

**AMERICA'S**  
*FASTEST GROWING*  
**MARKET**



**National Hispanic Corporate Council**

*NHCCHQ.ORG*



Since 1985, NHCC has gathered forward-looking corporate leaders from FORTUNE 1000 companies to explore the tremendous business potential of the rapidly growing Hispanic market.

## Mission

NHCC provides our members access to a collaborative community that shares resources, knowledge, best practices, and innovative solutions to grow talent, customers, and suppliers.

## Vision

To be our corporate members' leading resource for maximizing the Hispanic market opportunity.

<http://nhcchq.org/>

# CORPORATE MEMBERSHIP

## Annual Membership Benefits Starting at \$10,000

- CONNECT. LEARN. SHARE. NETWORK with a national network of FORTUNE 1000 and S&P 500 member companies and their representatives
- Access to corporate best practices as it relates to Diversity & Inclusion, Talent/Human Resources, Marketing, Community Relations, Supplier Diversity and Executive Leadership
- Corporate representation and leadership with the premier resource organization on U.S Hispanic markets
- Position company and its executives and associates as subject-matter experts
- Business-to-business opportunities through NHCC corporate member network
- Opportunities to strengthen professional and leadership skills on Board of Directors, committees, and other groups.
- Exclusive members-only access to NHCC's Resource Center
- Opportunities to submit jobs and internship to NHCC's Career Board
- Expanded learning opportunities through strategic research
- Access to NHCC Corporate Membership Directory
- Access and discounted tuition for other professional and leadership development programs
- Complimentary registrations to attend Annual Summit, Regional Forums and other special events
- Logo placement and link to company's website on NHCC homepage
- Featured member recognition at NHCC event
- Sponsorship opportunities for talent acquisition and other corporate events
- Distribution of corporate news and announcements via NHCC's platforms

Call 202-772-1100 or visit <http://nhcchq.org/join/>



## Corporate Membership

Levels	Bronze \$10,000	Silver \$15,000	Gold \$20,000	Platinum \$30,000	Diamond \$50,000
<b>BENEFITS</b>					
One Year NHCC Membership (12-month rolling schedule)	yes	yes	yes	yes	yes

<b>Members Portal</b>					
Access to NHCC's Resource Center (to include timely articles of interest)	yes	yes	yes	yes	yes
Ability to submit materials to NHCC's Resource Center	yes	yes	yes	yes	yes
Access to NHCC's Career Board	yes	yes	yes	yes	yes
Job Postings to NHCC's Career & Internship Board	25	50	75	100	Unlimited
Access to NHCC's Preferred Consulting Services Partners	yes	yes	yes	yes	yes
Access to NHCC's Member Directory (Coming Spring 2019)	yes	yes	yes	yes	yes
Access to Directory Searches	2	4	6	8	10
Access to Membership Discussion Board (Coming Spring 2019)	yes	yes	yes	yes	yes

<b>Ability to submit to NHCC's News Platform</b>					
Press Release Announcements (pushed message)	4	8	12	16	20
E--mail Announcements (pushed message)	2	4	6	8	10
Social Media Announcements (pushed message)	2	4	6	8	10

<b>Corporate representation</b>					
Logo placement on NHCC website and other branding opportunities	yes	yes	yes	yes	yes
Link from NHCC website to your company's website	yes	yes	yes	yes	yes
Logo on print materials	yes	yes	yes	yes	yes
Primary & Secondary Point-of-Contacts to serve as liaison	yes	yes	yes	yes	yes

<b>Opportunities to serve</b>					
Opportunities to submit candidacy for Board of Directors	yes	yes	yes	yes	yes
Opportunities to serve on the Learning & Development Committee (formerly Education Committee)	yes	yes	yes	yes	yes
Opportunities to serve on committees	yes	yes	yes	yes	yes
Access to Quarterly Business Advisory Groups based on 5 Pillars (Coming Spring 2019)	yes	yes	yes	yes	yes



## Corporate Membership

Continued from the previous page

Levels	Bronze \$10,000	Silver \$15,000	Gold \$20,000	Platinum \$30,000	Diamond \$50,000
<b>Events</b>					
Additional Event Sponsorship Opportunities	yes	yes	yes	yes	yes
Rights to determine topics/themes/sessions	yes	yes	yes	yes	yes
Membership listing on event promotional materials	yes	yes	yes	yes	yes
Panelist Opportunity	yes	yes	yes	yes	yes
Opportunity to Serve as Keynote or Featured Presenter	no	no	yes	yes	yes
Exclusive Rights to Host or Co-Hosts Host (Summit, Forums, Special Events)	no	no	yes	yes	yes
Sponsorship listing on Event Promotional Materials	no	no	no	no	yes
Opportunity to include premium item in gift bags	no	no	no	no	yes
Complimentary registrations to NHCC's Annual Summit	4	5	6	7	8
Complimentary registrations to NHCC's Regional Summit	2	2	3	4	5
Complimentary registrations to NHCC's special events	1	1	2	2	3
Complimentary registrations per each NHCC Webinars	5	10	15	20	25

<b>Annual Summit only</b>					
Membership listing on event promotional materials	yes	yes	yes	yes	yes
Opportunity to provide remarks	no	no	no	no	yes
Logo placement on individual banner	no	no	no	no	yes
Priority seating	no	no	no	no	yes

<b>Regional forum, and other special events</b>					
Membership listing on event promotional materials	yes	yes	yes	yes	yes
Opportunity to provide remarks	no	no	no	yes	yes
Logo placement on individual banner	no	no	no	no	yes
Priority seating	no	no	no	yes	yes



# ANNUAL SUMMIT

High value cutting edge seminars  
and customized workshops on topics to  
maximize the hispanic market opportunity.

## **Access to like-minded professionals**

- Specially developed education tracks to meet your specific corporate needs and professional development interests
- Business-to-Business networking opportunities

## **Insight from subject-matter experts**

- Collaborative work-sessions
- Presentations and dialogue led by subject-matter experts

## **Success in engaging the Hispanic market**

- Develop a diverse workforce
- Impact Hispanic communities, businesses, and organizations

**Call 202-772-1100 or visit <http://nhcchq.org/AnnualSummit/>**

# Sponsorship Opportunities

## Bronze Level \$5,000+

- 2 registrations to the upcoming NHCC Summit (\$1,000 value)
- Full-page color ad in Summit & Dinner programs
- Corporate logo on virtual display during Summit & Dinner Celebration
- Corporate logo on NHCC's home page
- Acknowledgement in all press and promotional material

## Silver Level \$10,000+

- All Bronze Level benefits plus
- 1 table for 10 for Dinner Celebration
- 3 registrations to the upcoming NHCC Summit (\$1,500 value)
- Opportunity to include premium item in gift bags

## Gold Level \$20,000+

- All Silver Level benefits plus
- 6 registrations to the upcoming NHCC Summit (\$3,000 value)

- Priority reserved table for 10 to Dinner Celebration

## Platinum Level \$35,000+

- All Gold Level benefits plus
- One Year NHCC Membership (\$7,500 value)
- 10 registrations to the upcoming NHCC Summit (\$5,000 value)
- Opportunity to show a 2-minute promotional video (supplied by company) at Summit & Dinner Celebration
- Full-page inside or back cover color ad in Summit & Dinner programs (second choice), logo placement on Step & Repeat
- Product placement opportunity at Dinner Celebration tables

## Diamond Level \$50,000+

- All Platinum Level benefits plus
- 2 table for 10 for Dinner Celebration
- 15 registrations to the upcoming NHCC Summit (\$7,500 value)
- Opportunity to nominate one high potential talent to award winning CEDP Class (\$10,000 value)
- Provide welcome remarks and introduce NHCC Honoree at the upcoming Summit
- Opportunity to show 2-minute promotional video (supplied by company) at Summit & Dinner Celebration



# REGIONAL FORUMS

Local meetings planned around the needs of the community hosting the forum. Connect with industry leaders and tap into resources that help solve problems unique to the community.

The purpose of NHCC Regional Forums is to expand our presence and to provide additional corporate membership benefits to NHCC corporate members. The NHCC Regional Forums can serve as a prelude to future NHCC Annual Conferences to gather content, enhance membership development, build up the attendance, and create additional opportunities for the organization.

The new NHCC Regional Forum will be a one-day event held at a corporate member headquarters, regional office, or in conjunction with other corporate members. In addition, nonmember companies, as well as colleges and universities (ex: SMU Cox School of Business) can offer to host these events. Each forum can focus on one or a combination of NHCC's five pillars and will serve as the foundation for knowledge and content for the Education Committee to explore for the NHCC Annual Conference.

**Call 202-772-1100 or visit <http://nhcchq.org/RegionalForums/>**



# Sponsorship Opportunities

## Bronze Sponsor \$5,000

- Corporate logo in all print and digital materials (e-mails, program, website, social media)
- Opportunity to distribute corporate promotional items or literature
- Invitation to serve on the NHCC Education Committee to provide input on the program content and selection of speakers
- Opportunity to position a corporate executive as a session speaker/presenter
- Corporate recognition at closing reception
- Three (3) complimentary registrations (\$597.00 value) \*

## Silver Sponsor \$10,000+

- All Bronze Level benefits plus,
- Prominent placement of corporate banner
- Five (5) complimentary registrations (\$995.00 value)

## Additional Sponsorship Opportunities

- Keynote Speaker \$5,000

- Lunch \$5,000
- Reception \$5,000
- Session(s) \$2,500 (2)
- Break \$1,500

## Gold Sponsor (Co-Host) \$12,500+

- All Silver Level benefits plus,
- Introduced as “Co-Host Sponsor” at the NHCC Regional Forum
- Priority reserved seating for company representatives
- Speaking opportunity for a senior corporate executive to provide welcome remark
- Opportunity to make opening and/or closing remarks along with the co-hosting company
- Ten (10) complimentary registrations (\$1990.00 value)
- (Note: This sponsorship level requires a joint collaboration between two Membership Companies)

## Platinum Sponsorship (Host) \$25,000+

- Introduced as “Host Sponsor” at the NHCC Regional Forum
- All Gold Level benefits plus,
- VIP reserved seating for company representatives



# WEBINAR SERIES

Experts discuss best practices in corporate America's hottest topics. Learn from executives and get the results you need.

Our one-hour webinar program offers timely updates, insights, and information highlighting corporate best practices with respect to the Hispanic market. Our audience consists of mid- & senior-level executives for Fortune 1000 corporate members. Topics: Diversity & Inclusion, Marketing, Human Resources, Corporate Social Responsibility, Supplier Diversity, Community Relations, and Executive Leadership

## Recent Titles:

- "Transforming the Future with The Raben Group"
- "Maximizing the Effectiveness of Hispanic Market Efforts with Vision Strategy & Insights"
- "D&I Case Study with Three Degrees from Isaias"

**Sponsorship:** Contact us for more details

Call 202-772-1100 or visit <http://nhcchq.org/WebinarSeries/>



# DEVELOPMENT PROGRAMS

## Overview

### **The NHCC Corporate Executive Development Program (NHCC-CEDP)**

in partnership with Southern Methodist University (SMU), has embarked on a unique journey to provide program participants with an educational experience focused on sustained behavior change that provides knowledge, skills and tools for maximizing strategic relationships within and outside their corporations. As a member of the fastest growing demographic in the country, we know that the NHCC-CEDP, will give the program participants and future members of the C-Suite the competitiveness and sustained success to lead their industry and their future. <http://nhcchq.org/programs/cedp/>

### **Rising Leaders**

Rising Latino Leaders is a one-week certificate program offered through SMU Cox aimed at expanding the pool of Latino middle managers and position them for mid-level success. Through the RLLP, participants will gain awareness of cultural barriers and opportunities for advancement. The RLLP is delivered over four and a half days and takes place on SMU's campus in Dallas, TX. <http://nhcchq.org/programs/rll/>



# PARTNER WITH US

## Overview

### Research

Consider partnering with other NHCC corporate members and sponsor a corporate research project to identify best practices and deliver analysis to impact your company's success and its bottom line.

### Webinar

Consider submitting a proposal to highlight your company's strategies in our core pillars or request the latest "RFP for Speakers"

### Events

Identify corporate leaders to highlight your company's strategies in our core pillars or request the latest "RFP for Speakers"

### Development Programs

Advance careers and build your talent pipeline by identifying associates to participate in the NHCC Corporate Executive Development Program (CEDP) and Rising Latino Leaders Program (RLL)

**Call 202-772-1100 or visit <http://nhcchq.org/Partnerships/>**