

Sponsorship Opportunities



UNITED STATES HISPANIC
LEADERSHIP INSTITUTE

NATIONAL CONFERENCE

Latinos: Guardians of Democracy,
Liberty and Freedom!

2025

FEBRUARY 13-16

Sheraton Grand Chicago Riverwalk



About USHLI

USHLI is an award-winning Chicago-based national, non-profit, non-partisan organization, home to the largest annual gathering of Hispanic youth and young professionals in the nation, and internationally known. USHLI is the only Hispanic organization in Chicago and the Midwest:

- to be honored by both a President of the United States at the White House “for the performance of exemplary deeds of service for the nation” and by the Government of Mexico for service provided to the Mexican and Mexican-American communities
- to have a sitting President of the United States, a sitting Vice President, a future president, and Cabinet secretaries featured as speakers at its events.
- to be named National Hispanic Organization of the Year (by Univision)
- to be invited by the U.S. Information Service to provide technical assistance in the democratization of Mexico, Guatemala, Panama, Nicaragua, Colombia, Bolivia, Paraguay, Guyana, Suriname, and Haiti
- to be honored by most Hispanic national organizations and publications
- to be designated a Census Information Center by the U.S. Bureau of the Census

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.

TRACK RECORD

- Trained over 1.1 million present and future leaders
- Awarded over \$1.625 million in scholarships and internships
- Registered 2.3 million voters
- Published 425 reports on Latino Demographics, including the Almanac of Latino Politics
- Organized 42 national conferences attended annually by 5,000 past, present, and future leaders representing up to 40 states.

About the Conference

The USHLI Conference is the largest Hispanic leadership conference in the nation, attracting a representative cross-section of the Hispanic leadership community and involving all ancestry groups. More than 5,000 present and future leaders representing up to 40 states have annually attended various events throughout our three-day annual conference.

A demographic survey of 2024 conference participants found that: 83% were between the ages of 18-35, 65% were female, and 76% were attending or had completed college, including 12% who were pursuing or had completed advanced degrees. Participants comprised a significant share of stakeholders in the \$3.4 trillion Hispanic GDP, the 5th largest economy in the world.

The USHLI national conference provides an extraordinary opportunity for students and young professionals to interact with college and career 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 promote growth as servant leaders. For sponsors, the conference provides opportunities to attract talented prospects, well-educated and civic-minded consumers.



Participants Overview



83%

Ages
18-35



95%

Identified
as Hispanic



65%

Identified
as Female



56%

Part-time or
Full-time
job



82%

Undergraduate
Students



17%

Community
College
Students

Top 10 Majors

A survey of conference participants reflected the top 10 majors below

- | | |
|------------------------------------|--|
| 1 Business & Management | 6 Computer Science/Information Systems |
| 2 Education/Higher Ed Admin | 7 Nursing |
| 3 Psychology/Sociology | 8 Biochemistry/Pharmacy |
| 4 Biology/Health Sciences | 9 Engineering (All branches) |
| 5 Cybersecurity/Criminal Justice | 10 Political Science |



HONORARY SPONSORSHIP OPPORTUNITIES

Event Benefits	TITLE SPONSOR \$75,000	HONORARY CHAIR \$50,000	HONORARY CO-CHAIR \$35,000
Participation in press conference	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Remarks at one event	<input checked="" type="checkbox"/> Five minutes	<input checked="" type="checkbox"/> Four minutes	<input checked="" type="checkbox"/> Four minutes
Remarks at second event	<input checked="" type="checkbox"/> Four minutes	<input checked="" type="checkbox"/> Three minutes	<input type="checkbox"/>
Showcase a one-minute video	<input checked="" type="checkbox"/> At three events	<input checked="" type="checkbox"/> At two events	<input checked="" type="checkbox"/> At two events
Conference registrations	<input checked="" type="checkbox"/> 20	<input checked="" type="checkbox"/> 15	<input checked="" type="checkbox"/> 10
Tables of ten	<input checked="" type="checkbox"/> Two at each meal event	<input checked="" type="checkbox"/> Two at two meal event	<input checked="" type="checkbox"/> One at two meal events
Recruitment Benefits			
Booth at Career & Undergraduate College Recruitment Fair	<input checked="" type="checkbox"/> 40' x 10'	<input checked="" type="checkbox"/> 30' x 10'	<input checked="" type="checkbox"/> 20' x 10'
Booth at Career & Graduate School Recruitment Fair	<input checked="" type="checkbox"/> 40' x 10'	<input checked="" type="checkbox"/> 30' x 10'	<input checked="" type="checkbox"/> 20' x 10'
Option to conduct workshop	<input checked="" type="checkbox"/> Two	<input checked="" type="checkbox"/> Two	<input checked="" type="checkbox"/> One
Access to conference participant resume database	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo with a link to your company/organization's recruitment page on Career Opportunities page of the USHLI website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo with a link to your company/organization's recruitment page on the Conference app	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Access to breakout room for recruitment interviews	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Option to send exclusive recruitment posts on the Conference app or USHLI social media/newsletter	<input checked="" type="checkbox"/> Five	<input checked="" type="checkbox"/> Four	<input checked="" type="checkbox"/> Three
Marketing Benefits			
Full-page color advertisement in the virtual and printed program book	<input checked="" type="checkbox"/> Back cover	<input checked="" type="checkbox"/> Inside back cover or first ad at the front of the program book	<input checked="" type="checkbox"/> Prominent Location
Banner advertisement on the Conference app	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo listed on the Conference app	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
PowerPoint Advertisement	<input checked="" type="checkbox"/> At three events	<input checked="" type="checkbox"/> At two events	<input checked="" type="checkbox"/> At one event
Logo listed on PowerPoint presentations and event programs	<input checked="" type="checkbox"/> At all meal events	<input checked="" type="checkbox"/> At all meal events	<input checked="" type="checkbox"/> At all meal events
Logo listed on the USHLI website event landing page	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo included in all conference-related newsletters	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo placement as a major sponsor on the homepage of the USHLI website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Mentions on social media	<input checked="" type="checkbox"/> Fifteen	<input checked="" type="checkbox"/> Ten	<input checked="" type="checkbox"/> Eight
Promotion via traditional media/press outlets	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>



EVENT SPONSORSHIP OPPORTUNITIES

Event Benefits	PLENARY SPONSOR \$25,000	FORUM SPONSOR \$15,000	HSI TRACK SPONSOR \$10,000	LATINO CELEBRATION SPONSOR \$5,000	EXHIBITOR Corporate Labor Government \$2,500 Non-Profit \$1,500
Participation in press conference	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Remarks at one event	<input checked="" type="checkbox"/> Two minutes at sponsored event	<input checked="" type="checkbox"/> One minute at sponsored event	<input checked="" type="checkbox"/> One minute at sponsored event	<input checked="" type="checkbox"/> One minute at sponsored event	<input type="checkbox"/>
Remarks at second event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Showcase a one-minute video	<input checked="" type="checkbox"/> At sponsored event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conference registrations	<input checked="" type="checkbox"/> Six	<input checked="" type="checkbox"/> Four	<input checked="" type="checkbox"/> Two	<input checked="" type="checkbox"/> One	<input checked="" type="checkbox"/> One
Tables of ten	<input checked="" type="checkbox"/> One at sponsored event	<input checked="" type="checkbox"/> One at event of choice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recruitment Benefits					
Booth at Career & Undergraduate College Recruitment Fair	<input checked="" type="checkbox"/> 20' x 10'	<input checked="" type="checkbox"/> 10' x 10'	<input checked="" type="checkbox"/> 10' x 10'	<input checked="" type="checkbox"/> 10' x 10'	<input checked="" type="checkbox"/> 10' x 10'
Booth at Career & Graduate School Recruitment Fair	<input checked="" type="checkbox"/> 20' x 10'	<input checked="" type="checkbox"/> 10' x 10'	<input checked="" type="checkbox"/> 10' x 10'	<input checked="" type="checkbox"/> 10' x 10'	<input checked="" type="checkbox"/> 10' x 10'
Option to conduct workshop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to conference participant resume database	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Logo with a link to your company/organization's recruitment page on Career Opportunities page of the USHLI website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Logo with a link to your company/organization's recruitment page on the Conference app	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to breakout room for recruitment interviews	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Option to send exclusive recruitment posts on the Conference app or USHLI social media/newsletter	<input checked="" type="checkbox"/> One	<input checked="" type="checkbox"/> One	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marketing Benefits					
Full-page color advertisement in the virtual and printed program book	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Banner advertisement on Conference app	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Logo listed on the Conference app	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
PowerPoint Advertisement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Logo listed on PowerPoint presentations and event programs	<input checked="" type="checkbox"/> At sponsored event	<input checked="" type="checkbox"/> At sponsored event	<input checked="" type="checkbox"/> At sponsored event	<input checked="" type="checkbox"/> At sponsored event	<input type="checkbox"/>
Logo listed on the USHLI website event landing page	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Logo included in all conference-related newsletters	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Logo placement as a major sponsor on the homepage of the USHLI website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mentions on social media	<input checked="" type="checkbox"/> Four	<input checked="" type="checkbox"/> Three	<input checked="" type="checkbox"/> Two	<input type="checkbox"/>	<input type="checkbox"/>
Promotion via traditional media/press outlets	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>