2018 HACR LEADERSHIP PIPELINE PROGRAM

The HACR LPP was launched in 2015 to provide companies with a forum to develop their Hispanic employee resource group (ERG) leaders as well as mid and upper level Hispanic corporate leaders. The HACR LPP builds upon the legacy and success of the HACR Young Hispanic Corporate Achievers™, expanding opportunities for high-potential talent to network and develop leadership and managerial skills to take them to the next level and positively impact their respective companies. Program Dates: October 28-30, 2018, San Jose Marriott

Note: *Option may have multiple sponsors
2018 HACR LEADERSHIP PIPELINE PROGRAM (CONTINUED)

BREAKFAST SPONSOR $20,000*

- Invitation for Company Senior Executive to Participate at Select Business Session
- Two Complimentary Registrations
- Digital Signage Recognition at Event
- Social Media Recognition
- Product Placement Opportunity at Sponsored Breakfast
- Logo on Program Registration Site
- Logo in Digital HACR LPP Recap
- Corporate Giveaway Opportunity
- Mobile App Recognition

BUSINESS SESSION SPONSOR $25,000*

- Brief Sponsor Remarks by Company Senior Executive at Sponsored Business Session
- Invitation for Company Senior Executive to Participate at Sponsored Business Session
- Two Complimentary Registrations
- Digital Signage Recognition at Event
- Social Media Recognition
- Logo in Digital HACR LPP Recap
- Mobile App Recognition

SOCIAL MEDIA & WIFI $25,000*

- Two Complimentary Registrations
- Exclusive Wifi Sponsor with Branded Landing Page
- Opportunity to Share one News Story or Special Link on HACR Social Media to the Company’s Website*
- Opportunity to Share one Special Offer with Participants via Social Media*
- Social Media Recognition Posts (2-3)*

LUNCHON SPONSOR $25,000*

- Sponsor Remarks by Company Senior Executive at Sponsored Luncheon
- Reserved Table for 10 at Sponsored Luncheon
- Company Video During Opening Remarks
- Two Complimentary Registrations
- Digital Signage Recognition at Event
- Social Media Recognition
- Product Placement Opportunity at Sponsored Luncheon
- Logo on Program Registration Site
- Logo in Digital HACR LPP Recap
- Mobile App Recognition

RECEPTION SPONSOR $25,000*

- Brief Sponsor Remarks by Company Senior Executive at Sponsored Reception
- Invitation for Company Senior Executive to Participate at Sponsored Business Session
- Two Complimentary Registrations
- Print Signage Recognition at Event
- Social Media Recognition
- Logo in Digital HACR LPP Recap
- Mobile App Recognition

CUSTOMIZED MARKETING OPPORTUNITIES

<table>
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<th>Service</th>
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<tbody>
<tr>
<td>Lounge Sponsor</td>
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<tr>
<td>On-Site Registration Sponsor</td>
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<td>Registration Website Sponsor</td>
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<td>Attendee Badge Sponsor</td>
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<td>Mobile App Sponsor</td>
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<td>Professional Headshot Sponsor</td>
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REGISTRATION FEES

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<th>Type</th>
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<tbody>
<tr>
<td>Corporate Members</td>
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<tr>
<td>Non-Members</td>
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Note: *Option may have multiple sponsors
2017 LEADERSHIP PIPELINE PROGRAM SPONSORS

HOST

Prudential
Bring Your Challenges®

SPONSORS

Bank of America, Capital One, CDK Global, Charter Communications, Google, JPMorgan Chase & Co., Macy's, McDonald's, MillerCoors, Nissan, Pepsico, Southwest, T-Mobile, Univision Communications Inc, UPS, Verizon
2018 HACR CII AWARDS DINNER

WEDNESDAY, NOVEMBER 14, 2018
JW MARRIOTT, WASHINGTON, D.C.
2018 HACR
CORPORATE INCLUSION INDEX AWARDS DINNER

The HACR Corporate Inclusion Index (CII) is an annual survey that takes a comprehensive measurement of the business practices and Hispanic Inclusion strategies of participating companies.

This year, for the first time, HACR will be recognizing CII participating corporations that have excelled in supporting Hispanic diversity and inclusion in Corporate America around HACR’s four pillars: Employment, Procurement, Philanthropy, and Governance. To be considered for the 2018 HACR CII Awards, you must complete the CII survey by March 30, 2018.

**CHAMPION**
(Co-host Available)
$50,000*

- Recognition as a Dinner Event Co-Sponsor in All Marketing Materials
- Verbal Recognition of the Sponsorship during the Dinner
- One Full Commemorative Page in Recognition Award Program Book
- Opportunity for Corporate Representative to Provide Two-Minute Remarks during Dinner
- One Reserved Table for 10
- Digital Signage Recognition at Event
- Product Placement Opportunity
- Name/Logo in All On-Site Signage Listed as Dinner Event Co-Sponsor
- Logo Placement in the Event Space, Website, and Program Book
- Social Media Recognition
- Corporate Alert Announcing Sponsorship

**LEADER**
$35,000*

- Reserved Table for 10 at Dinner
- One Full Commemorative Page in Recognition Award Program Book
- Digital Signage Recognition at Event
- Product Placement Opportunity
- Logo Placement in the Event Space, Website, and Program Book
- Social Media Recognition

**WELCOME RECEPTION**
$25,000*

- Sponsor Remarks at Reception by Company Senior Executive
- Print Signage Recognition at Event
- Two Invitations to Dinner
- Product Placement at Welcome Reception
- Logo on HACR Website

**POST-DINNER RECEPTION**
$25,000*

- Sponsor Remarks at Reception by Company Senior Executive
- Print Signage Recognition at Event
- Two Invitations to Dinner
- Product Placement at Post Reception
- Interactive Logo on HACR Website, Event Space, and Recap
- Logo Placement in the Event Space, Website, and Program Book

**ADVOCATE**
$15,000*

- One Reserved Table for 10 at Dinner
- Digital Signage Recognition at Event

*Option may have multiple sponsors
The HACR Research Institute (HRI) is the research arm of HACR and is devoted to objective research, analysis, and publication on Hispanic-related issues in Corporate America. The HRI focuses its research on corporate Governance, Employment, Philanthropy, Procurement as well as economics and national demographics. The goal of the HRI is to assess current Hispanic trends and stimulate discussion on Hispanic inclusion in Corporate America.

### Partnership Opportunities

#### Corporate Research Innovator

**$50,000**

- Provides Funding Support to a Variety of Research and Projects including, but not limited to, Pilot/Feasibility Studies, Collection of Primary Data, Secondary Analysis of Existing Data, or small, self-contained Research Projects, as well as the Development of new Research Technology.
  - One Presentation in the Location of the Company’s Choice (Based on HACR Availability)
  - Allows the Funder to Inform the Topic or Area of Study
  - Opportunity to participate in HACR Focus Groups
  - Provides the Funder with Exclusivity of Findings (Specific time period TBD)
  - Recognition in the Special Topic Report/White Paper Produced
  - Speaking Remarks by Company Executive at an Official HACR Event
  - Logo Listing on HACR Website
  - Sponsorship Listed on Social Media Sites

#### Corporate Research Collaborator

**$25,000**

- Provides Funding Support for the HRI to Develop Pilot/Feasibility Studies, Collect Primary Data, and Produce Analysis of Existing Data.
  - Opportunity to Participate in HACR Focus Groups
  - Provides the Funder with Exclusivity of Findings (Specific time period TBD)
  - Recognition in the Special Topic Report/White Paper Produced including all Research Collaborator Sponsors
  - Logo Listing on HACR Website
  - Sponsorship Listed on Social Media Sites

#### Research Session Partner

**$15,000**

- Provides the Opportunity for the Director of the HRI and/or their Research Collaborators to Share Findings, Current Research Projects, and Publications
  - One Presentation in the Location of Company’s Choice (Based on HACR Availability)
  - Logo Listing on HACR Website
  - Sponsorship Listed on Social Media Sites

*Note: All options may have multiple sponsors*

*Allows non-corporate member companies to participate in HACR focus groups*

Through the HRI, HACR publishes annual studies on the state of the Hispanic community and corporate best practices in Employment, Procurement, Philanthropy, and Governance along with the HACR Corporate Inclusion Index (CII). The HRI also publishes the Corporate Governance Study (CGS), and other independent studies conducted internally and through partnerships with other leading advocacy organizations. By providing information on the status of Hispanics in Corporate America, HACR can focus on issues relevant to Hispanics and investigate solutions to the inequity that exists.

To view the most recent reports, go to [www.hacr.org/research_institute/](http://www.hacr.org/research_institute/).