



2025 SPONSOR PROSPECTUS

# HISPANIC LOBBYISTS ASSOCIATION

EMPOWERING HISPANICS IN THE FIELD OF GOVERNMENT RELATIONS.





## 2025 SPONSOR PROSPECTUS

# HISPANIC LOBBYISTS ASSOCIATION

1. Mission
2. Board of Directors
3. Sponsorship Benefits
4. HLA Members-Only Events (20-50 attendees)
  - a. Cafecitos with Members of Congress
  - b. Professional Development Events
  - c. Social Events
5. HLA Signature Events (100+ attendees)
6. Avanza Awards (250+ attendees)
7. Sponsorship Levels
8. Present and Past Sponsors





# MISSION

The Hispanic Lobbyists Association (HLA), a 501 (c)(6) nonpartisan organization, was founded in 2006. Our mission is to advance and empower Hispanic/Latino government relations and public affairs professionals by fostering mentorship and professional development opportunities. HLA strongly believes in the importance of diversifying the profession so that it reflects the changing face of America.

Our members are talented advocates whose expertise and knowledge make for a more informed policymaking process. HLA members represent the full political spectrum and work in the private, public, and nonprofit sectors; serve as community relations, external affairs, government relations, policy, and public affairs advocates; and are experts in a broad range of issues.



# 2025-2026 BOARD OF DIRECTORS EXECUTIVE COMMITTEE

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**ART MOTTA**

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**VANESSA SAENZ**

Senior Associate  
Solidarity Strategies



# 2025-2026 BOARD OF DIRECTORS AT-LARGE MEMBERS



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Grassroots Advocacy  
United Nations Foundation



**CARLA PIERRE**

Director  
Government Affairs  
Raben



# ADVANCING YOUR BRAND WITH HLA



## **EXCLUSIVE PROGRAMMING WITH MEMBERS OF CONGRESS**

Connect directly with Latino members of Congress and government officials at targeted policy discussions.



## **STRATEGIC VISIBILITY**

Elevate your brand among Washington, D.C.'s Hispanic advocacy leaders, non-profits, and bipartisan policymakers.



## **EXTENSIVE NETWORKING WITH CONGRESSIONAL STAFF**

Engage with top Latino leaders across industries at premier events throughout the year.



## **ACCESS TO HIGHLY QUALIFIED CANDIDATES AND USE OF JOB BOARD**

Partner with HLA to recruit top talent at all experience levels through our exclusive resume bank and job board.



## **IMPACTFUL MENTORSHIP**

Support the next generation of Latino government affairs professionals through HLA's premier mentorship initiatives.



# HLA MEMBERS-ONLY EVENTS

(ATTENDANCE 20-50 PEOPLE)

9

Professional  
Development Events

9

Bipartisan  
Cafecitos with Members  
of Congress and  
Administration Officials

7

Social Events

7

Golf Clinics

32  
**EVENTS  
IN 2024**





# BIPARTISAN CAFECITOS WITH MEMBERS OF CONGRESS

## CONGRESSIONAL REPRESENTATION IN 2024

- House Minority Whip and Caucus Chair
- Congressional Hispanic Caucus Chair
- Congressional Hispanic Conference Chair
- Appropriations
- Budget
- Homeland Security
- Transportation and Infrastructure

## STRATEGIC PARTNERSHIPS

- Congressional Hispanic Staff Association
- Congressional Hispanic Leadership Institute
- Q Street
- H Street
- University of California
- Washington Government Relations Group





# PROFESSIONAL DEVELOPMENT EVENTS

## 2024 PROFESSIONAL DEVELOPMENT EXAMPLES:

- Ethics Trainings
- Seminar: How to Work the Room
- Golf Clinics
- Mentoring Partnership with Congressional Hispanic Staff Association
- House Latino Chiefs Reception
- Senate Latino Legislative Directors Reception
- Bipartisan Post-Election Briefing
- Resume Training and Review





# SOCIAL & NETWORKING EVENTS

## 2024 SOCIAL EVENTS EXAMPLES:

- Winter Party with CHSA Members
- Annual Meeting for HLA Members
- Happy Hour with HLA and Q Street Members
- Washington Nationals Hispanic Heritage Game
- Tri Caucus Week Celebration
- Latina Happy Hour
- White House Dia de los Muertos Ofrenda





# HLA SIGNATURE EVENTS

(ATTENDANCE 100+ PEOPLE)

## 2024 SIGNATURE EVENTS EXAMPLES:

- Avanza Awards
- Cinco de Mayo Celebration
- Tri-Caucus Week Celebration
- 2024 Holiday Party





# AVANZA AWARDS 2025: OCTOBER 8TH

(ATTENDANCE 250+ PEOPLE)

## IMPORTANCE OF AVANZA AWARDS:

The Awards honor Hispanic policymakers plus prominent and rising government relations professionals chosen for their professional accomplishments and service to the Hispanic community. The Avanza Awards is the HLA's primary annual fundraiser and our most popular event with 250+ attendees.

Past "themes" include Dia de Los Muertos and Salsa Fiesta. Avanza typically welcomes elected officials from both parties, executive branch officials, and major non-profit and corporate leaders.





# SPONSORSHIP BENEFITS



## ✓ HLA MEMBERSHIP

Individual memberships are available in each of our sponsorship packages. Individual membership is assigned to a **specific individual** for the year and includes:

- One year membership (From date of enrollment)
- Opportunity for involvement in HLA committees
- Eligibility to run for the HLA board and vote in biennial HLA board elections
- Complimentary access to ALL HLA events for the year
- Subscription to HLA electronic newsletter



# SPONSORSHIP LEVELS & OPPORTUNITIES



## ✓ PLATINUM LEVEL | \$10,000

*SPONSORSHIP INCLUDES:*

- ***Premiere sponsor of two Signature Events with 100+ attendees, including Avanza Awards:***
  - ***Sponsor Remarks at chosen events***
  - ***Logo in all e-mail correspondence and event signage for chosen events***
  - ***Avanza-specific: 20 tickets For non-HLA Members***
  - ***Collaborate with HLA on non-Avanza Signature Event theme***
- ***Logo recognition as Platinum Sponsor on HLA website all year***
- ***Thank you on HLA social media***
- ***Annual HLA memberships for 15 individuals***



# SPONSORSHIP LEVELS & OPPORTUNITIES



## ✓ **GOLD LEVEL | \$5,000**

*SPONSORSHIP INCLUDES:*

- ***Eligibility to be premiere sponsor of one non-Avanza Award Signature Event with 100+ attendees***
  - ***Collaborate with HLA on Signature Event theme***
  - ***Sponsor remarks at Signature Event***
  - ***Logo in all HLA communications (email, social) about the event and event signage***
- ***Avanza Awards-specific:***
  - ***Eligibility to be non-exclusive featured sponsor at Avanza Awards***
  - ***Sponsor remarks at Avanza Awards***
  - ***Logo in all HLA communications about Avanza Awards and on event signage***
  - ***15 Tickets For non-HLA members***
- ***Logo recognition as Gold Level Sponsor on HLA website all year***
- ***Thank You on HLA social media***
- ***Annual HLA memberships for 10 individuals***



# SPONSORSHIP LEVELS & OPPORTUNITIES



## ✓ SILVER LEVEL | \$2,500

*Sponsorship Includes:*

- **Eligibility to be Featured Sponsor of one non-Avanza Award signature event with 100+ attendees**
  - **Logo in all HLA communications (email, social) about the event and event signage**
- **Avanza Awards-specific eligibility:**
  - **Eligibility to be Featured Sponsor**
  - **Logo in all HLA communications about Avanza Awards and on event signage**
  - **10 tickets for non-HLA members**
- **Eligibility to sponsor intimate members-only event (attendance 20-50)**
  - **Logo in all HLA communications about the event and event signage**
- **Logo recognition as Silver Level sponsor on HLA website all year**
- **Thank you on HLA social media**
- **Annual HLA membership dues for 5 individuals**



# SPONSORSHIP LEVELS & OPPORTUNITIES



## BRONZE LEVEL | \$1,000

### SPONSORSHIP INCLUDES:

- **Eligibility to sponsor one HLA intimate members-only event (attendance of 20-50)**
  - **Logo in all HLA communications about the event and event signage**
- **Avanza Awards-specific eligibility:**
  - **Eligibility to be listed as sponsor**
  - **Logo in all HLA communications about Avanza Awards and on event signage**
  - **5 tickets for non-HLA members**
- **Logo recognition as bronze level sponsor on HLA website all year**
- **Thank you on HLA social media**
- **Annual HLA memberships for 5 individuals**





2025 SPONSORSHIP BENEFITS SUMMARY

Benefits	Platinum \$10,000	Gold Level \$5,000	Silver Level \$2,500	Bronze \$1,000
Sponsorship of Signature Events (Attendance 100+)	Premiere sponsorship, inc. speaking slot. Eligible for Avanza	Select one (excluding Avanza) for premiere sponsorship inc. speaking slot	Eligible for featured sponsorship of one Signature Event (excluding Avanza)	
Sponsorship of Avanza Awards (Attendance 250+)	Eligibility to be premiere sponsor, inc. speaking slot and 20 tickets to share with non-HLA members	Eligibility to be featured sponsor, inc. 15 tickets to share with non-HLA members	Eligible for sponsorship, 15 tickets to share with non-HLA members	Eligible for sponsorship, 5 tickets to share with non-HLA members
Sponsorship of Members-Only Events (Attendance 20-40)	May choose instead of Signature Event	May choose instead of Signature Event	Eligible for sponsorship inc. speaking slot	Eligible for sponsorship
Logo Recognition: Marketing Materials, Event Signage & HLA Website	X	X	X	X
HLA Individual Memberships included	15	10	5	5



# CURRENT AND PAST HLA SPONSORS & PARTNERS





# THANK YOU!

For sponsorship opportunities, please contact:

 Ivelisse Porroa, President

 [ivelisseporroa@gmail.com](mailto:ivelisseporroa@gmail.com)

 951-665-2062

