

Latino *Pathways*



LULAC Texas State
Convention 2025

June 19-21
New Braunfels, TX



Dear LULAC Members and Supporters,

On behalf of the League of United Latin American Citizens (LULAC) in Texas, it is my distinct pleasure to invite you to join us for the 96th Annual LULAC Texas State Convention, taking place from June 19 - June 21, 2025, in the vibrant city of New Braunfels, Texas.

As the Director of Texas LULAC, I am proud to reflect on our remarkable achievements over the years, which include the establishment of 20 dynamic districts, 175 active councils, and 6 dedicated LNESCC centers across the state. These milestones underscore our unwavering commitment to advancing the rights and opportunities for Latinos in Texas and beyond.

This year's convention promises to be an inspiring gathering, where unity and empowerment will take center stage. Featuring an array of workshops, panels, and keynote speakers, the event will offer invaluable insights and pathways for personal and professional development. Whether you're a seasoned member or new to our organization, the convention offers a unique opportunity to connect, learn, and grow alongside passionate advocates for our community.

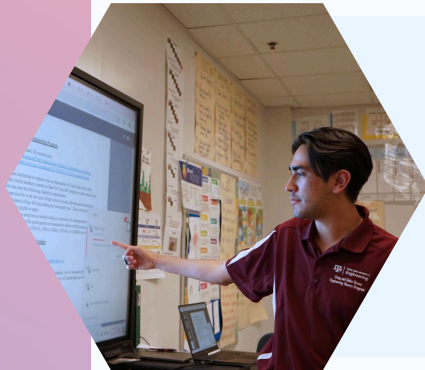
We strongly encourage your attendance and active participation. Your presence will not only enrich the dialogue but also contribute to our collective mission of fostering an inclusive and empowered community. Please mark your calendars and make plans to join us in New Braunfels. Together, we will build a stronger, more united LULAC family.

Sincerely,

Gabriel Y. Rosales
LULAC Texas State Director

2025

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Technology

Only 8% of the tech workforce is Latino, and as advanced technology increasingly becomes a part of our daily lives, there is an ever-growing need to get involved in this rapidly expanding industry.

Housing

Latinos have a homeownership rate of 48%, lower than the national average, and this is often due to a lack of informational resources on eligibility and how the process to buy a house works.



Social and Justice Equity

From higher bails, sentencing, and incarceration rates, to an increased chance of detainment for civil violations due to the current increase in immigrant scrutiny, Latinos are disproportionately affected by the criminal justice system.

Education

Latinos are less likely to have a high school diploma, and only 21% of Latinos over 25 have a bachelor's degree, compared to the national average of 32%.



The Latino *Economic Impact*



**\$3.7
Trillion**

Total Economic
Output of Latinos
(GDP)



**\$800
Billion**

Economic contribution of
Hispanic-owned businesses



**65
Million**

Latinos in the United States

Latinos are the largest ethnic group in Texas, making up 40.2% of the population. They contribute \$3.7 Trillion to the economy of the United States, and yet they are an often overlooked consumer demographic by the majority of companies and businesses. The U.S. Latino population mainly consists of young consumers, and investing in marketing and campaigns aimed at this rapidly growing demographic would be a rewarding opportunity for companies and businesses looking to grow their target audience.

2025

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Join us in New Braunfels for an inspiring weekend filled with engaging workshops, insightful panels, and networking opportunities with community leaders and advocates across the state. Every year, LULAC members come together to hear from distinguished speakers, participate in strategy sessions, and celebrate the achievements of our community champions. With your generous contribution we can make the 2025 Texas State Convention the best one yet! We look forward to seeing you in New Braunfels, Texas!



2025

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Texas State Director



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96th 2025 LULAC TEXAS STATE CONVENTION

Annual LULAC State Convention & Exposition

June 19 -21, 2025

Marriott Courtyard & McKenna Events Center

New Braunfels, Texas

The League of United Latin American Citizens (LULAC) invite you to participate in our 96th Annual LULAC State Convention & Exposition in New Braunfels, Texas.

About LULAC: Founded in 1929, the League of United Latin American Citizens is the nation's oldest and largest Hispanic organization. With thousands of members organized into more than 1000 LULAC Councils in virtually every state of the nation and in Puerto Rico, LULAC has tremendous outreach into the Latino community. With a rich history of advocacy in civil rights, education, economic development, immigration, and equal opportunity, LULAC is uniquely positioned to lead the Hispanic community into the next millennium.

Make History: The LULAC Convention is an exciting, history-making convention, because it convenes hundreds of LULAC delegates from throughout Texas to discuss issues, set policies, and elect the organization's state leaders. For this reason, the LULAC Convention makes news and is covered by state and local media.

Reach out to Hispanic America: The LULAC Convention is well attended by major corporations who recognize the importance of reaching out to national Latino leaders and influential community members directly. There are opportunities to sponsor workshops and events, to show case products and resources and support the dedicated work of LULAC to improve the quality of life for Hispanic Americans.

Exposition: The LULAC Expo is open to the public, and it is free of charge. This is a great opportunity to market programs and services to the fastest growing minority with great purchasing power.

Engage the Next Generation: The convention also draws LULAC Youth and Young Adults from across the state with with various targeted workshops and panel discussions, and opportunities to network with higher education, career, community service and leadership programs.

Our 96th Annual LULAC State Convention & Exposition will take place on June 19-June 21, 2025 at the Marriott Courtyard and McKenna Events Center in New Braunfels, Texas. This year, our focus will be on **Latino Pathways in Technology, Housing, Social and Justice Equity, and Education.**

We are looking forward to your positive consideration of our proposal. Attached you will find our participation levels.

Cordially,



Gabriel Y. Rosales
Texas LULAC State Director

For More Information: For conference information and registration, contact Nathalia Patricio, Pnaty1600@gmail.com, 469-602-2265.

96th 2025 LULAC TEXAS STATE CONVENTION

SPONSORSHIP PACKAGES

As the nation's largest and oldest Hispanic Civil Rights organization, with its rich history and advocacy for education, civil rights, economic attainment, and workforce development, LULAC has a proven track record in its quest to reach out to the communities it serves throughout Texas. The continued training and learning opportunities that are offered to our volunteer members and community leaders at our annual conference are vital in order to provide the much-needed services to those in need. Our expected attendance is over three hundred participants.

Please review our participatory menu of opportunities and registration forms by which you may support this very important event.

Presenting Sponsor Level (Exclusive)—\$20,000

The conference will be "presented by" in all marketing materials and event website. Opportunity to provide brief remarks at all official conference events and ribbon cutting. Priority seating at one Table of Ten at any three of meal events choosing: Senior Breakfast, Women's Luncheon, Veterans' Luncheon, or State Director's Award Banquet. Full page ad in back cover or inside front cover or two full page color ads in program book., attendance at all VIP functions, three corporate representatives at welcome reception, two full registrations and one priority exhibit space.

Diamond Level—\$15,000

Priority Seating at One Table of Ten at any two meal events of choosing: Senior Breakfast, Women's Luncheon, Veterans' Luncheon, or State Director's Award Banquet. Recognition of Corporate Sponsor at banquet of choosing. One full page color ad in program book., attendance at VIP functions, two corporate representatives at welcome reception, two full registrations and one priority exhibit space.

Emerald Level—\$10,000

Priority Seating at One Table of Ten at one meal event of choosing: Senior Breakfast, Veterans' Luncheon, Women's Luncheon, or State Director's Award Banquet. Recognition of Corporate Sponsor at banquet of choosing. One full page color ad in program book., attendance at VIP functions, two corporate representatives at welcome reception, two full registrations and one priority exhibit space.

Ruby Level—\$5,000

Priority Seating at One Table for five at one meal event of choosing: Senior Breakfast, Women's Luncheon, Veterans' Luncheon, or State Director's Award Banquet. Recognition of Corporate Sponsor at banquet of choosing. One half-page color ad in program book., attendance at VIP functions, two corporate representatives at welcome reception, two full registrations and one exhibit space.

Pearl Level—\$2,500

Priority Seating at One Table for five at banquet of choosing: Senior Breakfast, Women's Luncheon, Veterans' Luncheon, or State Director's Award Banquet. One fourth-page color ad in program book, attendance at VIP function, two corporate representatives at welcome reception, and one full registration.

ADDITIONAL OPPORTUNITIES

Company Logo on Registration Bags, or Badge Holders
Sponsor of Convention Program
Sponsor of Convention Workshops or Youth events

96th 2025 LULAC TEXAS STATE CONVENTION
SPONSORSHIP AGREEMENT

Please print or type the requested information below as it should appear in the conference program and name badge:

Name _____ Title _____

Corporation/Agency _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____ email _____

Select sponsorship level below.

☐ **Presenting Sponsor Level—\$20,000**

☐ **Diamond Level—\$15,000**

☐ **Emerald Level—\$10,000**

☐ **Ruby Level—\$5,000**

☐ **Pearl Sponsor—\$2,500**

☐ **Additional Opportunities**

Signature of Authorized Representative _____

Date _____

**Make check payable to Texas State
LULAC**

Mail this agreement and check to:

**Ms. Mari Sandoval, Texas LULAC State
Treasurer**

4137 Modena, San Antonio, Texas 78218

OR

**Pay online under
"Partner Payment Options" at:**

<https://texasstatelulac.com/state-convention>

Email this agreement to:

**Nathalia Patricio
Pnaty1600@gmail.com**

For More Information: For conference information and registration, contact Nathalia Patricio,
Pnaty1600@gmail.com, 469-602-2265.

96th 2025 LULAC TEXAS STATE CONVENTION
ADVERTISING AGREEMENT

The League of United Latin American Citizens (LULAC) welcomes you to advertise in the Program. To advertise in our Program, please return the form below through mail or email. We encourage your consideration and welcome your support.

Please print or type the requested information below to advertise in the conference program:

Name _____ Title _____
Corporation/Agency _____
Address _____
City _____ State _____ Zip _____
Telephone _____ Fax _____ email _____

Please indicate choices below (trim sizes shown):

- | | |
|--|----------|
| <input type="checkbox"/> Full Page Color | \$ 1,500 |
| <input type="checkbox"/> Half Page Color | \$ 750 |
| <input type="checkbox"/> 1/4 Page Color | \$ 250 |

Notes:

- 1) Preferred material: PDF digital material which can be emailed to Nathalia Patricio at Pnaty1600@gmail.com
- 2) Ad material returned only @ request.
- 3) The publisher and LULAC shall be under no liability for errors made by the advertiser or loss by reason of any errors arising out of publication.

Publisher reserves the right to assign all advertising space. All prices are net and non-commissionable.

Signature of Authorized Representative

Date

Make check payable to: Texas State LULAC
Mail with agreement to:

Ms. Mari Sandoval, Texas LULAC State
Treasurer

4137 Modena, San Antonio, Texas 78218

OR
Pay online under
"Partner Payment Options" at:

<https://texasstatelulac.com/state-convention>

Email this agreement to:
Nathalia Patricio
Pnaty1600@gmail.com

Total	Credit Card #	Expiration Date
_____	_____	_____

☐ **MasterCard** ☐ **Visa** ☐ **American Express** **Signature** _____

For More Information: For conference information and registration, contact Nathalia Patricio,
Pnaty1600@gmail.com, 469-602-2265.

96th 2024 LULAC TEXAS STATE CONVENTION

EXHIBITOR AGREEMENT

Name _____ Title _____

Corporation/Business _____

State of Federal Agency _____

Name Community Based Organization _____

Address _____ City _____ State _____ Zip _____

Telephone () _____ Fax _____ E-mail address _____

Make check payable to:

Corporations/Business	\$500.00
State/Federal Agencies/Universities	\$300.00
Small Businesses	\$200.00
Community-Based Organizations	\$150.00
LULAC Councils/Craft Vendors	\$100.00

Will need Electrical Outlet ____ Yes ____ No

No. of Booths Requested: _____ cost/booth _____ Total Cost _____

Payment in full is required with this Agreement. Purchase orders for State/Federal Agencies will be accepted and payment must be made upon receipt of invoice.

NOTE: Space assignments are based upon the order in which companies or agencies become Exhibitors. Preference will be given to major corporate sponsors, per agreement. Exhibitors receive a listing in the Program Book, an I.D. Sign, a Table and Two Chairs, Name Tags (please provide names) and 1 ticket to the Welcome Reception.

“The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor’s activities on the Hotel premises and will indemnify, defend, and hold harmless the Hotel, its owners, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages and claims”. LULAC Exposition Coordinators reserve the right to establish rules that may be required to guarantee the safety and appearance of the conference exhibit area.

If not mailing, email agreement to Pnaty1600@gmail.com and pay online under "Partner Payment Options" at <https://texasstatelulac.com/state-convention>

Signature of Authorized Representative

Make checks payable to the Texas State LULAC and mail with this agreement
Mari Sandoval, Texas LULAC State Treasurer
4137 Modena, San Antonio, Texas 78218

Date _____

Total	Credit Card #	Expiration Date
_____	_____	_____



MasterCard

☐ Visa ☐ American Express Signature _____

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