



Building Latino Business Leaders

# SECURING A SEAT AT THE TABLE OF SUCCESS

ALPFA 41st Annual Convention  
August 3-7, 2013, Washington D.C.



Lead Sponsor



2013 SPONSORSHIP OPPORTUNITIES

# ALPFA: OPPORTUNITIES AND SOLUTIONS

## Why Invest in ALPFA?



You can't afford not to. As the largest professional Latino organization in America, with a legacy of over 40 years, we have been able to continually offer solutions and opportunities that add value, build relationships and promote a diverse workforce of leaders. Our track record is in the Fortune 500 companies that have partnered with ALPFA year after year, and in many cases increased their level of support and the new industries that are recognizing the key Latino demographic that is our membership of 20,000+.

By partnering with ALPFA, sponsors can showcase their commitment to diversity, promote company products and services, recruit new hires, and provide scholarship opportunities to students majoring in business, accounting, finance, and related fields. In turn, corporate sponsors are given premier events and venues to showcase their commitment to the organization and reach a viable and important segment of the growing Latino market. ALPFA reaches over 20,000 members in our professional and student chapters across the country. Your message will be seen by business professionals, educators, corporate decision-makers, and students across the U.S.

This brochure provides information about the many solutions and sponsorship opportunities we offer, including our biggest event of the year, the ALPFA Annual Convention. In 2013, ALPFA will travel to our nation's capital as we host the 41st Convention: *Securing a Seat At the Table of Success*.

We invite you to learn more about ALPFA and consider how the annual convention can help you:

- Address and meet up to 3,000 professional and student members
- Provide great career paths to both students and experienced professionals
- Develop and improve your brand recognition to our members about your products and services
- Showcase company as an employer of choice to our members and to your employees
- Network and develop mentor/mentee relationships

Your participation will be the start of a long term partnership that will add value to both ALPFA and your company. We appreciate your interest and we are here to develop a relationship plan that meets your needs. I look forward to hearing from you.

Manny Espinoza,  
CEO ALPFA  
and the ALPFA Corporate Development Team



# CREATING RESULTS

The key to our success of over 40 years, is providing valuable programs and providing solutions for recruitment, retention and leadership development. Through our annual events and our online presence, ALPFA is the organization of choice for Latino professionals and students and together, we are committed to building leaders, and having an impact in the future of corporate America.

**Annual Convention**—The Annual Convention attracts over 3,000 attendees over four days. We have raised the bar year after year, adding better workshops and additional opportunities for our corporate partners to engage our membership. Our Women of ALPFA program which started as a breakfast, is now a full day of workshops, panel discussion and luncheon. The Power Breakfast has featured some of the top companies in the US coming together to share their insights and perspectives, and our luncheon keynotes have featured some of top Latino executives. As we move to Washington D.C. in 2013, we are anticipating an increased interest in corporate participation and are planning to have the largest career fair to date.

## How else can ALPFA help you create solutions?

ALPFA has developed programs that focus on Latinas, students, community service and building leadership. These programs also allow our corporate partners to target specific audiences or regions and be involved as a panelist, keynote speaker or moderator. In addition, we now have programs that can help you with your company's leadership development, diversity efforts, insights into the Latino market and more.

**The ALPFA Institute**—Established in 2011 through an agreement between ALPFA and the Sam M. Walton College of Business the ALPFA Institute is positioned to assume a global leadership position in the advancement and engagement of Latino leaders. Through its Centers for Global Leadership, Women's Leadership, and Diversity and Inclusion, the ALPFA Institute is the premier source of thought leadership for Latino leaders through results-driven advisory services, research and insights, and innovative leadership development solutions.

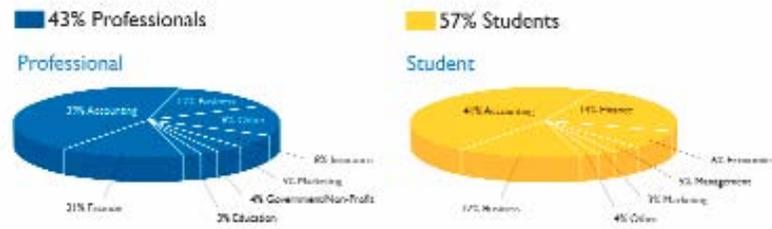
**National Leadership Summit** —A unique opportunity to be involved with the innovation behind ALPFA, and the leaders that represent 20,000+ members. Chapter leaders come together for two days and focus on leadership development, customer service training, and learn to apply ALPFA's vision and mission to local programs.

**Women of ALPFA**—The Women of ALPFA (WOA) program was started in 2002 by visionary professional Latinas with a purpose of creating opportunities for professional Latinas. In 2012, the WOA reached its tenth year and was successful in the first nation-wide city tour reaching thousands of members.

**Regional Student Leadership Symposium**—Created to foster professional development, training, career growth, and leadership skills through the successful attainment of internships among top Latino students pursuing careers in business, finance, accounting, and related fields.

**Professional Chapters**—Whether you need to promote your career opportunities, develop leaders, expand education, or your brand, with 40 chapters across the US, we are sure to be in the area and demographic you are searching for.

## ALPFA's Membership



**Advertising Options**—With a national publication, widely viewed website, and direct communications to members, we can work with your marketing team to enhance your outreach efforts.



# 2013 ALPFA ANNUAL CONVENTION



## August 3-7, Washington D.C.

Held over four days, the annual convention brings members together from across the U.S. to get motivated, inspired and become better business leaders and provides many opportunities for sponsors to expand their brand, recruit talent and expand their presence in the Latino market.

**Professional and/or Student Workshops**—Workshops over 3 days on technical and soft-skills provide direct, personal access to our attendees. Workshops are developed based on career level, so you can target the audience you are looking for.

**Chapter Leader's Reception**—An invitation-only event, we bring together key board members from our professional and student chapters to exchange ideas, meet the national board and benefit from a national network of like-minded leaders.

**Welcome Sponsor**—Own the official start to our convention! This sponsorship offers a chance to address our attendees and set the tone for our four days! Sponsorship of this event includes all Host benefits, as well as prominent visibility on all related collateral and remarks at the reception.

**Recognition Reception**—**SOLD**—An evening to showcase the sponsors that make our convention possible as well as the chapters that have excelled that year.

**University Reception**—An invite-only event, this is geared towards our professionals and students interested in pursuing an MBA. The event will feature a panel discussion participating universities to have an information table. Lead sponsor will get prominent visibility on all related collateral, remarks at the reception and an opportunity to host workshop.

**ALPFA Power Breakfast**—This event was created specifically for our C-level professionals to network and learn from each other. The lead sponsor will have the opportunity to speak at the event, receive 20 tickets to the event, prominent visibility on related collateral, and can provide a promotional item to be placed on every table.

**Women of ALPFA**—Sponsors of this program have various opportunities to showcase their commitment to Latina leadership

including targeted professional sessions focused on women and financial/professional issues, a luncheon and panel discussions with top notch speakers from corporate America. Lead sponsor of the luncheon will get a speaking opportunity during the program, receive prominent visibility on all related collateral, designated VIP tables, and promotional item to be placed on every table.

**Scholarship Luncheon**—**SOLD**—Talented students from throughout the country will be recognized along with the sponsors that have provided scholarships. Lead luncheon sponsor will get a speaking opportunity during the program, receive prominent visibility on all related collateral, designated VIP tables, and promotional item to be placed on every table. Additional sponsorships for this event include a speaker for the panel discussion.

**Leadership Luncheon**—**SOLD**—The ALPFA Leadership Luncheon brings together C level executives for a powerful panel discussion and also recognizes our Chapter Presidents. Lead luncheon sponsor will get a speaking opportunity during the program, receive prominent visibility on all related collateral, designated VIP tables, and promotional item to be placed on every table. Additional sponsorships for this event include a speaker for the panel discussion.

**Product Pavilion**—A different exhibiting opportunity to interact with attendees on the products and services you offer. Sponsorship opportunities range from booth space, to time on the demonstration stage. Lead sponsor will have key visibility and prime demo stage time.

**Career Fair/University Expo**—Meet and recruit from a highly talented pool of students and experienced professionals. This is an excellent opportunity for your company to showcase its commitment to diversity, career opportunities and further position your brand. Lead sponsor will have prime visibility on floor and prominent visibility on event signage.

**Gala Reception and Dinner**—**SOLD**—The grand finale to our four days, this event celebrates the success of the convention and kicks-off the planning for the next year. Lead sponsor of the gala will get a speaking opportunity during the program, receive prominent visibility on all related collateral, designated VIP tables, and promotional item to be placed on every table.

# 2013 SPONSORSHIP OPPORTUNITIES

	<b>Host \$100,000</b>	<b>Platinum \$50,000</b>	<b>Gold \$35,000</b>	<b>Silver \$12,500</b>	<b>Non-Profit, College, Government \$3,500</b>	
<b>MARKETING</b>	Company name on event signage	●	●	●	●	
	Company's literature/giveaway included in convention bag (limit 1 item)	●	●	●		
	Listed as convention sponsor on ALPFA website with link to your home web page	●	●	●	●	
	Video message to attendees at Recognition Reception	●				
	Company banner on ALPFA website with link (May-July)	●				
	ALPFA email showcasing all HOST sponsors with banner ad before convention <sup>^</sup>	●				
	Booth at the Product Pavilion	●	●	●		
	Advertisement in the Convention Guide	Full page color	Full Page b/w	Half Page color	Qtr. page color	
Advertisement in ALPFA Impact	Full page color	Full Page b/w	Qtr. page color			
<b>NETWORKING</b>	Option to host reception on Monday, August 5 and reception details sent out via ALPFA communication	●	●	●		
	VIP table of 10 for Scholarship and Leadership Luncheons	2	1			
	Attendees to the Pre-Gala VIP Reception on Tuesday, August 6	5	3			
	VIP table of 10 at the Gala Awards on Tuesday, August 6	2	1			
<b>RECRUITING</b>	Job posting on ALPFA Career Center	20	10	5	2	
	Professional registrations <sup>**</sup>	25	15	7	4	
	Exhibit space at Career Fair	Premium Space 20 x 20	Standard Space 20 x 20	Single Space 10 x 10	Single Space 10 x 10	Single Space 10 x 10
	Interview space at Career Fair	Private	Private Booth	General	General	
	Present student workshop	1				
	Present professional workshop	1	1			
	Professional one-year memberships	30	20	10	5	2
Access to online student resumes one month prior and post to convention	●	●	●	●	●	

<sup>^</sup> Emails are distributed via ALPFA office. <sup>\*\*\*</sup>Welcome sponsor has all benefits of Host, plus the Welcome Reception

**\*\*Additional full registrants over and above the registrants included in your sponsorship package must register as individual professional registrants. Any additional recruiters you would like at your booth will register as an EXHIBITOR for \$175.00 (Includes luncheon).**

## Key Benefits Included in Some Packages:

**Video message to attendees (Host level only)**—During our Recognition Reception, we spotlight our Host sponsors by running a video they create with a message to our attendees. This is a great way to position your company's diversity and inclusion efforts, and align your efforts with an organization committed to leadership.

**Host spotlight (Host level only)**—In the weeks before convention, we create a special email that showcases all of the host sponsors and lets our attendees know about their recruitment efforts, workshop, or special promotions during the career fair.

**Job Postings—(Host and Platinum level)** ALPFA has a career and job center on its website which is a key resource our sponsors use to recruit a diverse talent pool. In the weeks before our convention, this is a great way to promote the opportunities you have and get a head start in reaching candidates. Additional postings may be purchased a la carte.

**Private Interview Room (Host level only)**—Expand your recruitment efforts with the availability of a private interview room to further engage potential candidates.

**Private Interview Booth (Platinum level only)**—Located in the career fair, your recruiters can have a dedicated, private booth space to engage potential candidates.

**Company's literature/giveaway included in our convention bag**—make an impression right when our attendees arrive.

**Sponsor Reception**—We set aside one evening to allow sponsors the opportunity to host a reception that can serve as a way to network on a more personal level with attendees, or be a private event. For receptions open to attendees, we will send out your details via email.

<sup>^^</sup> Email will be sent via the ALPFA office to convention registrants during the month of July and can include an ALPFA targeted message.

# EXPAND YOUR VISIBILITY

## Add-On Key Event Sponsorships to your Existing Package:

Welcome Sponsor ***	\$115,000	Lifetime Member Breakfast	\$20,000
Convention Kick-Off Reception	\$30,000	Career Fair Sponsor	\$25,000
Chapter Leaders' Reception	\$15,000	University Career Fair Sponsor	\$10,000
Welcome Reception	\$50,000	Women of ALPFA Lead Sponsor	\$50,000
<i>Only available if Welcome Sponsor not sold</i>		Panel Speaker	\$20,000
Recognition Reception -----SOLD-----	\$50,000	Scholarship Luncheon Lead Sponsor -----SOLD-----	\$50,000
ALPFA Pre-Gala VIP Reception	\$20,000	Panel Speaker	\$20,000
Exclusive Gala Sponsor -----SOLD-----	\$50,000	Leadership Luncheon - Co Sponsor -----SOLD-----	\$25,000
University Reception	\$10,000	Panel Speaker	\$20,000
Product Pavilion Sponsor -----SOLD-----	\$15,000	Power Breakfast - Lead Sponsor	\$50,000
Booth at Product Pavilion	\$ 3,000	Panel Speaker	\$20,000
Demo Stage Presentation	\$ 7,500	Professional, Student or Woman of ALPFA Workshop	\$10,000

## Networking/Recruiting:

**Lifetime Member VIP Lounge** **\$10,000**  
Be in front of our most dedicated members-our Lifetime members! This lounge will have your branding showcased with your marketing materials in the room, signage, and will be communicated as a VIP benefit through email communications to our members with your logo.

**VIP Table (Luncheons or Gala, table of 10)** **\$ 3,000 ea.**  
Raise your visibility at our main meal functions to give your key representatives access to featured speakers and ALPFA leadership. Or add-on tables to what is included in your sponsorship to give your company a stronger presence.

**Private Interview Room** **\$ 3,000**  
Expand your recruitment efforts with the availability of a private interview room to further engage potential candidates.

**Private Interview Booth** **\$ 1,500**  
Located in the career fair, your recruiters can have a dedicated, private booth space to engage potential candidates.

**Email to Convention Registrants** **\$10,000**  
A key communication sent in the weeks before convention, you can reach attendees and let them know your career opportunities before anyone else! VERY LIMITED quantity.

**Job Posting** **\$300 per 30-day posting**

**Internet Cafe** **\$15,000**  
Have our members coming to you as you provide a very desirable service. Space and signage options based on available hotel space/limitations.

## Brand Visibility:

**Badge Holders -----SOLD-----** **\$25,000**  
Given to all attendees and is required through out the convention, your logo will have high visibility through-out the event,

**Company Logo on Convention Bag - Exclusive** **\$20,000**  
Your logo will be featured on one side of our convention bag with no other companies..

**Company Logo on Convention Bag- Shared** **\$5,000**  
Your logo will be featured on one side of our convention bag with other sponsoring logos and the convention branding.

**Coffee Break** **\$10,000**  
Set up at either the Product Pavilion or Career Fair/University Expo, energize our attendees with a good cup of coffee and have your logo prominently displayed at the station.

**Hotel Key Cards -----SOLD-----** **\$25,000**

**Door Hangers** **\$20,000**

**Include an item in the Convention bag** **\$5,000**



# ADVERTISING WITH ALPFA

## Advertising Upgrades

Maximize your ad space in either the Pre-Convention issue of ALPFA Impact or the Convention guide. Based on what is included in your sponsor level, there are many options to increase your ad.

From 1/4 page color to 1/2 page color	\$1,500
From 1/4 page color to full page b/w	\$2,000
From 1/4 page color to full page Color	\$3,000
From 1/2 page color to full page b/w	\$1,000
From 1/2 page color to full page color	\$1,500
From Full page B/W to full page color	\$1,000

## Straight Ad Buys

Utilize our publications to build a campaign for your recruiting or marketing efforts and don't forget the fall issue of ALPFA Impact that can extend your convention visibility.

### Color Ads

Full page advertisement	\$2,500
Half page	\$1,250
Quarter page	\$ 600
Black & White Ads	
Full page bleed	\$1,600
Half page	\$ 800
Quarter page	\$ 400

See our Media kit for nonprofit rates.

## Convention Guide Ad Buys

Straight Ad purchases for the guide are available as full page only	
Full page ad color	\$4,000
Full page ad b/w	\$3,000

## 30 second commercial spot \$10,000

We set up monitors in high traffic areas and will run your spot continuously all four days.

In addition to events and programs, ALPFA offers a host of advertising options to further enhance your commitment to diversity!

## Digital Advertising-Create a year-round strategy!

Web and email offerings are additional opportunities to get your message to our members.

### E-Newsletter

Get your message, or service sent directly to our membership! Ad will be displayed in e-newsletter, and click to desired URL. This is not exclusive and may feature another company.

<b>Banner: 468 pixels wide x 60 pixels deep</b>	<b>\$ 1500</b>
Option: 468 x 120 deep add \$300	
<b>E-newsletter Button: 125 pixels x 125 pixels</b>	<b>\$ 1000</b>

### Exclusive E-newsletter

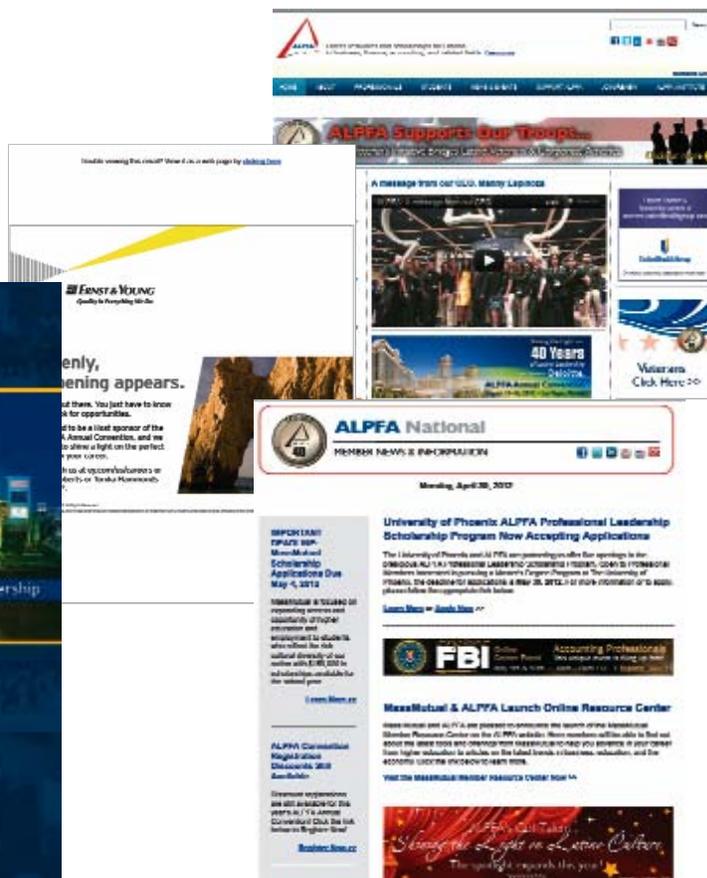
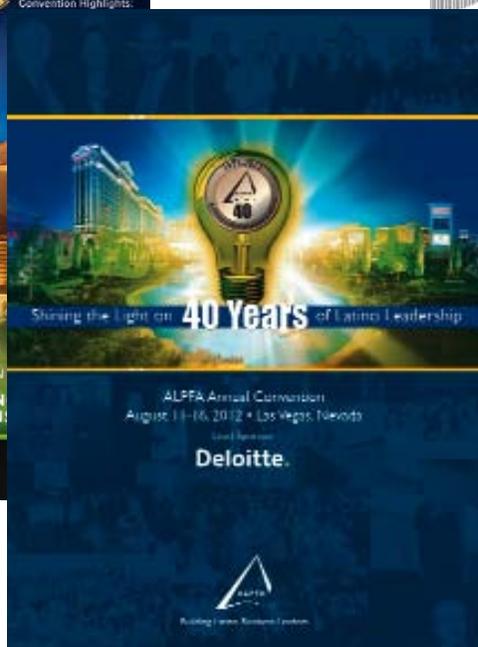
**\$10,000**

A single message with your company sent to our membership database that can be utilized any time of the year. These emails are limited, and send dates are on a first-come, first serve commitment.

### Advertising on ALPFA's website- All rates net.

Three month advertising:

1. Leaderboard (728 x 90)	\$4,000
2. Banner (468 x 60)	\$2,500
3. Small Square (200 x 200)	\$2,000



# A Preview of the Excitement and Opportunities at our Convention

**2013 ALPFA Annual Convention • August 3-7 • Washington D.C.**

## Convention Highlights:

Professional and Student Workshops- 3 days

Chapter Leader's Reception\*\*

Annual Meeting

Welcome Reception

Sponsor Receptions\*\*

ALPFA E&Y Student Leadership Program\*\*

WOA Workshops and Panel Session

Women of ALPFA Luncheon

ALPFA KPMG Case Study Competition\*\*

Recognition Reception and ALPFA's Got Talent Competition sponsored by PwC

Career Fair/University Expo

Product Pavilion sponsored by PNC

Scholarship Luncheon sponsored by E&Y

Power Breakfast\*\*

ALPFA Scholar's Session by PwC\*\*:

Leadership Luncheon sponsored by Deloitte and State Street

ALPFA Pre-Gala VIP Reception\*\*

ALPFA Formal Awards Gala sponsored by Deloitte

Mercedes-Benz Raffle

Post Gala Reception

\*\* Event By Invitation Only.



For information on the ALPFA 2013 Annual Convention, visit [www.alpfa.org](http://www.alpfa.org)