



December 1-2, 2005 - Dallas, Texas

## 2005 Corporate Sponsorship Packet

Our community is evolving. Latinos all over the country have taken action to lead. Leadership is not longer what it used to be; new paradigms, different conditions, a new panorama have emerged and with that the need of renovated leadership. Today, more than ever the American society is in need of new proposals for leadership and the Latino community is posed to be a ruling minority in many areas. Therefore we Latinos need to discover and create the new leadership which will be the driving force of many of the changes we need today and for the future.

In Latino Leaders we are concerned about creating leadership. We are convinced that Leaders are those who make history because of their work, example and roles. Through sharing their experiences and reflecting about leadership, they're inspiring other people to become leaders.

This is precisely the goal of the **First Latino Leaders Summit 2005**. This **inaugural** summit will combine a half day of powerful discussion panels, lead by prominent local, state, national and global leadership figures, which will also include a Welcome Pre-Event Evening Reception, opening the summit with a seated breakfast, break out sessions/networking and closing with a "Latino Leaders Power Lunch."

The Summit will kick off with a formal **Reception** hosted the night prior to the Summit in which the event will incorporate a launch Press Conference, a catered reception and power networking session lead by one of our invited keynote speakers. The following day, the Summit will open to a **½ day event** (6 hours) starting with a seated **networking breakfast and keynote**, then break-out **panel discussions** on: **Local/State Leadership** and **National Leadership** related to a number of issues (Hispanic Demographics in Corporate and Community Leadership, Leadership Creation and Development, Motivational Leadership, etc), then the Summit will conclude with a "**Latino Leaders Global Power Lunch**" lead by a key note speaker to discuss **Global Leadership Issues**.

To add to the excitement of the Summit, through our community relations and public relations campaign, attendees will be informed that a Latino Leaders Raffle will take place at the welcome breakfast in which it will pull a TBD number of participants out of the planned agenda to attend a private/personal meeting with the invited Keynote speakers. This is an opportunity of a life time to be one-on-one with accomplished Hispanic Corporate Leaders.

The Summit will also be open for **exhibitor space** in which during the program breaks, area merchants and event underwriters will be able to display their products or services that cater to the young/upcoming professional and established corporate and community leaders.

In all, attendees of the 2005 *Latino Leaders Magazine* Summit will have access to incredible networking opportunities with hundreds of local professionals, just like themselves, attend informative break-out sessions, be able to make product professional product purchases at discounted rates, register to win technology related equipment and office supplies, and other items for their professional development, but most importantly, develop the essential leadership tools needed in today's non-profit board rooms and corporate board rooms.

The summit will publish it's conclusions, including the closing statements of all three panels, and two keynote speeches in the February 2006 issue of *Latino Leaders*.

**AGENDA:**

Thursday, December 1<sup>st</sup>, 2005 – Welcome Reception/Press Conference:

- Venue:** Nasher Sculpture Center –  
2001 Flora Street, Dallas, Texas 75201
- 5:30pm Doors Open: On-site registration available, Wine-Cocktails Reception open to all.
- 6:30pm Welcome/Press Conference (Laura Miller, Mayor of Dallas and Henry Cisneros to welcome attendees)
- 6:35pm Brief Introduction of the summit by Jorge & Raul Ferraez, Presidents of the magazine and the distinguished panel of speakers.
- 7:00pm Networking till 8:00pm
- 7:30pm Private dinner for Speakers and Sponsors, with Summit & Magazine President and Staff (Location Pending)

Friday, December 2<sup>nd</sup>, 2005 – Latino Leaders Summit (The Westin City Center Dallas)

- 7:00am Registration Opens
- 7:15am Doors Open for Continental Breakfast (Cambridge Hall)
- 8:00am Start Breakfast Program: Corporate Sponsorship Acknowledgments
- 8:45am Breakfast Concludes (Exhibitor Hall Open-Networking)
- 9:00am Session One: Local/State Leadership (Plaza Ballroom)
- 10:00am Session One Concludes (Exhibitor Hall Open-Networking-25minute break)
- 10:20am Session Two: National Leadership (Plaza Ballroom)
- 11:30am Session Two Concludes (Exhibitor Hall Open-Networking)

Noon Open Doors to “Latino Leaders Global Power Lunch” (Plaza Ballroom)

12:10 Lunch Program Starts

Final Remarks – Discussion –

Keynote Address – Finale

1:30pm Summit Ends

**WHERE:** The Westin City Center Dallas (Commonly Known as Plaza of Americas)

650 North Pearl Street – Dallas, Texas 75201

Main Line: 214-979-9000

[www.westin.com/citycenterdalls](http://www.westin.com/citycenterdalls)

### **WHO WILL ATTEND?**

**Hispanic** Professionals, Community Leaders, Students, Elected Officials, Small Business Owners, Corporate Leaders and all that are interested in their professional and leadership development. **Anticipated attendance: 350-450**

### **CONFIRMED SPEAKERS:**

- The Hon. Henry Cisneros, President City View (Keynote, Welcome Reception)
- The Hon. Laura Miller, Dallas Mayor (Welcome Reception, Opening Remarks)
- Guillermo Perales, GC Management (Local Panel)
- Marcos Ronquillo, Godwin Gruber Partner (Local Panel)
- Lupe Valdez, Dallas Co. Sheriff (Local Panel)
- Nina Vaca, CEO, Pinnacle Technical Resources Inc. (Local Panel)
- David Lizarraga, President USHCC (National Panel)
- Alejandro Silva, Evans Food, The King of Chicharron (National Panel)
- Eugenio Clariond, President Hylsa, Texas Corp (Global Panel)
- Carlos Fernandez, President Grupo Modelo, (Global Panel)
- Javier Benito, VP Starwood Hotels Worldwide (Global Panel)

### **Who should consider corporate sponsorship?**

•Technology companies •Professional Service Providers • Colleges & Universities (MBA Schools)• Sports equipment •Professional training •Fundraising companies • Teacher certification programs • Professional associations • Financial planning and investment companies • Home loans & builders • Banking institutions • Health for mental and physical fitness • Retirement planning • Insurance providers • Office supply companies • Computer retailers & whole sellers • HR departments and Procurement departments of major corporations • Companies that have programs and products for professionals at any level.

## **WHY:**

No such event in place for the Hispanic targeted demographics with such caliber of speakers and agenda.

## **PR/MARKETING:**

**Latino Leaders Magazine** ( The Principal Marketing Arm) in addition to Business Publications, Press Release, TV & Radio PSAs with pre-event media interviews, massive email distributions and direct mailers to area professional organizations data-base and through strategic partnership with area Chambers of Commerce and Professional Organizations.

## **PARTICIPANTS BENEFITS:**

The participants will receive a comp annual subscription to the magazine, a program and a certificate of participation.

### ***Special Features:***

- ❑ Tier I National Keynote Speakers
- ❑ Powerful networking opportunities
- ❑ Key Leadership and Professional Development
- ❑ Anticipated attendance of over 350-450 professionals from the DFW area
- ❑ Certificate of Completion
- ❑ Over 30 exhibitors
- ❑ Attendance from local, state and national government officials
- ❑ Informational seminars
- ❑ Computer and other technology related equipment giveaways
- ❑ Product demonstrations
- ❑ Free Parking – Reduced rate for Hotel guests

## CORPORATE SPONSORSHIP LEVELS:

### EVENT UNDERWRITER:

**\$15,000**

Benefits include, but not limited to the following:

- Event to be coined “*Company Name* – Presents” in all print, radio and television spots and publicity campaign.
- Corporate logo to be predominantly featured in all print and television spots (as approved by individual media partner).
- Full (2) two page spread in main event program.
- One (1) full page color ad in *Latino Leaders* March/Feb. issue
- Corporate logo predominantly featured on:
  - Master event email invitation (5,000+),
  - Special Post Card Insert in October 2005 Issue (10,000+)
  - All signage at main event.
  - All respective community fliers and marketing pieces.
  - Home page of event website.
- Corporate logo prominently displayed at event registration.
- Prominent exhibitor space (size to be determined by sponsor) at main lobby.
- Logo and signature line of corporate underwrite in the official “Certificate of Completion” to be distributed post event.
- Prominent inclusion in event’s editorial recap on the following *Latino Leaders* publication.
- Option to develop VIP Guests “Welcome” baskets, in your name, to all invited guests, to be properly located in their hotel room.
- Opportunity to address all the invited guests at a private meeting prior to the events scheduled breakfast.
- Three (3) centrally positioned corporate tables of ten (10).
  - Breakfast and Lunch
  - Option to have the event producers invite key area community/corporate leaders to be guest of the sponsored tables.
- Thirty (30) passes to Pre-Event VIP Reception.
- Official Host of VIP Reception in your honor, with:
  - Four (4) minute podium presentation to an audience of over 200 Hispanic corporate and community leaders as title sponsor.
- Sponsor to be presented with a Commemorative Plaque for Underwriter Recognition during the closing Lunch main program.
  - At presentation, corporate underwriter will be provided with four (4) minutes to address the attendees with a pre-scripted corporate message.
- Corporate promotional items to be distributed to all attendees at pre-event reception and/or option to place promotional products on the tables of the closing lunch.
- Complimentary annual subscription, in your name, to designated 150 guests.
- “Right of First Refusal” for same sponsorship level for event in 2006.

## CORPORATE SPONSORSHIP LEVEL:

### DIAMOND:

**\$10,000**

Benefits include, but not limited to the following:

- Event to be coined “*Latino Leaders Summit – Co-Sponsored by*”
- Corporate logo to be predominantly featured in all print (as approved by individual media partner).
- Full (1) one page spread in main event program.
- One (1) full page color ad in *Latino Leaders* March/Feb. issue
- Corporate logo predominantly featured on:
  - Master event email invitation (5,000+),
  - Special Post Card Insert in October 2005 Issue (10,000+)
  - All signage at main event.
  - All respective community fliers and marketing pieces.
  - Home page of event website.
- Corporate logo prominently displayed at event registration.
- Prominent exhibitor space (10x10) at main lobby.
- Logo of corporate underwrite in the official “Certificate of Completion” to be distributed post event.
- Prominent inclusion in event’s editorial recap on the following *Latino Leaders* publication.
- Option to include corporate items in the “Welcome” baskets, in your name, to all invited VIP guests, to be properly located in their hotel room.
- Two (2) centrally positioned corporate tables of ten (10).
  - Lunch
  - Option to have the event producers invite key area community/corporate leaders to be guest of the sponsored tables.
- Twenty (20) passes to Pre-Event VIP Reception.
- Official Co-Host of VIP Reception in your honor, with:
  - Two (2) minute podium presentation to an audience of over 200 Hispanic corporate and community leaders as title sponsor.
- Sponsor to be presented with a Commemorative Plaque for Underwriter Recognition during the closing Lunch main program.
  - At presentation, corporate underwriter will be provided with two (2) minutes to address the attendees with a pre-scripted corporate message.
- Corporate promotional items to be distributed to all attendees at pre-event reception and/or option to place promotional products on the tables of the closing lunch.
- Complimentary annual subscription, in your name, to designated 100 guests.
- “Right of First Refusal” for same sponsorship level for event in 2006.

**NATIONAL SPONSOR :**

**ONE**

**\$10,000**

Benefits include, but not limited to the following:

- Event to be noted “XYZ *Latino Leaders* Summit, sponsored by (your company name)” in all print, radio and television spots and publicity campaign.
- Corporate logo to be featured in all print and television spots (as approved by individual media partner).
- Full (1) one page ad in main event program.
- Half (1/2) page ad in *Latino Leaders* March/Feb. issue
- Corporate logo featured on:
  - Master event email invitation (5,000+),
  - Special Post Card Insert in October 2005 Issue (10,000+)
  - All signage at main event.
  - All respective community fliers and marketing pieces.
  - Home page of event website.
- Corporate logo displayed at event lobby.
- Exhibitor space (20x10) at main lobby.
- Logo of corporate underwrite in the official “Certificate of Completion,” to be distributed post event.
- Inclusion in event’s editorial recap on the following *Latino Leaders* publication.
- Option to include a company token in the official VIP Guests “Welcome” baskets, to be properly located in their hotel room.
- Two (2) strategically positioned corporate tables of ten (10).
  - Breakfast and Lunch
  - Option to have the event producers invite key area community/corporate leaders to be guest of the sponsored tables.
- Twenty (20) passes to Pre-Event VIP Reception.
- Official Host of **National Lecture Series** (breakout session) in your honor, with:
  - Four (4) minute podium presentation to an audience of over 350 Hispanic corporate and community leaders as corporate sponsor.
- Sponsor to be presented with a Commemorative Plaque for Underwriter Recognition during the closing Lunch program.
  - Photo Opportunity Only – No podium time.
- Corporate promotional items to be distributed to all attendees at pre-event reception, **National Lecture Series** tables or closing ceremonies.
- Complimentary annual subscription, in your name, to designated 100 guests.
- “Right of First Refusal” for same sponsorship level for event in 2006.

**STATE/LOCAL SPONSOR :**

**ONE**

**\$10,000**

Benefits include, but not limited to the following:

- Event to be noted “XYZ *Latino Leaders* Summit, sponsored by (your company name)” in all print, radio and television spots and publicity campaign.
- Corporate logo to be featured in all print and television spots (as approved by individual media partner).
- Full (1) one page ad in main event program.
- Half (1/2) page ad in *Latino Leaders* March/Feb. issue
- Corporate logo featured on:
  - Master event email invitation (5,000+),
  - Special Post Card Insert in October 2005 Issue (10,000+)
  - All signage at main event.
  - All respective community fliers and marketing pieces.
  - Home page of event website.
- Corporate logo displayed at event lobby.
- Exhibitor space (20x10) at main lobby.
- Logo of corporate underwrite in the official “Certificate of Completion,” to be distributed post event.
- Inclusion in event’s editorial recap on the following *Latino Leaders* publication.
- Option to include a company token in the official VIP Guests “Welcome” baskets, to be properly located in their hotel room.
- Two (2) strategically positioned corporate tables of ten (10).
  - Breakfast and Lunch
  - Option to have the event producers invite key area community/corporate leaders to be guest of the sponsored tables.
- Twenty (20) passes to Pre-Event VIP Reception.
- Official Host of **Local/State Lecture Series** (breakout session) in your honor, w/
  - Four (4) minute podium presentation to an audience of over 350 Hispanic corporate and community leaders as corporate sponsor.
- Sponsor to be presented with a Commemorative Plaque for Underwriter Recognition during the closing Lunch program.
  - Photo Opportunity Only – No podium time.
- Corporate promotional items to be distributed to all attendees at pre-event reception, Local/State Lecture Series tables or closing ceremonies.
- Complimentary annual subscription, in your name, to designated 100 guests.
- “Right of First Refusal” for same sponsorship level for event in 2006.

## WELCOME RECEPTION/PRESS CONFERENCE SPONSOR

*Nasher Sculpture Center – 2001 Flora Street, Dallas, Texas 75201*

**SPONSOR :**

**\$10,000**

Benefits include, but not limited to the following:

- Event to be noted “XYZ *Latino Leaders* Summit, sponsored by (your company name)” in all print, radio and television spots and publicity campaign.
- Corporate logo to be featured in all print and television spots (as approved by individual media partner).
- Full (1) one page ad in main event program.
- Half (1/2) page ad in *Latino Leaders* March/Feb. issue
- Corporate logo featured on:
  - Master event email invitation distribution of over (15,000+),
  - Special Post Card – Distribution of 10,000+ to local DFW Organizations and leaders.
  - All signage at main event.
  - All respective community fliers and marketing pieces.
  - Home page of event website.
- Corporate logo displayed at event lobby of Nasher Sculpture Center as “Welcome Reception Sponsored by [Logo].
- Exhibitor space (20x10) at main lobby of leadership summit.
- Logo of corporate underwrite in the official “Certificate of Completion,” to be distributed post event.
- Inclusion in event’s editorial recap on the following *Latino Leaders* publication.
- Option to include a company token in the official VIP Guests “Welcome” baskets, to be properly located in their hotel room.
- Two (2) strategically positioned corporate tables of ten (10).
  - Global Power Lunch
  - Option to have the event producers invite key area community/corporate leaders to be guest of the sponsored tables.
- Unlimited passes to Welcome Reception/Press Conference VIP Reception, as sole sponsor of the evening reception.
- Official Host of **Welcome Reception/Press Conference** in your honor, with:
  - Four (4) minute podium presentation to an audience of over 300 Hispanic corporate and community leaders as corporate sponsor.
- Sponsor to be presented with a Commemorative Plaque for Underwriter Recognition during the closing Lunch program (December 2<sup>nd</sup>, 2005).
- Corporate promotional items to be distributed to all attendees at pre-event reception, **or** closing global luncheon.
- Complimentary annual subscription, in your name, to designated 100 guests.
- “Right of First Refusal” for same sponsorship level for event in 2006.

**EVENT SPONSOR :****FOUR****\$5,000**

Benefits include, but not limited to the following:

- Event to be noted “XYZ *Latino Leaders* Summit, sponsored by (your company name)” in all print and publicity campaign.
- Corporate logo to be featured in all print ads (as approved by individual media partner).
- Half (1/2) page ad in main event program.
- Quarter (1/4) page ad in *Latino Leaders* March/Feb. issue
- Logo to be featured on:
  - Master event email invitation (5,000+),
  - Special Post Card Insert in October 2005 Issue (10,000+)
  - All signage at main event.
  - All respective community fliers and marketing pieces.
  - Home page of event website.
- Corporate logo displayed at event lobby.
- Exhibitor space (10x10) at main lobby.
- Company name of underwrite in the official “Certificate of Completion,” to be distributed post event.
- Inclusion in event’s editorial recap on the following *Latino Leaders* publication.
- One (1) corporate table of ten (10).
  - Breakfast and Lunch
  - Option to have the event producers invite key area community/corporate leaders to be guest of the sponsored tables.
- Ten (10) passes to Pre-Event VIP Reception.
- Sponsor to be presented with a Commemorative Plaque for Underwriter Recognition during the closing Lunch program.
  - Photo Opportunity Only – No podium time.
- Corporate promotional items to be distributed from exhibitor space only.
- “Right of First Refusal” for same sponsorship level for event in 2006.

**EVENT UNDERWRITER :****\$2,500**

Benefits include, but not limited to the following:

- Event to be noted “XYZ *Latino Leaders* Summit, sponsored by (your company name)” in all print and publicity campaign.
- Corporate Logo to be featured on:
  - Master event email invitation (5,000+),
  - All signage at main event.
  - All respective community fliers and marketing pieces.
  - Home page of event website.
- Exhibitor space (10x10) at main lobby.
- Inclusion in event’s editorial recap on the following *Latino Leaders* publication.
- One (1) corporate table of ten (10).
- Ten (10) passes to Pre-Event VIP Reception (Nasher).
- Sponsor to be recognized from the podium for their participation.
- Corporate promotional items to be distributed from exhibitor space only.
- “Right of First Refusal” for same sponsorship level for event in 2006.

**Lunch Corporate Table Underwriter: \$1,500.00**

- One (1) table of ten (10) with corporate recognition on table tent
- Four (4) tickets to pre event reception
- Company name in event program.
- Recognition from the podium

**Exhibitor: \$1,000.00**

- One skirted 6 foot table – 2 chairs
- 2 tickets to all events
- Company name in event program
- Recognition from the podium

**Corporate Sponsorship Confirmation Form:**

Yes! We wish to support the 2005 Latino Leaders Summit:

**SPONSOR LEVELS** (Please select level)

- Underwriting Sponsor (\$15,000)
- State/Local Sponsor (\$10,000)
- DIAMOND (\$10,000)
- Underwriter (\$2,500)
- National Sponsor (\$10,000)
- Event Sponsor (\$5,000)
- Other: Lunch Corporate Table (\$1,500)
- Other: \_\_\_\_\_

**SPONSOR INFORMATION**

Company Name (as it will appear publicly): \_\_\_\_\_

Contact person: \_\_\_\_\_

Address, City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Facsimile: \_\_\_\_\_

E-mail: \_\_\_\_\_

Signature: \_\_\_\_\_

**METHOD OF PAYMENT**

A check for \$\_\_\_\_\_ is enclosed, payable to FERRAEZ Publications.

Check Number: \_\_\_\_\_

Please Invoice

If address is different than above, please include: \_\_\_\_\_

**Please mail to:**

**Latino Leaders Summit  
15443 Knoll Trail, Suite #210  
Dallas, Texas 75248**

**Or Contact:**

Latino Leaders Magazine  
Gil Zafra  
Phone: (214) 206-4960  
Fax: (214) 206-4970  
[gzafra@latinoleaders.com](mailto:gzafra@latinoleaders.com)