

National Council of La Raza

Partnership Opportunities Overview

Strategic Communications Partnerships

Annual Conference, featuring Latino Expo, USA

- Expo Booths - 20,000 consumers attend
- Event Sponsorship - Meals/Receptions - 1,500-2,500 attend
- Workshop Sponsorship - 40-100 attend
- Advertising Opportunities

Lideres Summit

Summit held in conjunction with Conference for the cultivation of America's young Hispanic leaders
Reaches 300 students ages 14-25

ALMA Awards

- Prime-time advertising opportunities
- VIP events attended by celebrities and leaders in the entertainment industry
- Visibility through community outreach efforts

Nearly two million viewers tune in, and over 5,000 attend the event

Capital Awards

- Title Sponsorship
- Table Sponsor

700 political and community leaders attend

Agenda Magazine

Advertising Opportunities

Agenda reaches over 20,000 individuals

Programmatic Partnerships

Workforce Development

- Works with corporations to attract and retain Latino employees
- Over 600 individuals are assisted annually

Education

- Charter school initiative serves more than 15,000 annually
- Training for more than 300 teachers and parents who impact approximately 13,000 students

Housing

- Mortgage counseling serves 20,000 families annually
- Community development partnerships

Health

- Diabetes prevention and cardiovascular health; over 3,500 screened during 2003 Annual Conference Health Fair
- HIV/AIDS prevention; reaching approximately 400 youth
- *Promotores de salud* program; lay health educators working in communities; over 1,000 individuals served annually

General Support and Core Mission Partnerships

Organizational Infrastructure

- Staff training and development
- On-site fellowships and internships

More than four million of America's Hispanics served annually

Technology

- Addressing the critical issue of the digital divide in the Hispanic community by:

- Establishing Community Technology Centers

- Assisting and supporting its more than 300 affiliate community-based organizations in leveraging the power of technology and improved organizational infrastructure

- NCLR technology infrastructure build-up includes:
 - Broadband access
 - New servers
 - Videoconferencing capabilities
 - Technology strategic plan
 - Website redevelopment