



SHPE

# NILA

NATIONAL INSTITUTE FOR LEADERSHIP ADVANCEMENT

July 31 - August 4 ◀

Phoenix, Arizona ◀

Pointe Hilton Tapatio ◀  
Cliffs Resort

20  
19



**For over 30 years, the National Institute for Leadership Advancement (NILA) has been SHPE's premier program for developing its members into relevant, responsible, and skilled leaders to ensure that Hispanics are represented as influential and capable drivers in the STEM workforce, the Hispanic community, and the nation. NILA is SHPE's response to sponsors and partners seeking highly skilled Hispanics in STEM with the talent to lead teams and drive innovation and social change.**

NILA is designed to teach and inspire SHPE's regional and chapter leaders to excel in volunteer leadership roles within SHPE's nationwide ecosystem.

This interactive workshop offers hands-on, practical strategies regarding SHPE's operational framework and organizational governance so that chapter leaders can effectively advance SHPE's mission and vision.

SHPE's volunteer leaders are the heartbeat of our organization. They enable program success at the local, regional, and national levels, supporting SHPE's national strategy and mission: an empowered Hispanic community that realizes its fullest potential and impacts the world through STEM awareness, access, support, and development.

## Value Proposition

NILA participants are highly engaged members from its network of professional and student chapters seeking to further refine their leadership skills and enable career growth and professional development.

For SHPE partners, participation at NILA is an opportunity to enhance recruiting efforts by connecting your organization with on-campus advocates such as chapter presidents and advisors that can facilitate access to their chapter membership. NILA serves as the precursor to SHPE's National Convention, ensuring organizations have access to a larger pool of highly-qualified applicants seeking career opportunities.

In order to connect partners with the most qualified candidates for employment, NILA hosts a variety of programs and events designed to enable five key learning outcomes.

NILA prepares participants to lead and manage diverse teams by preparing them to:

- » Advance and increase leadership skills to achieve desired results
- » Cultivate and refine management skills that inspire, lead, and mobilize stakeholders
- » Develop business acumen skills to develop strategies and execute implementation plans
- » Foster succession planning by equipping current leaders to nurture and mentor future leaders
- » Refine and enhance communication and interpersonal skills



SHPE uses the Whole Leadership Model to determine three high-level objectives for NILA. These objectives guide the curriculum and inform the program for the conference.

## 1

### Personal

Cultivate and refine participants to become competent, authentic, and committed leaders that positively advance themselves and their communities.



## 2

### Community

Empower and engage participants to serve as positive change agents that work collaboratively with community partners and stakeholders.



## 3

### Organizational

Educate and prepare participants to lead within SHPE in alignment with the organization's mission, vision, and strategic plan.



## Leadership Development in an Inspiring Setting

Nestled into the beautiful landscape of the Phoenix North Mountains, Pointe Hilton Tapatio Cliffs Resort offers guests an escape from the ordinary while offering a variety of amenities and award-winning services. The spectacular views and serene setting provides the perfect environment for SHPE leaders to learn, network, and have fun too.

# Investment Opportunities



## Leadership Commencement Banquet

**SOLD OUT!**

**\$15,000**

**\$7,500 CO-PARTNER • LIMIT 2**

The 2019 conference closes with an inspirational commencement ceremony recognizing participants' hard work over the preceding three days before sending them back out into their communities to put their new skills into action.

- » 20-minute keynote speaking opportunity for senior executive
- » Opportunity to co-present CCLP (Certified Chapter Leader Program) certificates
- » Photo opportunity with CCLP recipients
- » \$1,000 contribution to SHPE Chapter of your choice
- » Reserved table for 10
- » Access to chapter leader resumes
- » Opportunity to serve as judges for Leadership-in-Action Competition
- » Signage with organization logo placement
- » Recognition on NILA conference website with logo and hotlink

## Welcome Ceremony & Kick-Off Challenge

**\$13,500**

**\$6,750 CO-PARTNER • LIMIT 2**

Kick-off the 2019 conference with a motivational message for all participants, encouraging them to make the most of this unique opportunity to build their skills and become effective community leaders.

- » 15-minute speaking opportunity for senior executive
- » Photo opportunity with SHPE leadership
- » Reserved table for 10
- » Access to chapter leader resumes
- » Opportunity to serve as judges for Leadership-in-Action Competition
- » Signage with organization logo placement
- » Recognition on NILA conference website with logo and hotlink

## Keynote Luncheon (Thursday or Friday)

**\$7,500**

The luncheons bring NILA participants together to connect, cultivate mentoring relationships, and learn from fellow STEM professionals. Each event will have a featured speaker to speak on industry trends related to their profession and career challenges they have faced throughout their career.

- » 15-minute speaking opportunity
- » Photo opportunity with SHPE leadership
- » Reserved table for 10
- » Access to chapter leader resumes
- » Signage with organization logo placement
- » Recognition on NILA conference website with logo and hotlink

# Investment Opportunities

## Business of Golf

**\$5,000**

An estimated 90% of Fortune 500 CEOs play golf. In this interactive hands-on activity on the green, participants will have the opportunity to see how the game of golf is an integral business tool.

- » Sponsoring organization's logo is on water bottle given to each participant
- » 5-minute speaking opportunity
- » Photo opportunity with SHPE leadership
- » Access to chapter leader resumes
- » Signage with organization logo placement
- » Recognition on NILA conference website with logo and hotlink

## Young Professionals Panel (Thursday Evening)

**\$4,000**

The Young Professionals Panel brings together up to 4 full-time professionals with 5-15 years of experience to reflect on the steps they took to launch their career and navigate the workplace. The panel will explore how they each prepared to become a professional, the challenges they faced as they advanced in their career, and lessons learned that they can offer to others. The session will feature prepared questions as well as crowd-sourced questions of relevance to the audience. Dinner will be served.

- » Organization representatives invited to participate
- » Signage with organization logo placement
- » Recognition on NILA conference website with hotlink
- » 3-minute address to participants
- » Access to participant resumes

## Executive Panel (Friday Evening)

**\$4,000**

The Executive Panel is an opportunity for an executive from your organization to address specific areas of leadership development, community engagement, and the positive impact Hispanics can have as both individuals and collective leaders on the STEM industry and community. The Executive Panel offers conference participants an exclusive opportunity to have both individual and small group conversations with an industry executive. Dinner will be served.

- » Organization representatives invited to participate
- » Signage with organization logo placement
- » Recognition on NILA conference website with hotlink
- » 3-minute address to participants
- » Access to participant resumes





# Investment Opportunities

## Chapter Advisor Roundtable

**\$4,000**

The Chapter Advisor Roundtable is presented to all attending SHPE advisors in an interactive round table work session on Saturday. Advisors will attend with the professional participants Thursday and Friday. Participants benefit from sharing best practices and networking. This learning will help ensure the success of the advisors and enhance their ability to empower SHPE students. The roundtable addresses the importance of implementing strategies to ensure a high-performing chapter including:

- » Opportunity to provide welcome address to advisors
- » Recognition on NILA conference website with logo and hotlink
- » Recognition in August's *OYE! SHPE* newsletter
- » Access to Member Directory of student chapter members
- » Access to Resume Database of student chapter members



## Advance-A-Chapter

**\$3,000**

Student chapters require resources to convene SHPE members, host recruiting events, and provide tools and training at the local level to support their success in STEM.

- » NILA sponsorships for registration and lodging awarded on your behalf to President and Vice-President of the Student Chapter
- » Recognition on student chapter website
- » Recognition in August's *OYE! SHPE* Newsletter
- » Access to Member Directory of student chapter members
- » Access to Resume Database of student chapter members



# Investment Opportunities

## Rotational Workshop

**\$3,000**

Thematic, hands-on workshops for all participants are presented on topics that support the learning objectives of the conference. NOTE: Each workshop is presented in four (4) consecutive time slots on either Thursday or Friday of the conference.

- » Signage with organization logo placement
- » Recognition on NILA conference website with hotlink

## Morning Motivation

**\$2,500 PER DAY**

(THURSDAY, FRIDAY OR SATURDAY)

Spend a morning with all attending SHPE leaders with a motivational speech or activity. Get them excited for an intense day of learning, networking, and connecting.

- » 15-minute speaking opportunity
- » 5 VIP seats at premier table
- » Continental breakfast
- » Networking opportunity with participants
- » Access to chapter leader resumes
- » Opportunity to serve as judges for Leadership-in-Action Competition
- » Signage with organization logo placement
- » Recognition on NILA conference website with logo and hotlink

## Leadership-In-Action Competition

**\$2,500**

FOR 5 TEAMS • 6 SPONSORSHIPS AVAILABLE

Student chapter leaders will address current challenges affecting the SHPE ecosystem, Hispanics in STEM, and the overall Hispanic community. Under the mentorship of organization representatives, student chapter leaders will develop and present well-vetted approaches and holistic solutions to address the assigned challenge. NOTE: One sponsorship covers 5 teams, and there are 30 teams total.

- » Sponsoring organization introduced to student members during competition kick-off
- » Organization representatives serve as mentors and collaborators to sponsored teams
- » Photo opportunity with sponsored teams
- » 5 reserved seats at Leadership Commencement Ceremony (where competition winners are announced)
- » Signage with organization logo placement
- » Recognition on NILA conference website with hotlink





# Investment Opportunities

## Digital Branding

**\$2,500**

Showcase your messaging to conference participants through our various digital communication platforms.

- » Dedicated email blast sent out to all NILA participants
- » Ad featured in e-newsletter sent to NILA participants before and after the event
- » Ad featured during pre-NILA conference webinar for all participants

## Lanyards

**\$2,500**

This high-visibility sponsorship opportunity showcases your organization for the entire multi-day event. Lanyards and badges are required for attendance to all NILA events. Your organization name is sure to stand out!

- » Organization name or logo prominently displayed on NILA participants lanyards
- » Recognition on NILA conference website with hotlink

## Access to Chapter Leader Resumes

**\$1,500**

NILA hosts SHPE's top talent each year, representing some of the brightest and most dedicated young Hispanic leaders in STEM found anywhere in the nation. Your organization will receive access to all of the 2019 NILA chapter leader resumes.

## Information Table

**\$1,000**

Connect with participants as they arrive Wednesday evening. Sponsorship includes one 6-foot table during registration hours. Provide organization information, interact with chapter leaders, and share opportunities.

## Website Banner

**\$1,000**

Conference participants frequently visit the conference website to review general information and updates. Your organization's messaging will be prominently featured on a rotating banner with a direct link to the URL of your choosing.

## Travel Sponsorship

**\$750**

Sponsorship provides airfare, lodging, and registration for one chapter leader to attend NILA. Student chapters are selected based on financial need, chapter longevity, and NILA attendance history.

- » Opportunity to select awardees from full list of registered chapters (first-come, first-serve)
- » Meet and greet with recipients during luncheon session on Friday
- » Photo opportunity with recipients
- » Recognition on NILA conference website



# 2019 NILA Packaged Sponsorship Levels

**NEW FOR 2019!** We are offering valuable savings to sponsors looking to engage in various activities during the 2019 NILA conference. Packages include a wide array of benefits including branding, access to participants, and speaking opportunities.

	PLATINUM SOLD OUT!	GOLD	SILVER	BRONZE
	\$20,000	\$15,000	\$10,000	\$5,000
Maximum Conference Visibility	X			
Leadership Commencement Banquet (Saturday)	X			
Morning Motivation (Pick 1: Thursday, Friday or Saturday)			X	X
Keynote Luncheon (Pick 1: Thursday or Friday)		X		
Young Professionals Panel (Thursday Evening, Meal Event)	X			
Executive Panel (Friday Evening, Meal Event)		X		
Rotational Workshop (Pick 1: Thursday or Friday)			X	
Full Conference Registrations	6	4	4	2
Information Table	X	X	X	X
Resume Database	X	X	X	X
Chapter Attendance Sponsorship	3	1		
Leadership-in-Action Competition Teams	5	5	5	
2-month Banner Ad Placement on the NILA Website	X	X		
Level-specific Recognition on the Convention Website with Logo and Hotlink	X	X	X	X
One Participant Bag Insert (400 minimum, no paper inserts)	X	X	X	X

# 2019 NILA Sponsorship Opportunities

## Company/Organization \_\_\_\_\_

*This is how your name will appear on printed materials/marketing.*

## Sponsorship Packages

☐ \$20,000 Platinum **SOLD OUT!**    ☐ \$15,000 Gold    ☐ 10,000 Silver    ☐ \$5,000 Bronze

## Conference Opportunities

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|--|---|--|
| <input type="checkbox"/> \$15,000 Leadership Commencement Banquet <b>SOLD OUT!</b> | <input type="checkbox"/> \$4,000 Young Professionals Panel (Thursday)             | <input type="checkbox"/> \$2,500 Digital Branding                  |
| <input type="checkbox"/> \$7,500 Co-partner  | <input type="checkbox"/> \$4,000 Executive Panel (Friday)                         | <input type="checkbox"/> \$2,500 Lanyards                          |
| <input type="checkbox"/> \$13,500 Welcome Ceremony & Kickoff Challenge             | <input type="checkbox"/> \$4,000 Chapter Advisor Roundtable                       | <input type="checkbox"/> \$1,500 Access To Chapter Leader Resumes  |
| <input type="checkbox"/> \$6,750 Co-partner  | <input type="checkbox"/> \$3,000 Advance-A-Chapter                                | <input type="checkbox"/> \$1,000 Information Table                 |
| <input type="checkbox"/> \$7,500 Keynote Luncheon                                  | <input type="checkbox"/> \$3,000 Rotational Workshop                              | <input type="checkbox"/> \$1,000 Website Banner                    |
| <input type="checkbox"/> TH <input type="checkbox"/> F                             | <input type="checkbox"/> \$2,500 per day Morning Motivation                       | <input type="checkbox"/> \$2,500 Lanyards                          |
| <input type="checkbox"/> \$5,000 Business of Golf                                  | <input type="checkbox"/> TH <input type="checkbox"/> F <input type="checkbox"/> S | <input type="checkbox"/> \$750 Travel Sponsorship                  |
|  | <input type="checkbox"/> \$2,500 Leadership-In-Action Competition                 | <input type="checkbox"/> \$300 Registration (includes meal events) |

## Contact Information

☐ Mr   ☐ Mrs   ☐ Ms   ☐ Dr

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Company/Organization \_\_\_\_\_ Industry \_\_\_\_\_ Website \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

## Payment Information

☐ Mr   ☐ Mrs   ☐ Ms   ☐ Dr

Billing Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Total Amount \$ \_\_\_\_\_ Signature (required) \_\_\_\_\_ Date \_\_\_\_\_

Upon receipt of the signed commitment form, an invoice will be sent to the billing contact with online payment options through a secured portal. All invoices sent to billing contact will require payment. If cancellation is requested prior to payment completion, the 25% cancellation fee will still be collected.

**PAYMENTS BY MAIL REMIT CHECK TO** — SOCIETY OF HISPANIC PROFESSIONAL ENGINEERS | 13181 CROSSROADS PARKWAY NORTH, SUITE 450 | CITY OF INDUSTRY, CA 91746

**PLEASE SUBMIT SIGNED FORM TO** — SALES@SHPE.ORG

Payment must be received by 07/03/2019. A 25% late fee will be applied to all invoices paid after 07/03/2019. Cancellations must be submitted in writing. All cancellations made by 06/14/2019 will be refunded minus a 25% administrative fee. All cancellations made after 06/14/2019 will be non-refundable.



# SHPE

CHANGING LIVES  
EMPOWERING  
COMMUNITIES  
IMPACTING THE  
WORLD

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 SOCIETY OF HISPANIC PROFESSIONAL ENGINEERS