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
**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

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Arts &amp; Culture Celebration Host (Exclusive Opportunity)</th>
<th>Latino Leader Summit Session or Plenary Session (Exclusive Opportunity)</th>
<th>Leadership Plenary OR Latino Leader Summit Session</th>
<th>Chiefs of Staff Reception Host (Exclusive Opportunity)</th>
<th>Leaders Plenary, Luncheon, or Summit Session</th>
<th>Arts &amp; Culture Celebration</th>
<th>Chiefs of Staff Reception</th>
<th>Latino Leaders Summit Session</th>
<th>Leadership Conference</th>
</tr>
</thead>
<tbody>
<tr>
<td>1978 Circle $75,000</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
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<td>✅</td>
<td>✅</td>
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<tr>
<td>1978 Circle $50,000+</td>
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<td>✅</td>
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<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td>Innovator Circle $30,000</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td>Leader Circle $20,000</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td>Principal Circle $10,000</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
</tbody>
</table>

### Sponsorship Benefits

#### Recognition

- **Listing recognition in CHCI’s 2020 Annual Report**
- **Logo or listing on Conference digital signage at sponsored event**
- **Logo or listing on Conference digital program**
- **Special acknowledgment from CHCI leadership**
- **Panelist participation in virtual session OR two minute sponsor remarks at sponsored virtual event**
- **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**

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

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

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### 2020 CHCI Virtual Leadership Conference Sponsorship Opportunities (Cont.)

<table>
<thead>
<tr>
<th>SPONSORSHIP BENEFITS</th>
<th>1978 CIRCLE</th>
<th>1978 CIRCLE</th>
<th>INNOVATOR CIRCLE</th>
<th>LEADER CIRCLE</th>
<th>PRINCIPAL CIRCLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo on Conference virtual displays</td>
<td>LOGO</td>
<td>LOGO</td>
<td>LOGO</td>
<td>LOGO</td>
<td>LOGO</td>
</tr>
<tr>
<td>Logo or listing w/ company's website hyperlinked on CHCI's Hispanic Heritage Month microsite</td>
<td>LOGO</td>
<td>LOGO</td>
<td>LOGO</td>
<td>LOGO</td>
<td>LOGO</td>
</tr>
<tr>
<td>Tribute message ad* on digital carousel displays on conference microsite</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Company logo included in email blasts</td>
<td>LOGO</td>
<td>LOGO</td>
<td>LOGO</td>
<td>LOGO</td>
<td>LOGO</td>
</tr>
<tr>
<td>Company promotion through CHCI social media channels</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Special recognition in CHCI post-event email blast</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Lideres Conference registrations which includes access to special, limited capacity interactive sessions with notable leaders and other special events</td>
<td>20</td>
<td>20</td>
<td>15</td>
<td>15</td>
<td>8</td>
</tr>
<tr>
<td>Access to the Leadership Lunch</td>
<td>5</td>
<td>5</td>
<td>4</td>
<td>4</td>
<td>3</td>
</tr>
</tbody>
</table>

**Digital Communications Package**

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

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43RD ANNUAL AWARDS GALA
SPONSORSHIP OPPORTUNITIES
MONDAY, SEPTEMBER 21, 2020
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

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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.

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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.
## CHCI 43rd Annual Awards Gala Sponsorship

<table>
<thead>
<tr>
<th>Sponsorship Benefits</th>
<th>Visionary Circle $100,000</th>
<th>43rd Annual Circle $75,000</th>
<th>1978 Circle $50,000</th>
<th>Innovator Circle $30,000</th>
<th>Leader Circle $20,000</th>
<th>Principal Circle $10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Listing recognition in CHCI’s 2020 Annual Report</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo on Gala digital signage</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo on Gala digital program</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Products/materials included in the Juntos, Apart care packages for CHCI leadership and select Awards Gala attendees</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Special acknowledgment from CHCI leadership during program</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Tribute message* in digital Gala Program</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity to be recognized as Entertainment Finale, Private Event***, or Leadership Lunch Host</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity to provide two minute sponsor remarks by company representative OR one minute video* at sponsored event</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity for company representative to introduce Entertainment</td>
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</tr>
</tbody>
</table>

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## CHCI 43rd Annual Awards Gala Sponsorship (Cont.)

### Sponsorship Benefits

<table>
<thead>
<tr>
<th>Level</th>
<th>43rd Annual Awards Gala</th>
<th>Entertainment Finale Host</th>
<th>43rd Annual Awards Gala: Chair’s Private Reception Host (Exclusive Opportunity)</th>
<th>43rd Annual Awards Gala: Leadership Lunch Host (Exclusive Opportunity)</th>
<th>43rd Annual Awards Gala</th>
<th>43rd Annual Awards Gala</th>
<th>43rd Annual Awards Gala</th>
<th>43rd Annual Awards Gala</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visionary Circle $100,000</td>
<td>LOGO</td>
<td>LOGO</td>
<td>LOGO</td>
<td>LOGO</td>
<td>LISTING</td>
<td>LISTING</td>
<td></td>
<td></td>
</tr>
<tr>
<td>43rd Annual Circle $75,000</td>
<td>LOGO</td>
<td>LOGO</td>
<td>LOGO</td>
<td>LOGO</td>
<td>LISTING</td>
<td>LISTING</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1978 Circle $50,000</td>
<td>LOGO</td>
<td>LOGO</td>
<td>LOGO</td>
<td>LOGO</td>
<td>LISTING</td>
<td>LISTING</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Innovator Circle $30,000</td>
<td>LOGO</td>
<td>LOGO</td>
<td>LOGO</td>
<td>LOGO</td>
<td>LISTING</td>
<td>LISTING</td>
<td></td>
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</tr>
<tr>
<td>Leader Circle $20,000</td>
<td>LOGO</td>
<td>LOGO</td>
<td>LOGO</td>
<td>LOGO</td>
<td>LISTING</td>
<td>LISTING</td>
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<td></td>
</tr>
<tr>
<td>Principal Circle $10,000</td>
<td>LOGO</td>
<td>LOGO</td>
<td>LOGO</td>
<td>LOGO</td>
<td>LISTING</td>
<td>LISTING</td>
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</tr>
</tbody>
</table>

### Digital Communications Package

- **Logo or listing on Awards Gala event waiting rooms**
  - 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
- **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 43rd 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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