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IMPACT AWARDS
Gala
SPONSORSHIP PACKAGE
FEBRUARY 28, 2020 | BEVERLY HILLS, CA

Message from the President & CEO

Brenda Victoria Castillo

It is with great honor that I lead The National Hispanic Media Coalition (NHMC) in 2020 and into the future. NHMC has a history to be proud of, and I welcome you to be part of this organization's amazing future.

NHMC has its own identity, its own character, and her own voice. A voice that will continue to build programs in order to bridge Latinx Creators with the entertainment industry. A voice that will lead this organization in unity with both Latino and non-Latino organizations with a common goal.

I am a true believer that you do not have to be a person of color or from a marginalized community in order to believe that Representation truly does matter. So join me as we unite and celebrate our Latinx talent at NHMC's Impact Awards Gala on February 28, 2020. The future is bright!

Our Mission

The National Hispanic Media Coalition (NHMC) advocates for the Latino media community, ensuring that we are fairly and consistently represented in news and entertainment and that our voices are heard over the airwaves and on the internet.

2020 Impact Awards Gala Dinner Committee

Co-Chairs

Karey Burke
President
ABC Entertainment

As president of ABC Entertainment, Karey Burke is responsible for all development, programming, casting, marketing, business affairs and scheduling operations for ABC prime time and late-night. One year into her tenure, Burke has developed some the most buzzed-about live events of the year, including the Emmy® Award-winning "Live in Front of a Studio Audience: Norman Lear's 'All in the Family' and 'The Jeffersons,'" which has reached 24 million total viewers on broadcast alone, and "The Wonderful World of Disney presents The Little Mermaid Live!" – the most-watched live TV musical in four years.

Under Burke's leadership, ABC has regained the title as the No. 1 network for summer for the first time in 24 years. Burke is also delivering on her promise of female-forward programming, with the new series "Stumptown," "Emergence" and the No. 1 new comedy of the season, "mixed-ish." Burke was also a driving force behind the recent launch of Walt Disney Television's Executive Incubator Program, aimed at establishing a pipeline of next-generation network executives with a deliberate focus on developing underrepresented talent.

Jessica Herrera-Flanigan
President
Univision Foundation

Jessica Herrera-Flanigan is Executive Vice President of Government and Corporate Affairs for Univision Communications Inc., the leading media company serving Hispanic America. In this role, she spearheads the Company's government relations efforts, corporate social responsibility, social impact and empowerment initiatives including Univision Contigo as well as cross-platform diversity and community efforts. She oversees the Univision Washington, D.C. office, which focuses on developing strategies to address the key public policy issues that impact the Company and the U.S. Hispanic community.

Before joining Univision, Herrera-Flanigan served as a partner at Monument Policy Group, where she led the firm's technology, media and crisis communications practices, as well as advised on such issues as national security, privacy, immigration, and sports. Previously, Herrera-Flanigan served as the Staff Director and General Counsel for the House Committee on Homeland Security, where she was the first Latina to lead a major Committee in the U.S. House of Representatives. Herrera-Flanigan received her Juris Doctor from Harvard Law School and her Bachelor of Arts in American Studies from Yale University.

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2020 Impact Awards Gala

Dinner Committee

Karey Burke
President
ABC Entertainment

Gilbert Davila
President & CEO
Davila Multicultural Insights

Peter Lenkov
President
101st Street Entertainment

Ivette Rodriguez
President
American Entertainment Marketing

Tiffany Smith-Anoa'i
EVP, Entertainment diversity, Inclusion & Communications
CBS Entertainment

Jessica Herrera-Flanigan
President
Unvision Foundation

Jaime Davila
President & Co-Founder
Campanario Productions

Craig Robinson
EVP & Chief Diversity Officer
NBCUniversal

Philip Sanchez
Vice President, Relationships Manager
City National Bank

Marie Sylla-Dixon
Vice President, Federal Government & External Affairs
T-Mobile

Peter Villegas
Vice President & Head of Latin Affairs
Coca-Cola

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About the Event

The NHMC Impact Awards Gala recognizes outstanding contributions to the positive portrayal of Latinos in media in front and behind the camera. Past award recipients include: Edward James Olmos, Aubrey Plaza, Eva Longoria, Zoe Saldana, Danny Trejo, Luis Guzman, Diego Luna, Rosario Dawson, America Ferrera, James Cameron, Benjamin Bratt, and Robert Rodriguez. The black tie affair gathers over 500 industry influencers. The NHMC Impact Awards Gala will be held on February 28th at the Beverly Wilshire Hotel for its 23rd year.

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Impact Awards Gala

Sponsorship Levels

Dinner Chair Sponsor

$75,000

- Two VIP reserved tables of eight.
- Company logo displayed during Gala.
- Two full-page color ads in the first two pages of the Gala's commemorative program, which includes the inside cover.
- Recognition as the Dinner Chair live during the event and in all press and event programming materials.
- Your brand logo prominently highlighted on top of the Partner's page on NHMC's website and linked to your website for one year.
- Option to provide a corporate branded gift for 500 attendees at the Gala.
- A company profile article in NHMC's e-newsletter, which reaches 15 thousand people nationwide on a monthly basis.
- An increase in visibility on social media platforms as Dinner Chair sponsor via NHMC's multiple posts leading up to the event.
- A three-minute speaking role at the podium.
- An exclusive sponsor opportunity to speak to press.
- An exclusive quote in the post-event press release.

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Impact Awards Gala

Sponsorship Levels

Title Sponsor

$60,000

- Two VIP reserved tables of eight.
- Company logo displayed during Gala.
- A full-page back cover color ad in the commemorative program guide.
- Recognition as the Title Sponsor live during the event and in all press and event programming materials.
- Your brand logo highlighted on NHMC's Partner's web page and linked to your website for one year.
- Option to provide a corporate branded gift for 500 attendees at the Gala.
- An increase in visibility on social media platforms as Title Sponsor via NHMC's multiple posts leading up to the event.
- A company profile article in NHMC's e-newsletter, which reaches 15 thousand people nationwide on a monthly basis.
- two-minute speaking role at the podium.

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Impact Awards Gala

Sponsorship Levels

Diamond Sponsor

$45,000

- Two VIP reserved tables of eight.
- Company logo displayed during Gala.
- Full page color ad in Gala's commemorative program.
- Recognition as Diamond Sponsor in all press and promotional materials.
- Your brand logo included on NHMC's Partner's web page and linked to your website for one year.
- Option to provide a corporate branded gift for 500 attendees at the Gala.
- An increase in visibility as Diamond Sponsor on social media platforms via NHMC's multiple posts leading up to the event.

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Impact Awards Gala

Sponsorship Levels

Platinum Sponsor

$30,000

- Two VIP reserved tables of eight.
- Company logo displayed during Gala.
- Full-page color ad in Gala's commemorative program.
- Recognition as Platinum Sponsor in all press and promotional materials.
- Your brand logo included on NHMC's Partner's web page and linked to your website for one year.

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Impact Awards Gala

Sponsorship Levels

Gold Sponsor

$20,000

- One preferred reserved table of eight.
- Company logo displayed during Gala.
- Full-page color ad in Gala's commemorative program.
- Recognition as Gold Sponsor in all press and promotional materials.

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Impact Awards Gala

Sponsorship Levels

Silver Sponsor

$15,000

- One preferred reserved table of eight.
- Company logo displayed during Gala.
- Half-page black & white ad in Gala's commemorative program.
- Recognition as Silver Sponsor in all press and promotional materials.

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Impact Awards Gala

Sponsorship Levels

Titanium Sponsor

$10,000

- One preferred reserved table of eight.
- Company logo displayed during Gala.
- Half-page black & white ad in Gala's commemorative program.

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Impact Awards Gala

Sponsorship Levels

Bronze Sponsor

$5,000

- One preferred reserved table of eight.
- Company logo displayed during Gala.

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CONTACT INFORMATION

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