Sponsorship Packet
Events & Programs

The National Hispanic Media Coalition (NHMC) is the media watchdog for the Latino 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.
FUNRAISING EVENTS & PROGRAMS

**NHMC Impact Awards Gala in February**

In its 20th year, the NHMC Impact Awards Gala will take place in Beverly Hills, California. The NHMC Impact Awards Gala recognizes outstanding contributions to the positive portrayal of Latinos in media, in front and behind of camera. Past award recipients include: Edward James Olmos, Lupe Ontiveros, Eva Longoria, Zoe Saldana, Danny Trejo, Luis Guzman, Gina Torres, Rosario Dawson, America Ferrera, James Cameron, Benjamin Bratt and Robert Rodriguez. The black tie affair gathers 500 industry influencers.

**NHMC Los Angeles Impact Awards Luncheon in September**

In its 15th year, the NHMC Los Angeles Impact Awards Luncheon takes place in Universal City, California. The event recognizes local talent in the second largest designated market area (DMA) in the country - Los Angeles. Past award recipients include: Art Laboe, Alysha Del Valle, Jaime Jarrín, Sam Rubin, Big Boy, Laura Diaz and Vikki Vargas. The event gathers 220 local industry leaders.
NHMC New York Impact Awards Reception in October

In its 3rd year, the NHMC New York Impact Awards Reception recognizes local talent in the largest designated market area (DMA) in the country – New York. Former Impact Award recipients include NY Commissioner Cynthia López, Joe Torres, Lynda Baquero, Jeanine Ramirez and LatinoJustice PRLDEF. The event gathers 120 local industry leaders.

Latino Scene Showcase in October

In its 5th year, the Latino Scene Showcase features scenes written by NHMC TV Writers Program alumni and performed by Latino actors for a select group of network and industry executives. The event gathers 200 television and film executives, agents and managers in Los Angeles, California.

Washington, D.C. Impact Awards Reception in November

In its 8th year, the Washington, D.C. Impact Awards Reception recognizes policymakers that are working to bridge the digital divide and enact policies that protect Latinos and other people of color. Past honorees include FCC Commissioners Clyburn and Rosenworcel, Senator Robert Menendez, Congresswoman Lucille Roybal-Allard, and Congressman José E. Serrano.

Policy Fellowship Program – Fall & Spring

Each semester NHMC selects at least one student to participate in its Policy Fellowship Program. Fellows are guided through legal and policy research, analysis, writing and public speaking. Former NHMC fellows have gone on to judicial clerkships, the FCC, non-profit organizations, and law firms.
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, Eva Longoria, Zoë Saldana, Rosario Dawson, America Ferrera and Robert Rodriguez.

**TITLE SPONSOR - $60,000**
- Two VIP reserved tables of ten.
- Full page inside or back cover color ad in official program guide.
- Two-minute speaking role to include introducing NHMC honoree.
- Recognition as Title sponsor in all press and printed materials.
- Company logo linked to company’s website on NHMC’s website for a year.
- Option to provide corporate branded gift for attendees of Gala.
- Company profile article on NHMC’s e-newsletter.

**DIAMOND SPONSOR - $30,000**
- Two VIP reserved tables of ten.
- Full page inside or back cover color ad in official program guide.
- Recognition as Diamond sponsor in all press and promotional materials.
- Company logo linked to company’s website on NHMC’s website for a year.
SILVER SPONSOR - $20,000
• One preferred reserved table of ten.
• Full page black and white ad in Gala’s printed program.
• Company acknowledgment on all printed event publicity materials.
• Sponsor logo displayed during Gala.

BRONZE SPONSOR - $15,000
• One preferred reserved table of ten.
• Half page black and white ad in Gala’s printed program.
• Sponsor logo displayed during Gala.

CHAMPAGNE RECEPTION SPONSOR* - $15,000
• *Please note: Sponsor will host champagne and related corkage fees.
• One preferred reserved table of ten.
• Full page black and white ad in Gala’s printed program.
• Company logo linked to company’s website on NHMC’s Gala page for a year.
• Sponsor logo displayed during Gala.
The Los Angeles Impact Awards Luncheon recognizes local talent in the second largest designated market area (DMA) in the country.

**LUNCHEON SPONSOR - $20,000**
- Two Distinguished tables of ten.
- Company acknowledgement on all printed event publicity materials.
- Company profile article on NHMC’s e-newsletter.
- Company logo and link on NHMC’s website.
- Inclusion in the Impact Awards Luncheon’s printed program.
- Two-minute speaking opportunity from podium.
- Company logo on Sponsor Screen during Luncheon.

**GOLDEN SPONSOR - $5,000**
- One Distinguished table of ten.
- Inclusion in the Impact Awards Luncheon’s printed program.
- Company logo on Sponsor Screen during Luncheon.

**PLATINUM SPONSOR - $10,000**
- One Distinguished table of ten.
- Inclusion in the Impact Awards Luncheon’s printed program.
- Honorable mention from the podium.
- Company logo on Sponsor Screen during Luncheon.

*From left to right: Sid Garcia from ABC7, Lalo Alcaraz, Elizabeth Espinosa from KTLA, Poet Laureate Luis J. Rodriguez, NHMC’s Alex Nogales, Laura Diaz from KTTV Fox 11, Dunia Elvir from Telemundo 52, and Rick Garcia from CBS 2.*
The NHMC New York Impact Awards Reception recognizes local talent in the largest designated market area (DMA) in the country. Google’s New York Campus has hosted the event in 2015 and 2016.

**NEW YORK IMPACT AWARDS SPONSORSHIP OPPORTUNITIES**

**RECEPTION SPONSOR - $20,000**
- Two-minute speaking opportunity during opening remarks.
- Company profile article on NHMC’s e-newsletter.
- Company logo on event publicity materials.
- Company logo and link on NHMC’s website.
- Honorable mention from the podium.
- Company logo on Sponsor Screen during Reception.
- 15 Guest Tickets.

**PLATINUM SPONSOR - $10,000**
- Company logo on event publicity materials.
- Company logo and link on NHMC’s website.
- Honorable mention from the podium.
- Company logo on Sponsor Screen during Reception.
- 10 Guest Tickets.

**GOLDEN SPONSOR - $5,000**
- Company logo on Sponsor Screen during Reception.
- 10 Guest Tickets.

*From left to right: 2016 Honorees Francisco Cortes from Fox News Latino, Jessica Formoso from Fox 5, Juan Cartagena from LatinoJustice PRLDEF, and emcee and 2015 honoree Lynda Baquero from NBC 4 New York.*
The Latino Scene Showcase, presented by NHMC and the Los Angeles Theater Center, aims to infuse Latino writers and actors into the entertainment industry. In its 5th year, the showcase features scenes written by NHMC TV Writers Program alumni and performed by Latino actors before an audience of television network executives, agents and managers. NHMC is seeking sponsors for this program.

Since the inception of the NHMC Television Writers Program:

• Over 130 writers have completed the NHMC TV Writers Program
• 28 writing careers have been launched
• 35% of NHMC Writers have been staffed on shows at the following networks: HBO, Netflix, Hulu, ABC/Disney, NBC, CBS, FOX, Nickelodeon, CW, BET, LATV, VH1, YouTube Red, and NUVOtv

For a tax-deductible, $5,000 donation, you can sponsor the showcase.

Sponsorship benefits include:

• You or your company’s name as the program sponsor.
• Your name or logo listed on NHMC’s Latino Scene Showcase web-page.
• Your name or logo listed on the Latino Scene Showcase printed program.
• An honorable mention in NHMC’s newsletter.
• Ten (10) VIP tickets and parking to the Latino Scene Showcase.
The NHMC Washington, D.C. Impact Awards Reception recognizes policymakers that are making a difference in bridging the digital divide and supporting consumer policies that protect Latinos and other people of color.

RECEPTION SPONSOR - $20,000

- Two-minute speaking opportunity during opening remarks.
- Company profile article on NHMC’s e-newsletter.
- Company logo on event publicity materials.
- Company logo and link on NHMC’s website.
- Honorable mention from the podium.
- Company logo on Sponsor Screen during Reception.
- 15 Guest Tickets.

PLATINUM SPONSOR - $10,000

- Company logo on event publicity materials.
- Company logo and link on NHMC’s website.
- Honorable mention from the podium.
- Company logo on Sponsor Screen during Reception.
- 10 Guest Tickets.

GOLDEN SPONSOR - $5,000

- Company logo on Sponsor Screen during Reception.
- 10 Guest Tickets.
Each semester NHMC selects at least one student to participate in its policy fellowship program. Fellows are guided through legal and policy research, analysis, writing and public speaking. They build skills while enhancing NHMC’s advocacy before the Federal Communications Commission and other agencies.

Past fellows hail from distinguished schools such as UCLA, Harvard, Berkeley, Georgetown, American and UNC. NHMC staff is dedicated to connecting them with future employers. Former NHMC fellows have gone on to judicial clerkships, the FCC, non-profit organizations, industry and law firms large and small.

NHMC pays fellows so that nobody is excluded due to financial constraints. Due to popular demand, NHMC is seeking sponsors for this program. For a tax-deductible, $10,000 donation, you can sponsor a fellow for one semester. That donation will go towards paying fellows, NHMC staff time and travel expenses for fellows to bring their advocacy live to decision-makers in Washington, D.C.

Andrew Lomeli (UC Berkeley, Goldman School of Public Policy graduate), spring 2013 fellow and currently NHMC’s Policy Associate: “I had an extremely rewarding experience working with NHMC — not only building valuable experience and skills, but also in gaining trusted mentors as I begin to navigate my career in public policy.”

Brenda Villanueva (University of Maryland School of Law), summer 2012 fellow and currently at the FCC: “My NHMC fellowship provided me an insightful hands-on experience of various telecommunications and media regulatory work facets, and a general understanding of the advocacy for, and preparation required to collaborate with others towards meaningful, substantive, and effective policy developments.”

Sponsorship benefits include:

• You or your company’s name as the title sponsor of the fellowship.
• Your name or logo listed on NHMC’s Policy Fellow web-page.
• Company profile article on NHMC’s e-newsletter.
• An honorable mention in NHMC’s blog.
Elevating Latino Voices On Air and Online

The National Hispanic Media Coalition (NHMC) is the media watchdog for the Latino 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.

For every issue that we take on, our objectives are the same—to ensure that Latinos are always behind and in front of the camera, in news and entertainment so that we have content that meets our needs and ways to share our stories. It is critically important that culturally relevant programming flourishes and that our voices and lived experiences can overpower the hate, bias and lies online and on the airwaves.