



Our Voice Nuestro Poder 2020

HISPANIC HERITAGE MONTH
SPONSORSHIP OPPORTUNITIES

2020 CHCI VIRTUAL LEADERSHIP CONFERENCE SEPT. 14-18 2020

CHCI 43RD ANNUAL AWARDS GALA SEPT. 21, 2020



2020 VIRTUAL LEADERSHIP CONFERENCE

SPONSORSHIP OPPORTUNITIES

MONDAY, SEPTEMBER 14 – FRIDAY, SEPTEMBER 18, 2020

*Our Voice
Nuestro Poder
2020*





SUPPORT EMERGING LATINO LEADERS

For over four decades, CHCI has been the premier leadership Institute with a mission to develop the next generation of Latino Leaders. Join us at the 2020 CHCI Virtual Leadership Conference for thoughtful and constructive discussions on a range of current issues affecting the Latino community and our nation, such as: workforce; civic engagement; healthcare; leadership & professional development; economic mobility; infrastructure; corporate social responsibility; diversity, equity, and inclusion, and media & entertainment.

The virtual conference will bring together policy experts, elected officials, corporate executives, thought leaders and other stakeholders representing diverse fields, including: business, education, media, news, and the arts.

For sponsorship inquiries, please contact the External Affairs Office at ExternalAffairs@chci.org or call 202-548-8790.

VISIONARY
CIRCLE
\$150,000

2020 LEADERSHIP CONFERENCE HOST*

As a Host Sponsor of the 2020 CHCI Virtual Leadership Conference, your company will have the opportunity to be the premier sponsor associated with the Conference. Committing early to this special sponsorship package will allow more time for your company to be highlighted in CHCI Digital Communications prior to the Conference.

COMPANY VISIBILITY AND BRAND ALIGNMENT

- Listing recognition in CHCI's 2020 Annual Report
- Prominent logo placement on all Conference digital signage "2020 CHCI Conference Powered by"
- Special acknowledgement from CHCI Leadership as Conference Host
- **Panelist participation** in (3) plenaries or (3) sessions OR **two minute opening remarks** at (3) virtual sessions or reception
- Prominent placement of company logo on digital conference materials
- Two-minute **Opening Conference Host remarks** by one company representative OR one minute video** at selected virtual event
- Exclusive opportunity for sponsor guests to **meet virtually** with CHCI leadership
- Prominent logo placement on **virtual banner behind high visibility conference sessions/events**

DIGITAL COMMUNICATIONS PACKAGE

- Prominent logo placement on **Virtual Conference event title cards**
- Special recognition as Conference Host, using **company logo w/ hyperlink** to company website, on CHCI's Hispanic Heritage Month microsite
- Company promotion through CHCI **social media channels**
- **Prominent sponsor recognition** as Conference Host on CHCI **invitation letters** to special guests
- **Special recognition** as Conference Host on CHCI **email blasts**
- **30-Second Tribute message** during Virtual Leadership Conference**
- Special recognition in CHCI post-event **email blast**

JUNTOS, APART

The Leadership Conference Host will have the opportunity to network and entertain important contacts in a high-profile environment with admission to prestigious CHCI events, including but not limited to:

- **Twenty-Five (25) Lideres Conference registrations** which includes access to special, limited capacity interactive sessions with notable leaders and other special events.
- Invitations for **eight (8) individuals** to the **Virtual Leadership Luncheon (by invitation ONLY)**

*** Furnished and provided/delivered by sponsor, subject to CHCI approval*

2020 CHCI VIRTUAL LEADERSHIP CONFERENCE SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BENEFITS

		1978 CIRCLE \$75,000		1978 CIRCLE \$50,000+		INNOVATOR CIRCLE \$30,000			LEADER CIRCLE \$20,000	PRINCIPAL CIRCLE \$10,000
		Arts & Culture Celebration Host (Exclusive Opportunity)	Latino Leader Summit Session or Plenary Session (Exclusive Opportunity)	Leadership Plenary OR Latino Leader Summit Session	Chiefs of Staff Reception Host (Exclusive Opportunity)	Leaders Plenary, Luncheon, or Summit Session	Arts & Culture Celebration	Chiefs of Staff Reception	Latino Leaders Summit Session	Leadership Conference
RECOGNITION	Listing recognition in CHCI's 2020 Annual Report	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Logo or listing on Conference digital signage at sponsored event	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO
	Logo or listing on Conference digital program	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LISTING
	Special acknowledgment from CHCI leadership	✓	✓	✓	✓	✓	✓	✓	✓	
	Panelist participation in virtual session OR two minute sponsor remarks at sponsored virtual event	SPONSOR REMARKS	✓	✓	SPONSOR REMARKS	✓	SPONSOR REMARKS	SPONSOR REMARKS	SPONSOR REMARKS	Opportunity to provide a 10-12 minute pre- recorded Ted Talk style video
	Opportunity to recommend* up to 2 panelists for virtual sessions OR provide two minute opening remarks			✓						
	Opportunity to recommend up to 2 or 3 panelists/experts for Latino Leaders Virtual Summit Session		✓							
	Opportunity to be recognized as Host of sponsored virtual event	✓	✓		✓					

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2020 CHCI VIRTUAL LEADERSHIP CONFERENCE SPONSORSHIP OPPORTUNITIES (CONT.)

SPONSORSHIP BENEFITS

		1978 CIRCLE \$75,000		1978 CIRCLE \$50,000		INNOVATOR CIRCLE \$30,000			LEADER CIRCLE \$20,000	PRINCIPAL CIRCLE \$10,000
		Arts & Culture Celebration Host (Exclusive Opportunity)	Latino Leader Summit Session or Plenary Session (Exclusive Opportunity)	Leadership Plenary OR Latino Leader Summit Session	Chiefs of Staff Reception Host (Exclusive Opportunity)	Leaders Plenary or Summit Session	Arts & Culture Celebration	Chiefs of Staff Reception	Latino Leaders Summit Session	Leadership Conference
DIGITAL COMMUNICATIONS PACKAGE	Logo on Conference virtual displays	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO		
	Logo or listing w/ company's website hyperlinked on CHCI's Hispanic Heritage Month microsite	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LISTING
	Tribute message ad* on digital carousel displays on conference microsite	✓	✓	✓	✓	✓	✓	✓	✓	
	Company logo included in email blasts	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO		
	Company promotion through CHCI social media channels	✓	✓	✓	✓	✓	✓	✓		
	Special recognition in CHCI post-event email blast	✓	✓		✓	✓	✓	✓		
JUNTOS, APART	Lideres Conference registrations which includes access to special, limited capacity interactive sessions with notable leaders and other special events	20	20	15	15	8	8	8	4	2
	Access to the Leadership Lunch	5	5	4	4	3	3	3	2	1

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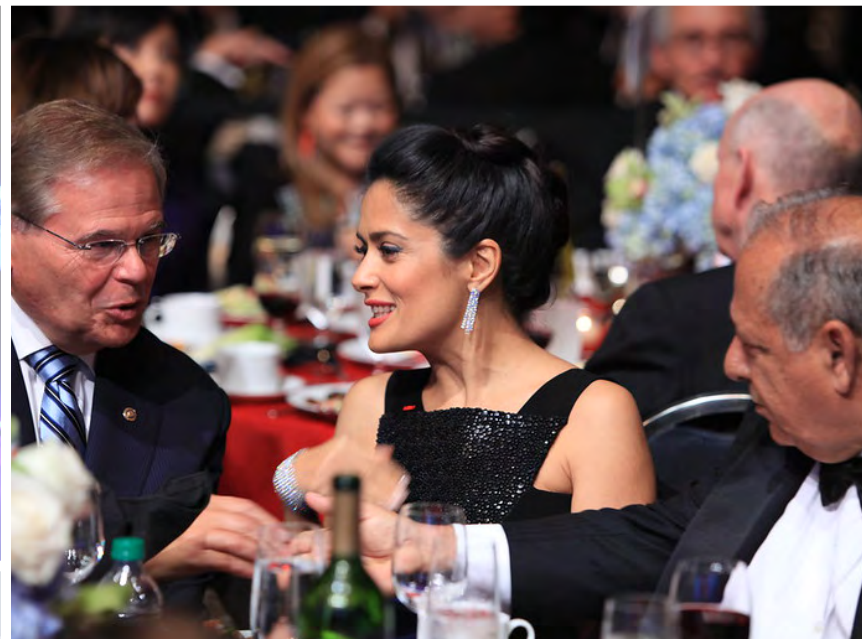


43RD ANNUAL AWARDS GALA

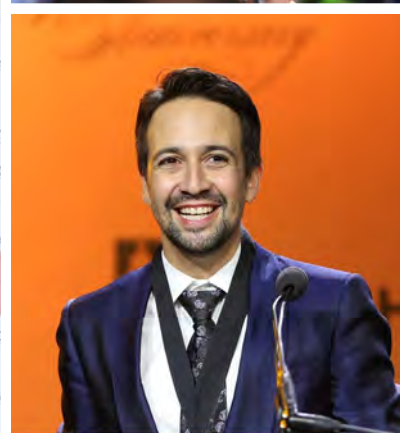
SPONSORSHIP OPPORTUNITIES

MONDAY, SEPTEMBER 21, 2020

*Our Voice
Nuestro Poder
2020*



Developing the Next Generation of Latino Leaders®



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Supporting Emerging Latino Leaders to Achieve Their Dreams

CHCI's 43rd Annual Awards Gala will bring together Members of Congress, celebrities, corporate executives, and nonprofit leaders from throughout the country, to celebrate Hispanic culture and leadership, honor our most revered leaders with the CHCI Medallion of Excellence, and celebrate with outstanding entertainment. Supporting CHCI's 43rd Annual Awards Gala provides sponsors with high visibility, access to CHCI's prestigious network of leaders and changemakers, and the opportunity to support CHCI's mission to develop the next generation of Latino Leaders.

BECOME A SPONSOR

Sponsorship opportunities are available for any size budget and demonstrate your company's commitment to Developing the Next Generation of Latino Leaders (R), while providing great visibility and excellent networking opportunities for your company.

For sponsorship inquiries, please contact the External Affairs Office at ExternalAffairs@chci.org or call 202-548-8790



43RD ANNUAL AWARDS GALA HOST

As a Host Sponsor of the CHCI 43rd Annual Awards Gala, your company will have the opportunity to be the primary sponsor associated with the Awards Gala. Committing early to this prestigious sponsorship package will allow more time for your company to be highlighted in CHCI Digital Communications leading up to the Gala.

COMPANY VISIBILITY AND BRAND ALIGNMENT

- Listing recognition in CHCI's 2020 Annual Report
- Opportunity for company to share **CEO's welcome letter*** including prominent photo and company logo featured in digital program at the Awards Gala
- Two-minute **sponsor video*** or two-minute **speaking opportunity** (promotional or tribute message) at opening of Awards Gala
- Prominent logo placement on **virtual banner** behind Awards Gala host
- Opportunity for company representative to **introduce entertainment** (reserved for entertainment host)
- Products/materials included in the **Juntos, Apart care packages** for select Awards Gala attendees

DIGITAL COMMUNICATIONS PACKAGE

- Prominent **logo** placement on Awards Gala event **title cards**
- Special recognition as Gala Host, using **company logo w/ hyperlink** to company website, on CHCI's Hispanic Heritage Month microsite
- Company promotion through CHCI **social media channels**
- Special recognition as Gala Host, with brief corporate bio* in a **news press release** announcement for the Awards Gala
- Special recognition as Gala Host on CHCI **email blasts**
- **Thirty-second (30) Tribute message*** during virtual Awards Gala
- Special recognition in CHCI post-event **email blast**

JUNTOS, APART

The 43rd Annual Awards Gala Host will have the opportunity to virtually network and entertain important contacts in a high-profile environment with access to exclusive CHCI events, including but not limited to:

- **Virtual Meet & Greet:** introduction to awardees and company reps
- **Twenty-Five (25) Lideres Conference registrations** which includes access to special, limited capacity interactive sessions with notable leaders and other special events
- Invitations for **twenty-five (25) individuals** to the 43rd Annual Virtual Awards Gala
- Opportunity for **two (2) company representatives** to be featured briefly on the **CHCI Fam Cam** during Entertainment portion of Awards Gala
- Invitations for **twenty-five (25) individuals** to a **Chair's Private Event**** prior to the 43rd Annual Virtual Awards Gala
- Invitations for **sixteen (16) individuals** to the **Leadership Luncheon (by invitation ONLY)**
- Invitations for **ten (10) individuals** to **CHCI State of Affairs Briefings** in 2020

* *Furnished and provided/delivered by sponsor, subject to CHCI approval* ** *More details to follow as they become available*

CHCI 43RD ANNUAL AWARDS GALA SPONSORSHIP

SPONSORSHIP BENEFITS

	VISIONARY CIRCLE \$100,000		43 RD ANNUAL CIRCLE \$75,000		1978 CIRCLE \$50,000	INNOVATOR CIRCLE \$30,000	LEADER CIRCLE \$20,000	PRINCIPAL CIRCLE \$10,000
	43 RD ANNUAL AWARDS GALA	ENTERTAINMENT FINALE HOST	43 RD ANNUAL AWARDS GALA: CHAIR'S PRIVATE EVENT** HOST (EXCLUSIVE OPPORTUNITY)	43 RD ANNUAL AWARDS GALA: LEADERSHIP LUNCH HOST (EXCLUSIVE OPPORTUNITY)	43 RD ANNUAL AWARDS GALA	43 RD ANNUAL AWARDS GALA	43 RD ANNUAL AWARDS GALA	43 RD ANNUAL AWARDS GALA
RECOGNITION	Listing recognition in CHCI's 2020 Annual Report	✓	✓	✓	✓	✓	✓	✓
	Logo on Gala digital signage	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO
	Logo on Gala digital program	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO
	Products/materials included in the Juntos, Apart care packages for CHCI leadership and select Awards Gala attendees	✓	✓	✓	✓			
	Special acknowledgment from CHCI leadership during program	✓	✓	✓				
	Tribute message* in digital Gala Program	FULL PAGE	FULL PAGE	FULL PAGE	HALF PAGE	HALF PAGE		
	Opportunity to be recognized as Entertainment Finale, Private Event***, or Leadership Lunch Host		✓	✓				
	Opportunity to provide two minute sponsor remarks by company representative OR one minute video* at sponsored event	✓	✓	✓				
	Opportunity for company representative to introduce Entertainment		✓					

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CHCI 43RD ANNUAL AWARDS GALA SPONSORSHIP (CONT.)

SPONSORSHIP BENEFITS

		VISIONARY CIRCLE \$100,000		43 RD ANNUAL CIRCLE \$75,000		1978 CIRCLE \$50,000	INNOVATOR CIRCLE \$30,000	LEADER CIRCLE \$20,000	PRINCIPAL CIRCLE \$10,000
		43 RD ANNUAL AWARDS GALA	ENTERTAINMENT FINALE HOST	43 RD ANNUAL AWARDS GALA: CHAIR'S PRIVATE RECEPTION HOST (EXCLUSIVE OPPORTUNITY)	43 RD ANNUAL AWARDS GALA: LEADERSHIP LUNCH HOST (EXCLUSIVE OPPORTUNITY)	43 RD ANNUAL AWARDS GALA	43 RD ANNUAL AWARDS GALA	43 RD ANNUAL AWARDS GALA	43 RD ANNUAL AWARDS GALA
DIGITAL COMMUNICATIONS PACKAGE	Logo or listing on Awards Gala event waiting rooms	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LISTING	LISTING
	Company logo or listing included in email blasts	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LISTING
	Logo or listing w/ company's website hyperlinked on CHCI's Hispanic Heritage Month microsite	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LISTING
	One (1) thirty-second (30) Tribute Message* during Awards Gala	✓	✓	✓	✓	✓			
	Special recognition in CHCI post-event email blast	✓	✓		✓	✓	✓		
	Company promotion through CHCI social media channels	✓	✓	✓	✓	✓			
JUNTOS, APART	Admission to the Alumni Leadership Lunch (by invitation ONLY)	14	14	12	12	6	4	2	2
	Lideres Conference registrations which includes access to special, limited capacity interactive sessions with notable leaders and other special events.	16	16	12	12	8	6	4	2
	Admission to the 43 rd Annual Awards Gala Chair's Private Event** (by invitation ONLY)	16	16	14	14	10	6	4	2
	Opportunity for company representative to be featured briefly on the CHCI Fam Cam during Entertainment portion of Awards Gala	✓	✓	✓	✓				
	Invitations to CHCI State of Affairs Briefings	6	6	4	4				

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