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HNBA National President  
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HNBA COO & Executive Director  
HNBA VIA Fund President



# HNBA & HNBA VIA

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**2020-2021** PARTNERSHIP OPPORTUNITIES

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## About the HNBA

The Hispanic National Bar Association (HNBA) is 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 60+ million people of Hispanic heritage living in the U.S. While we are proud of almost 50 years 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 Hispanics in law schools, law firms, corporations, the judiciary, and government.
- Advocate for solutions to issues that affect the Hispanic 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 Hispanic students, legal professionals and community members. Please contact us to learn more about how your organization can support one our programs by making a charitable contribution.

### VIA Mission

To empower the U.S. Hispanic 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 Hispanic 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 Hispanic 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 60 million Hispanic 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 Hispanics in the legal profession and our communities.

The HNBA/VIA Fund's efforts include three programmatic approaches to address the needs:

- 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 Hispanic community, and the HNBA's mission to advocate on issues of importance to the community.

## HNBA/VIA Corporate Counsel Conference

Every March, this 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 specialty training and mentoring for young and mid-career lawyers and law students; **Speed Networking and Corporate Connections Program**, facilitating substantive working relationships between in-house and outside counsel; **Corporate Diverse Recruiting Meet-and-Greets**, where our corporate and law firm partners can identify and hire top diverse talent; the **Poder 25 Program**, developing the next generation of Hispanic GCs of Fortune 500; an **Exhibitor Showcase**; the **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 32 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 HNBA/VIA Annual Convention. Participants attend cutting-edge **Continuing Legal Education (CLE) Panels** and **General Plenaries** accredited nationwide and 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 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 Hispanic leaders; the **Poder 25 Program**, developing the next generation of Hispanic GCs of Fortune 500 companies; 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 Hispanic students and legal professionals, and the prestigious **National Annual Awards Reception**.



# HNBA/VIA In-Person Conference Sponsorship Levels & Benefits

## Take Advantage of our Early-Bird Discount!

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 15<sup>th</sup> 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
Recognized in sponsor related communications & campaigns, website & signage and <i>Noticias Magazine</i>	✓	✓	✓	✓	✓	✓
FULL REGISTRATIONS <i>Includes 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				
Marketing Materials or Giveaways in Conference Bag <i>(if bags are distributed)</i>	✓	✓	✓	✓		
Exhibitor Showcase Space	✓ Premium Placement	✓	50% discount	30% discount	20% discount	
Speed Networking & Corporate Connections Program <i>If held (CCC only)</i>	✓	✓	✓	✓	✓	✓
Recognition in Print & Electronic Marketing, and Signage	✓	✓	✓	✓	✓	✓
Advertising in <i>Noticias Magazine</i> : 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 <i>Noticias</i> & 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 <i>Noticias</i> : CCC/AC edition
HNBA Career Center <i>(online)</i> <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
Sponsor Spotlight in <i>e-Noticias</i>	6 diverse attorney spotlights	5 diverse attorney spotlights	4 diverse attorney spotlights	3 diverse attorney spotlights	2 diverse attorney spotlights	1 diverse attorney spotlight

# HNBA/VIA Virtual Conference Sponsorship Levels & Benefits

## Take Advantage of our Early-Bird Discount!

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 15<sup>th</sup> to receive the discount.

**Membership Benefits:** For a full list of HNBA membership benefits, please visit: <https://hnba.com/members/>

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
Recognized in sponsor related communications & campaigns, website & signage and <i>Noticias Magazine</i>	✓	✓	✓	✓	✓	✓
Full registrations <i>Includes all CCC or AC activities, except "By Invitation Only" events.</i>	20	17	12	9	6	4
Complimentary 1-year HNBA Memberships	20	17	12	9	6	4
Advertising in <i>Noticias Magazine</i> , electronic edition	Welcome letter and full-page color ad	Full-page color ad	Full-page color ad	Full-page B&W ad	Half-page color ad	Half-page B&W ad
Speaking Opportunities*	Sponsor logo on Plenary site and one 45-second video/media or 2-minute opening remarks at Plenary	Sponsor logo on CLE site and one 30-second video/media recognition, or 2-minute opening remarks at CLE				
Speed Networking & Corporate Connections Program <i>If held (CCC only)</i>	✓	✓	✓	✓	✓	✓
Partner & Exhibitor Showcase	✓	✓	✓	Partner showcase: complimentary; Exhibitor space: 50% discount	Partner showcase: complimentary; Exhibitor space: 40% discount	Partner showcase: complimentary; Exhibitor space: 30% discount
HNBA Career Center ( <i>online</i> ) <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)	60% discount on job posting fee	50% discount on job posting fee	40% discount on job posting fee	20% discount on job posting fee
e- <i>Noticias</i> Sponsor Spotlight	6 diverse attorney spotlights	5 diverse attorney spotlights	4 diverse attorney spotlights	3 diverse attorney spotlights	2 diverse attorney spotlights	1 diverse attorney spotlight

\*Video is produced and submitted by sponsor.

# À la carte Options

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 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 additional benefits:

- Sponsor recognition in signage, electronic & print materials, marketing campaigns, event app and webpage, and sponsor-related communications.
- As appropriate, sponsor may be extended the opportunity to provide remarks at event/program.

## Note:

Unless otherwise stated, à la carte options are for **each** event. Sponsorships are not exclusive.

## In-Person Conference

### Exhibitor Showcase

Includes one full 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**  
\$15,000.00

**Welcome Reception**  
\$15,000.00

**Gala Reception**  
\$15,000.00

### Other Receptions & Meetings

**Speed Networking & Corporate Connections Reception**  
\$10,000.00

**Region or DS&C\* Reception**  
\$7,500.00

**Region or DS&C\* Meeting/Cafecito**  
\$4,500.00

### Programs

**Corporate Diverse Recruiting Meet-and-Greet**  
\$10,000.00

**CCC or AC Plenary**  
\$10,000.00

**National Law Students & Young Lawyers Speed Mentoring Program**  
\$5,000.00

**Youth Symposium**  
\$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

### Other Sponsorships

**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

**Moot Court Scholarships**  
\$5,000.00

**CCC/AC Entertainment**  
\$3,500.00

**Judicial Stipend Fund**  
\$2,500.00

**Young Lawyers Stipend Fund**  
\$2,500.00

**Law Students Stipend Fund**  
\$2,500.00

### Publications

**Noticias Magazine Sponsorship (CCC or AC ed.)**  
\$15,000.00

**CCC or AC Bag**  
\$10,000.00

**Lanyards**  
\$5,000.00

**Pocket Agenda**  
\$5,000.00

**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

## Virtual Conference

### Exhibit Space in Partner Showcase

Exhibit Space includes:

- 1 full registration
- Sponsor logo & website link
- 60-second video
- Up to 3 sponsor collateral
- Interactive capabilities

**Commercial**  
\$2,500.00

**Government/Non-Profit**  
\$1,750.00

### Main Receptions & Gala

**Gala en la Sala**  
\$10,000.00

**Welcome & Awards Receptions**  
\$10,000.00

### Other Networking Events

**Speed Networking & Corporate Connections Networking Event**  
\$5,000.00

**Region or DS&C\* Networking Event**  
\$5,000.00

**Region or DS&C Meeting/Cafecito**  
\$2,500.00

### Programs

**Corporate Diverse Recruiting Meet-and-Greets**  
\$10,000.00

**CCC or AC Plenary**  
\$5,000.00

**National Law Students & Young Lawyers National Speed Mentoring Program**  
\$5,000.00

**CLE Panel**  
\$2,500.00

### Other Sponsorships

**Moot Court Scholarships**  
\$5,000.00

**CCC/AC Entertainment**  
\$3,500.00

### Publications

**Noticias Magazine Sponsorship (CCC or AC ed.)**  
\$10,000.00

**Noticias Full-Page Color Ad**  
\$2,000.00

**Noticias Full-Page B&W Ad**  
\$1,600.00

**Noticias Half-Page Color Ad**  
\$1,200.00

**Noticias Half-Page B&W Ad**  
\$800.00

\*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 Hispanic 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, contact [support@hnba.com](mailto:support@hnba.com).

## Job Posting Fee Schedule

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

Alba Cruz-Hacker, HNBA COO & Executive Director  
202.223.4777 • [acruzhacker@hnba.com](mailto:acruzhacker@hnba.com)

Julia Lopez, National Finance Director  
609.524.2022 • [financedirector@hnba.com](mailto:financedirector@hnba.com)

### Questions?

[www.HNBA.com](http://www.HNBA.com)  
[www.hnba.com/HNBAVIAFUND](http://www.hnba.com/HNBAVIAFUND)  
202.223.4777  
[via@hnba.com](mailto:via@hnba.com)



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