 350-400 participants - college students, young and mid-career professionals, public officials, educators, and community leaders.

FROM INTENT TO IMPACT: The Five Dualities of Diversity & Inclusion

Friday, February 17 | 01:45 pm - 03:15 pm

A thought-provoking presentation on how to move beyond good intentions towards real impact in understanding and addressing human differences and offer a framework for Latino/a professionals to thrive in their careers and positively influence their workplaces.

The forum will be attended by 350-400 participants - college students, young and mid-career professionals, public officials, educators, and community leaders.



FORUMS >>>>>

AFRO-LATINO POWER & INFLUENCE

Friday, February 17 | 01:45 pm - 03:15 pm

This forum will feature two Afro-Latino leaders of major organizations and a senior-level Afro-Latina in a major corporation. Panelists will focus on the rising level of power and influence of Afro-Latinos in the public, private, and non-profit sectors, influencing decisions in matters of both policy and practice.

The forum will be attended by 350-400 participants - college students, young and mid-career professionals, public officials, educators, and community leaders.

THE WHAT, WHY, & HOW FOR UPWARD MOBILITY

Saturday, February 18 | 09:00 am - 10:30 am

Want to know how to get to the top when the elevator is out of order? Take the stairs one step at a time. Hear four inspiring stories from Latinos who did just that.

The forum will be attended by 350-400 participants - college students, young and mid-career professionals, public officials, educators, and community leaders.

EXTRACTING POWER FROM THE 2020 CENSUS

Saturday, February 18 | 02:15 pm - 03:45 pm

A high-ranking representative from the Census Bureau will address the strengths and weaknesses in the data and a panel of Latino experts on the 2020 Census will discuss if the opportunities and obstacles encountered in their attempts to bridge the numbers and the power isn't just a bridge too far.

The forum will be attended by 350-400 participants - college students, young and mid-career professionals, public officials, educators, and community leaders.

SPONSORSHIP OPPORTUNITIES



TITLE SPONSOR | \$75,000

CHOICE OF TWO FEATURED EVENTS

Thursday, February 16 • Friday, February 17 • Saturday, February 18

Event Benefits

- Participation in all press conferences
- Extended remarks (five to seven minutes) at two events
- Showcase a one-minute video at three events
- 16 complimentary conference registrations
- Three tables of eight at two meal events

Recruitment Benefits

- 30' x 10' Booth at Career & Undergraduate School College Fair
- 30' x 10' Booth at Career & Graduate School College Recruitment Fair
- Option to conduct two workshops
- Access to conference participant resume database
- Logo with a link to your company/organization's recruitment page on the Conference app
- Access to breakout room for recruitment interviews
- Option to send five exclusive recruitment posts on the Conference app or USHLI social media/newsletter

Marketing Benefits

- Full-page color advertisement in the virtual and printed program book (Back cover)
- Banner advertisement on the Conference app as Title sponsor
- Logo listed on the Conference app as Title sponsor
- PowerPoint Advertisement at three events
- Logo listed on all PowerPoint presentations and event programs
- Logo listed on the USHLI website event landing page
- Logo included in all conference-related newsletters
- Logo placement as a major sponsor on the homepage of the USHLI website
- Fifteen mentions on social media
- Promotion via traditional media/press outlets

SPONSORSHIP OPPORTUNITIES



HONORARY CHAIR | \$50,000

CHOICE OF TWO FEATURED EVENTS

Thursday, February 16 • Friday, February 17 • Saturday, February 18

Event Benefits

- Participation in all press conferences
- Extended remarks (five to seven minutes) at two events
- Showcase a one-minute video at two events
- Ten complimentary conference registrations
- Two tables of eight at two events

Recruitment Benefits

- 20' x 10' Booth at Career & Undergraduate School College Fair
- 20' x 10' Booth at Career & Graduate School College Recruitment Fair
- Option to conduct two workshops
- Access to conference participant resume database
- Logo with a link to your company/organization's recruitment page on the Conference app
- Access to breakout room for recruitment interviews
- Option to send three exclusive recruitment posts on the Conference app or USHLI social media/newsletter

Marketing Benefits

- Full-page color advertisement in the virtual and printed program book (Inside back cover or first advertisement at the front of the program book)
- Banner advertisement on the Conference app as Honorary Chair
- Logo listed on the Conference app as Honorary Chair
- PowerPoint Advertisement at two events
- Logo listed on all PowerPoint presentations and event programs
- Logo listed on the USHLI website event landing page
- Logo included in all conference-related newsletters
- Logo placement as a major sponsor on the homepage of the USHLI website
- Ten mentions on social media
- Promotion via traditional media/press outlets

SPONSORSHIP OPPORTUNITIES

HONORARY CO-CHAIR | \$40,000



CHOICE OF ONE FEATURED EVENT

Thursday, February 16 • Friday, February 17 • Saturday, February 18

Event Benefits

- Participation in all press conferences
- Extended remarks (five minutes) at one event
- Showcase a one-minute video at two events
- Eight complimentary conference registrations
- One table of eight at one meal event

Recruitment Benefits

- 20' x 10' Booth at Career & Undergraduate School College Fair
- 20' x 10' Booth at Career & Graduate School College Recruitment Fair
- Option to conduct two workshops
- Access to conference participant resume database
- Logo with a link to your company/organization's recruitment page on the Conference app
- Access to breakout room for recruitment interviews
- Option to send two exclusive recruitment posts on the Conference app or USHLI social media/newsletter

Marketing Benefits

- Full-page color advertisement in the virtual and printed program book (Prominent Location)
- Banner advertisement on the Conference app
- Logo listed on the Conference app as Honorary Co-Chair
- PowerPoint Advertisement graphic at one event
- Logo listed on all PowerPoint presentations and event programs
- Logo listed on the USHLI website event landing page
- Logo included in all conference-related newsletters
- Logo placement as a major sponsor on the homepage of the USHLI website
- Eight mentions on social media
- Promotion via traditional media/press outlets

SPONSORSHIP OPPORTUNITIES



PRESENTING SPONSOR | \$35,000

HISPANIC LEGENDS AWARDS DINNER

Saturday, February 18

Event Benefits

- Participation in a press conference
- Brief remarks (three minutes) at one event
- Showcase a one-minute video at the beginning of the dinner program
- Six complimentary registrations
- One table of eight at one event

Recruitment Benefits

- 20' x 10' Booth at Career & Undergraduate School College Fair
- 20' x 10' Booth at Career & Graduate School College Recruitment Fair
- Option to conduct one workshop
- Access to conference participant resume database
- Logo with a link to your company/organization's recruitment page on the Conference app
- Access to breakout room for recruitment interviews
- Option to send one exclusive recruitment post on the Conference app or USHLI social media/newsletter

Marketing Benefits

- Full-page color advertisement in the virtual and printed program book
- Logo listed on the Conference app
- Logo listed on the PowerPoint presentation and dinner program
- Logo listed on the USHLI website event landing page
- Logo included in sponsored event-related newsletters
- Logo placement as a major sponsor on the homepage of the USHLI website
- Six mentions on social media
- Promotion via traditional media/press outlets



UNITED STATES HISPANIC
LEADERSHIP INSTITUTE

SPONSORSHIP OPPORTUNITIES



PRESENTING SPONSOR | \$25,000

LATINA EMPOWERMENT BREAKFAST

Friday, February 17

EDUCATIONAL ACHIEVEMENT LUNCHEON

Friday, February 17

LATINO/A LEADERS RECOGNITION LUNCHEON

Saturday, February 17

Event Benefits

- Participation in a press conference
- Brief remarks (three minutes) at sponsored event
- Showcase a one-minute video at the beginning of the sponsored event program
- Four complimentary registrations

Recruitment Benefits

- 20' x 10' Booth at Career & Undergraduate School College Fair
- 20' x 10' Booth at Career & Graduate School College Recruitment Fair
- Access to conference participant resume database
- Logo with a link to your company/organization's recruitment page on the Conference app
- Access to breakout room for recruitment interviews
- Option to send one exclusive recruitment post on the Conference app or USHLI social media/newsletter

Marketing Benefits

- Full-page color advertisement in the virtual and printed program book
- Logo listed on the Conference app
- Logo listed on the PowerPoint presentation and event program for the sponsored event
- Logo listed on the USHLI website event landing page
- Logo included in sponsored event-related newsletters
- Logo placement as a major sponsor on the homepage of the USHLI website
- Four mentions on social media
- Promotion via traditional media/press outlets

SPONSORSHIP OPPORTUNITIES



FORUM SPONSOR | \$15,000

PRESIDENTIAL APPOINTEES:

Liderasas en acción | Forum

Friday, February 17

AFRO-LATINO POWER & INFLUENCE | Forum

Friday, February 17

**FROM INTENT TO IMPACT: The Five
Dualities of Diversity & Inclusion | Forum**

Friday, February 17

**THE WHAT, WHY, & HOW FOR UPWARD
MOBILITY | Forum**

Saturday, February 18

Event Benefits

- Participation in a press conference
- Brief remarks (one minute) at featured event
- Three complimentary registrations

Recruitment Benefits

- 10' x 10' Booth at Career & Undergraduate School College Fair
- 10' x 10' Booth at Career & Graduate School College Recruitment Fair
- Access to conference participant resume database
- Logo with a link to your company/organization's recruitment page
- Access to breakout room for recruitment interviews
- Option to send one exclusive recruitment post on USHLI social media/newsletter

Marketing Benefits

- Full-page color advertisement in the virtual and printed program book
- Logo listed on the Conference app
- Logo listed on the PowerPoint for the sponsored event
- Logo listed on the USHLI website event landing page
- Logo included in sponsored event-related newsletters
- Logo placement as a major sponsor on the homepage of the USHLI website
- Three mentions on social media
- Promotion via traditional media/press outlets

SPONSORSHIP OPPORTUNITIES

INDIVIDUAL EVENT SPONSOR | \$10,000

EXTRACTING POWER FROM THE 2020 CENSUS | Forum

Saturday, February 18



Event Benefits

- Participation in a press conference
- Brief remarks (one minute) at sponsored event
- Two complimentary registrations
- One reserved round of eight at one event of choice

Recruitment Benefits

- 10' x 10' Booth at Career & Undergraduate School College Fair
- 10' x 10' Booth at Career & Graduate School College Recruitment Fair

Marketing Benefits

- Full-page color advertisement in the virtual and printed program book
- Logo listed on the Conference app
- Logo listed on the PowerPoint for your sponsored event
- Logo listed on the USHLI website event landing page
- Logo included in sponsored event-related newsletters
- Logo placement as a sponsor on the homepage of the USHLI website
- Two mentions on social media
- Promotion via traditional media/press outlets



UNITED STATES HISPANIC
LEADERSHIP INSTITUTE

SPONSORSHIP OPPORTUNITIES



INDIVIDUAL EVENT SPONSOR | \$5,000

USHLI TALENT SHOWCASE

Saturday, February 18

Event Benefits

- One complimentary registration

Recruitment Benefits

- 10' x 10' Booth at Career & Undergraduate School College Fair
- 10' x 10' Booth at Career & Graduate School College Recruitment Fair

Marketing Benefits

- Full-page color advertisement in the virtual and printed program book
- Logo listed on the Conference app as an Exhibitor
- Logo listed on the USHLI website event landing page
- Logo included in sponsored event-related newsletters

SPONSORSHIP OPPORTUNITIES



EXHIBITOR | Thursday, February 16 • Saturday, February 18

CORPORATE/UNION EXHIBITOR | \$2,500

NONPROFIT EXHIBITOR | \$1,500

GOVERNMENT AGENCY EXHIBITOR | \$2,500

Event Benefits

- One complimentary registration

Recruitment Benefits

- 10' x 10' Booth at Career & Undergraduate School College Fair
- 10' x 10' Booth at Career & Graduate School College Recruitment Fair

Marketing Benefits

- Full-page color advertisement in the virtual and printed program book
- Logo listed on the Conference app as Exhibitor