



National Latino Children's Institute

"Creating a voice for young Latinos"

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National Latino Children's Institute
"Creating a voice for young Latinos"

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Dear Colleague:

Founded in 1997, the National Latino Children's Institute (NLCI) has learned a lesson well: *times of challenge can bring great opportunity*. NLCI has become a national voice with over 100 local and national collaborative partners across the country. Our experiences have led to a solution-based agenda, and we continue to set a model for action that parallels the words of the President, "In this time of so much need in our communities and across our country, we are blessed with endless ways to restore hope and opportunity in places that yearn for both." On April 28, 2010 we will begin the day with the second annual *Building a Nation of Hope for Latino Children: Priority schools and communities*.

Young Latinos, many with two cultures and languages in their daily life, are forging into career opportunities their families only dreamed of, while some have found barriers too great to cross. They often confront obstacles such as limited access to educational opportunities and healthcare resources, while struggling to live safely in marginalized neighborhoods. Consequently greater numbers of Latino children are suffering from health, education and socioeconomic disparities; resulting in high rates of childhood obesity leading to diabetes and reduction in life span; higher dropout rates; and social disparities due to living environments.

According to the U.S. Census Bureau, as of July 2007, one out of five Hispanic households fell below the poverty level; and within today's economic challenges the probability of this number increasing is high. March 2009, the U.S. Department of Labor Statistics released a new report on the unemployment data, stating that Latinos have almost an 11% unemployment rate – nearly 3% higher than the general population. At times these challenges can seem insurmountable to those working at the local, state and national levels. Grass root community agencies offer a ray of hope as they are making great strides in presenting opportunities for success in children's lives. As billions of dollars are being distributed to federal and state agencies to invest in communities there are still many questions and few answers.

The National Latino Children's Institute, in partnership with the National Education Association and Univision will convene a broad base of leaders and youth to discuss the state of young Latinos to showcase solutions and promote effective program models that will aid in the complete and healthy development of Latino children; by doing so we help all children to succeed. This forum will provide youth and stakeholders with the opportunity to dialogue directly with policy makers, media representatives, funders and other national leaders to develop a joint advocacy agenda to address some of the most pressing challenges facing our children by focusing on schools and communities that can make a difference in the lives of thousands of Latino children.

This is an excellent opportunity to launch an ongoing collaborative strategy with substance and pragmatic benchmarks for change. NLCI invites you to partner and play a key role by sponsoring the upcoming public forum activities. Help improve the opportunities for developing a young population that represents the fastest growing market -- the future of our country's workforce and its ongoing leadership in the global marketplace.

I look forward to your participation and partnership. Enclosed you will find a Sponsorship Form, NLCI Capacity Statement and a Draft Agenda of the events. Please don't hesitate to call me, 210-228-9997 or email me at josie@nlci.org for any additional information.



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CORPORATE SPONSORSHIP OPPORTUNITIES

Corporations, foundations and government agencies can participate with financial support. In-kind contributions will be accepted and acknowledged as such. In addition to supporting the public forum and the press event the sponsorships will also provide scholarships for community based organizations and youth to attend and participate.

Platinum Sponsor --- \$25,000+

- Recognized as lead sponsor
- Identification as a Platinum Sponsor on all materials at forum and on website
- Recognition on all public/media relations communications
- One-year listing on NLCI website

Gold Sponsor --- \$15,000+

- Identification as a Gold Sponsor on all materials at forum and on website
- Recognition on all public/media relations communications
- Nine-month listing on NLCI website

Silver Sponsor --- \$10,000+

- Identification as a Silver Sponsor on all materials at forum and on website
- Recognition on all public/media relations communications
- Six-month listing on NLCI website

Bronze Sponsor --- \$5,000+

- Identification as a Bronze Sponsor on all materials at forum and on website
- Recognition on all public/media relations communications
- Three-month listing on NLCI website

OTHER SPONSORSHIP OPPORTUNITIES

- **Continental Breakfast --- \$15,000**
- **Luncheon --- \$25,000**
- **Reception --- \$15,000**
- **Milagro Wall--- \$5,000**

***El Día de los Niños--- Celebrating Young Americans**

This is a day to honor and celebrate all children. Children represent the hope and dreams of every community-the renewal that every generation brings to a city and even a country. Adapted from the Mexican holiday on April 30th, *El Día de los Niños Celebrating Young Americans* is a unifying event that emphasizes the importance of young people in our communities. It is a gift from the Latino community that brings together children of all races and diverse backgrounds to have fun and learn about new cultures while drawing attention to challenges children are facing.

- Since 1999, April 30th has been designated as *El Día de los Niños*
- Celebrating Young Americans by a Senate Resolution of the U.S. Senate.
- Over 100 communities in 34 states, included but not limited to Arizona, California, Florida, Idaho, Illinois, Nevada, New Jersey, New York, Ohio and Texas have planned activities for young people where over 375,000 participate annually.
- NLCI celebrated its 10-year anniversary celebration April

** Milagros

For centuries, *milagros* have been used to ask for wishes, special intervention and good fortune. Made of wood, tin, bone paper and ribbon, *milagros* were placed in niches or crevices of churches. Today, *milagros* are a tradition carried on throughout Latin America and in many other countries. Families might ask for safe passage during a perilous journey or for help during a difficult operation. Parents might ask for good health for their children or to ensure their children do well in school. NLCI has been collecting children and youth's wishes, hopes and dreams since 1997. Children are encouraged to write about their dreams for themselves, their family, community or the world.



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Sponsorship Commitment for *Building a Nation of Hope for Latino Children*

Count us in!

We want to be sponsors. Here is our information.

Please complete the following form to ensure that we have the correct information about your company. Fax this page for inclusion in the conference program book by April 12, 2010 to determine level of support to 210-228-9972 or download the form from the website and email to Durquia Guillen at durquia@nlci.org also send your company/agency logo in .jpg or .tif format by April 15, 2010. The program book will be printed April 20, 2010. Corrections cannot be guaranteed after this date.

Name of sponsor as you would like it to appear in the program book:

First name:		Last name:			
Address:					
City:		State:		Zip:	
Phone:		Fax:			
E-mail:					

May we use the sponsor's name in the press? _____

Who will represent the company/agency at the public forum? _____

Please provide the names of any executives who should be acknowledged or who should receive follow-up information after the event. _____

I would like to sponsor the Public Forum-*Creating a Nation of Hope for Latino Children* at the following level:

- Platinum--\$25,000+
- Silver --\$10,000+
- Press Event--\$20,000
- Gold--\$15,000+
- Bronze--\$5,000+
- Milagro Wall--\$5,000
- Continental Breakfast --\$15,000
- Luncheon--\$25,000
- Reception--\$15,000

I am including/will send a check for _____ (amount) or please charge my credit card.

Name on credit card: _____

Type of credit card (circle one): Visa MC Account No. _____

Expiration Date: _____ (Month/Year) Signature: _____