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HNBA VIA Fund Chair

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HNBA COO & Executive Director
HNBA VIA Fund President



HNBA & HNBA VIA

2019-2020 PARTNERSHIP OPPORTUNITIES



About the HNBA

We are a nonprofit, nonpartisan, national membership organization representing the interests of more than fifty thousand Hispanic legal professionals and law students in the U.S. and its territories. We are also committed to advocacy on issues of importance to the 58+ million people of Hispanic heritage living in the U.S. While we are proud of our nearly five decades of accomplishments, we are mindful that our mission is as vital today as it was when we were founded in 1972.

HNBA Mission

- Provide resources for the advancement and professional development of our members and sponsors.
- Support the recruitment, retention and elevation of Latinx individuals in law schools, law firms, corporations, the judiciary, and government.
- Advocate for solutions to issues that affect the Latinx community.

The HNBA is a registered 501(c)(6) organization and contributions to the organization are not deductible as charitable contributions for federal income tax purposes, but may be deductible as trade or ordinary business expenses.

About the HNBA VIA Fund

The HNBA VIA (“Vision in Action”) Fund is the HNBA’s 501 (c)(3) charitable arm. Through a combination of targeted programs (trainings, workshops, mentoring and pipeline programs, pro bono legal services, and conferences), the HNBA VIA Fund supports the development and advancement of Latinx students, legal professionals and community members. Please consider VIA when deciding where to invest your or your organization’s charitable support. Visit us at www.hnba.com/HNBAVIAFUND.

VIA Mission

To empower the U.S. Latinx community through programs, events and initiatives that increase the community’s access and influence, and provide expanded education, career advancement, and leadership opportunities.

Because the HNBA VIA Fund is a 501(c)(3), your contribution may qualify as a charitable deduction for federal income tax purposes. The deduction is limited to the excess of the contribution over the fair market value of any goods or services received in exchange for your contribution. Please consult your tax advisers or the IRS to determine whether your contribution is deductible.

WHY PARTNER WITH HNBA & VIA?



Our joint network includes thousands of Latinx lawyers, law professors, students, legal professionals, state and federal judges, legislators, community leaders and members, bar affiliates and associate organizations operating across the United States and its territories.



Our partners, members, and allies work in all sectors of the legal profession, including the public and non-profit sectors, small, medium, and large law firms, and the corporate law departments and C-Suites of Fortune 500 companies.



As a national association of Latinx legal professionals and students, the HNBA, and its joint educational and development programming with the HNBA VIA Fund, is uniquely positioned to influence and impact the lives of the 58+ million Latinx individuals in the U.S.

HNBA/VIA IMPACT STRATEGY

Through a combination of educational pipeline, professional development, leadership training, and networking programs, activities and initiatives, as well as two national conferences, and numerous community outreach and advocacy efforts, HNBA & VIA empower and advance the educational, professional and economic development of Latinx individuals in the legal profession and our communities.

The HNBA/VIA Fund's efforts have a 3-prong approach:

- 1 Su Carrera:** Professional, business and leadership development programs assisting underrepresented legal professionals advance in their careers, from landing their first job as a lawyer to achieving partnership or in-house promotions on their way to law firm management, the general counsel's office, or the C-Suite.
- 2 Su Futuro:** Early intervention and mentoring/educational pipeline programs targeting students from elementary school to law school, as well as young lawyers, and providing information, training and key resources to help them progress through the educational pipeline.
- 3 Su Comunidad:** Community education programs and outreach activities that support the HNBA/VIA's objective of empowering the Latinx community, and the HNBA's mission to advocate on issues of importance to the community.

HNBA/VIA Corporate Counsel Conference

Every March, this three-day conference focuses on the interests of legal professionals working in corporate legal departments and the law firm attorneys who advise corporations on litigation, regulatory, and transactional matters. Programming includes top-notch **Continuing Legal Education (CLE) Panels** and **General Plenaries** with prominent thought leaders, and **Networking Receptions** featuring high-profile speakers, including public officials, judges, and C-Suite executives. Key elements of the CCC include the **Business Development Institute**, offering critical training and mentoring to young and mid-career lawyers and law students; **Speed Networking and Corporate Connections Program**, facilitating substantive working relationships between in-house and outside counsel; **Diverse Recruiting Mixers** where our corporate and law firm partners can identify and hire top diverse talent; the **Poder 25 Program**, developing the next generation of Latinx GCs of Fortune 500; an **Exhibitor Showcase**; the **HNBA Top Lawyers Under 40 Awards**; and the **Latina Executive Leadership Program** and **Latina Commission Plenary**. In conjunction with the CCC, the **Uvaldo Herrera National Moot Court Competition** brings together over 30 teams of law students from the nation's top law schools. Winners of the Competition receive substantial scholarship awards. This valuable educational experience is judged in its entirety by sitting or retired judges thanks to the **HNBA Judicial Division's** work and service.

HNBA/VIA Annual Convention

Each September, the most influential Hispanic lawyers, leaders, elected officials, judges, law professors, and law students in the country convene for the the HNBA/VIA Annual Convention. Participants attend cutting-edge **Continuing Legal Education (CLE) Panels** and **General Plenaries** featuring leading practitioners from across the country, addressing legal trends on a wide range of topics. Among other highlights, the Convention features: the **Latina Commission Plenary**, **Latina Leadership Academy** and **Latina Executive Leadership Program**, providing training focused on removing barriers to the advancement of Latinas in the legal profession; the **Young Lawyers and Law Students Speed Mentoring Program**, in which seasoned attorneys offer practical career advice and information to law students and young lawyers; the **LGBT Leadership Summit**, empowering the next generation of LGBT and Latinx leaders; **Poder 25 Program**, developing the next generation of Latinx GCs of the Fortune 500; and the **Youth Symposium**, designed to expose high school and college students to legal careers. The Convention also offers an **Exhibitor Showcase**, outstanding **Keynote Speakers**, valuable **Networking Receptions, Training and Educational Workshops** benefiting Latinx students and legal professionals, and the prestigious **HNBA National Annual Awards Reception**. A **Solo/Small Firm Boot Camp**, offering targeted programming to support small law firms and solo practitioners, will be launched during the 2020 HNBA/VIA Annual Convention.



Annual Convention and Corporate Counsel Conference Sponsorships

A 10% Early Bird discount is available for sponsors who choose to support both the HNBA/VIA Corporate Counsel Conference (CCC) and Annual Convention (AC). Indicated sponsorship levels, with corresponding financial support, are for **each** event (CCC or AC). Payment for both must be received by January 15th to receive the discount.

SPONSOR BENEFITS	DIAMOND \$50,000.00	PLATINUM \$40,000.00	GOLD \$25,000.00	SILVER \$15,000.00	BRONZE \$10,000.00	AMIGO \$5,000.00
FULL REGISTRATIONS <i>Include all CCC or AC activities, except "By Invitation Only" events.</i>	15	12	8	6	4	2
VIP Reception <i>Invited if reception is held.</i>	✓	✓	✓	✓		
VIP Gala Table	3	2	1			
Speaking Opportunities	2	1				
Specialty Training Program <i>Benefit or discount applied if training program is held.</i>	Two Passes	40% discount on up to 2 passes	25% discount on up to 2 passes			
Marketing Materials or Giveaways in Conference Bag	✓	✓	✓	✓		
Exhibitor Showcase Space	✓ Premium Placement	✓	50% discount	30% discount	20% discount	
Speed Networking & Corporate Connections Program <i>CCC only</i>	✓	✓	✓	✓	✓	✓
Company Logo on HNBA.com	✓	✓	✓	✓	✓	✓
Recognition in Print & Electronic Marketing, and Signage	✓	✓	✓	✓	✓	✓
Advertising in Noticias: CCC/AC edition <i>Program Ad can be upgraded to color for \$400.00, or to next size for \$800.00.</i>	Welcome Letter in Noticias & full-page color ad (VIP placement)	Full-page color ad (premium placement)	Half-page color ad	Full-page B&W ad	Half-page B&W ad	Logo in Noticias: CCC/AC edition
HNBA Career Center (online) <i>See back page for fee schedule.</i>	6 month free use (up to 10 job postings)	3 month free use (up to 5 job postings)	50% discount on job posting fee	30% discount on job posting fee	20% discount on job posting fee	10% discount on job posting fee
Virtual Career Fair <i>VCF held 1st week of August.</i>	✓	50% discount	35% discount	20% discount		

À la carte Options: Create Your Own Sponsorship

There are a myriad of ways to support the HNBA's and HNBA VIA's important work and mission. À la carte sponsorship options provide additional targeted visibility for your organization. If you have new ideas or prefer to enhance an existing sponsorship, we can create a custom sponsorship package that will showcase your organization's brand and align with your objectives.

Sponsors purchasing à la carte Opportunities enjoy the following benefits:

- Sponsor recognition in signage, electronic & print materials, marketing campaigns, event app and webpage, and sponsor-related communications.
- Sponsor may make remarks for the length of time deemed appropriate by the HNBA COO/Executive Director & National Finance Director.

Note:

Unless otherwise stated, à la carte options are for **each** event. There may be more than one sponsor for selected opportunities. If you are interested in exclusivity, please contact the HNBA COO & Executive Director (acruz hacker@hnba.com) or the National Finance Director (financedirector@hnba.com).

Exhibitor Showcase

Exhibit Space

Includes one 2-day registration

Commercial

\$4,000.00

Government/Non-Profit

\$3,000.00

Main Receptions & Gala

Gala

\$30,000.00

Awards Reception

\$20,000.00

VIP Reception

\$15,000

Welcome Reception

\$15,000.00

Gala Reception

\$15,000.00

Maximize
Your
Impact!

Other Receptions & Meetings

Speed Networking & Corporate Connections Reception

(CCC only)
\$10,000.00

Region or DS&C* Reception

\$7,500.00

Region or DS&C Meeting/Cafecito/Mixer

\$4,500.00

Programs

Poder25 Program

\$25,000.00

Moot Court Competition

(CCC only)
\$15,000.00

Latina Executive Leadership Program

\$15,000.00

Diverse Recruiting Mixer

\$10,000.00

General Plenary

\$10,000.00

Law Students & Young Lawyers Speed Mentoring Program

\$7,500.00

Youth Symposium

(AC only)
\$7,500.00

CLE Panel

\$3,500.00

Tech & Digital

Audio Visual

\$20,000.00

Cyber Lounge

\$15,000.00

WiFi

\$15,000.00

Mobile App

\$10,000.00

Tech Charging Station

\$3,500.00

Print & Signage

Noticias Magazine

(CCC or AC edition)
\$15,000.00

CCC or AC Bag

\$10,000.00

Lanyards

\$5,000.00

Pocket Agenda

\$5,000.00

Professional Headshots

\$4,000.00

Full-Page Color Ad

\$2,000.00

Full-Page B&W Ad

\$1,600.00

Half-Page Color Ad

\$1,200.00

Half-Page B&W Ad

\$800.00

Other Specialty Sponsors

Gala Photo Booth

\$10,000.00

Membership Pavilion

\$7,500.00

Transportation

\$7,500.00

Coffee Break

\$5,500.00

Cigar Roller

\$4,500.00

DS&C Hall of Flags

\$3,500.00

Moot Court Scholarships

\$3,500.00

Entertainment

\$3,500.00

Judicial Stipend Fund

\$2,500.00

Young Lawyers Stipend Fund

\$2,500.00

Law Students Stipend Fund

\$2,500.00

*DS&C—HNBA Divisions, Sections and Committees

HNBA.com Career Center

The online HNBA Career Center is an effective online resource that provides professional services and opportunities to Latinx legal professionals and law students seeking assistance with their own professional advancement. It is also a way for our partners and sponsors to recruit the best and brightest diverse candidates. For more information on the online HNBA Career Center's job posting services: careercenter@hnba.com.

NEW! Job Posting Fee Schedule

Private Employer	\$400.00 per job posting
	\$2,750.00 unlimited for 6 months
	\$4,500.00 unlimited for 12 months
Govt./Nonprofit/ Educational Institution Employer	\$225.00 per job posting
	\$2,225.00 unlimited for 6 months
	\$3,500.00 unlimited for 12 months

To discuss ways to partner with the HNBA and HNBA VIA, contact

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Questions?

www.HNBA.com
www.hnba.com/HNBAVIAFUND
202.223.4777
support@hnba.com



Thank you for partnering
with us to advance diversity,
equity and inclusion!
Our critical work is possible
because of your commitment.