



2016 NAHP Media and Legislative Summit

NAHP LEGISLATIVE SUMMIT AGENDA

MARCH 9-11, 2016 / NATIONAL PRESS BUILDING

This event provides an opportunity for the publishing, editorial and advertising leadership of NAHP member publications from across the country to engage in dialogue with government, civic, and corporate leaders in Washington regarding the critical issues affecting Hispanics, the publishing industry and small-business owners. Educational seminars and networking events for our members will lead up to meetings with key legislators on Capitol Hill and the recognition of lawmakers who consistently support print media and small business development.

Events will begin on Wednesday, March 9, 2016, and will continue through Friday, March 11, 2016 with educational seminars and networking opportunities at the National Press Building. The 2016 NAHP Media and Legislative Summit will include meetings on Capitol Hill and with key Administration officials.

About NAHP

The National Association of Hispanic Publications, Inc. (NAHP, Inc.) is a non-partisan trade advocacy organization representing the leading Spanish language publications. NAHP Members serve 41 markets in 39 states, the District of Columbia and Puerto Rico.

Our Mission

To further the excellence, recognition and usage of Hispanic publications by providing access to professional development opportunities to better serve and empower our Hispanic communities. NAHP Media LLC was formed to earn a seat at the decision making table for advertising and marketing on behalf of our members and our industry.



SPONSORSHIP OPPORTUNITIES

National News - \$20,000

- Recognition as a main sponsor at summit
- Five minute speaking opportunity during the general welcome
- One reserved table at luncheon
- Opportunity to provide company/brand promotional materials at luncheon
- Signage placement at luncheon
- One full page ad with premium placement (back cover, page 3 etc) in program
- Corporate/brand logo and acknowledgement in program
- Corporate logo with hyperlink on NAHP, Inc. web site for nine months
- Four social media posts on NAHP Facebook, Twitter and Linked In
- One NAHP E-blast feature
- Four event registrations
- Corporate/brand name included in English and Spanish press releases distributed to NAHP members and all Hispanic media

Editorial - \$15,000

- Recognition as a sponsor at summit
- Three minute speaking opportunity at general welcome
- One reserved table at awards luncheon
- Signage placement at summit luncheon
- One full page ad in program
- Corporate/brand logo and acknowledgement in program
- Corporate/brand logo on web site for six months
- Two social media posts on NAHP Facebook, Twitter and Linked In
- One NAHP E-blast feature
- Three event registrations
- Corporate/brand name included in English and Spanish press releases distributed to NAHP members and all Hispanic media

Feature - \$10,000

- Recognition as a sponsor at summit
- Three minute speaking opportunity at general welcome
- Signage placement at summit workshops
- One half page ad in Media & Legislative Summit Program
- Corporate/brand logo and acknowledgement in program
- Corporate/brand logo on web site for three months
- Two social media posts on NAHP Facebook, Twitter and Linked In
- Mention in NAHP E-Blast
- Three event registrations
- Corporate/brand name included in English and Spanish press releases distributed to NAHP members and all Hispanic media



Byline - \$6,000

- Sponsor of a specific workshops or NAHP membership meeting luncheon
- Recognition as a sponsor of a workshop
- Signage placement at designated workshop
- Five minute welcome by corporate/brand representative at workshop
- One half page ad in Media & Legislative Summit Program
- Corporate/brand logo and acknowledgement in the program
- Two event registrations

Advocate - \$3000

Sponsor of NAHP Board of Directors Meeting & Dinner

- Sponsor of NAHP Board of Directors Meeting & Dinner on Sunday, March 27
- Ten minute presentation to full board by corporate/brand representative
- Corporate/brand logo on signage as host of meeting and dinner
- Three minute speaking opportunity at general welcome on March 28
- Corporate/brand logo and acknowledgement in program
- Two event registrations

Business Supporter - \$2,000

- Sponsor of NAHP membership meeting and luncheon
- Ten minute presentation to membership by corporate/brand representative
- Corporate/brand logo on signage as host of meeting and luncheon
- Three minute speaking opportunity at general welcome on March 28
- Corporate/brand logo and acknowledgement in program
- Two event registrations

Printed Press Release Add on - \$7,500

Add to any sponsorship package. Includes one quarter page black and white press release in ten (10) NAHP member publications.

All rates stated as NET.