



National Association
of Latino Credit
Unions & Professionals



NLCUP 2027 CONFERENCE

SPONSORSHIP OPPORTUNITIES

SAN DIEGO, CALIFORNIA | AUGUST 29 — SEPTEMBER 1

INTRODUCTION

Thank you for your interest in sponsoring the NLCUP 2027 Conference in San Diego!

We are thrilled to return with a renewed commitment to uplifting and empowering the Hispanic/Latinx community within the credit union movement.

Who We Are

NLCUP (National Association of Latino Credit Unions and Professionals) is a nonprofit 501(c)(3) organization dedicated to increasing economic mobility, professional development, and financial equity for the Hispanic/Latinx community. Through strategic programs and grassroots initiatives, we create inclusive financial environments and promote leadership within the industry.



Our Mission

To promote Latinx representation in leadership and governance roles and empower organizations to serve Latinx communities.

WHY BECOME A SPONSOR

This year, *Lo Que Sigue*, is more than a theme; it's a declaration. As NLCUP enters its next chapter, the NLCUP 2027 Conference marks a shift from growth to influence. This is where emerging and established leaders come together to define what's next for the credit union movement and ensure Latinx voices are not just included, but leading the way.

Your sponsorship directly fuels:

- The next wave of credit union leadership.
- Greater Latinx representation and decision-making power in the industry.
- The spread of the credit union philosophy into Latinx communities, where it has the power to transform financial futures.

As a sponsor, you will **join a powerful movement** to build a more inclusive financial future while gaining visibility among **influential leaders, practitioners, and innovators.**

BENEFITS OF SPONSORING

Partnering as a sponsor at the NLCUP 2027 Conference offers a powerful platform to showcase your organization's mission, services, and values, while aligning with a movement rooted in economic empowerment.

As a sponsor, you gain:

- Face-to-face engagement with decision-makers.
- Recognition in event signage, social media, and marketing.
- Speaking or moderating opportunities (dependent on sponsorship level).
- On-site exhibitor table and branded materials.
- Access to attendee list (where applicable).
- Participation in networking activities and cultural events.

Who you'll reach:

As a national 501(c)(3) nonprofit, NLCUP brings together a diverse coalition of professionals from across the credit union industry. Our attendees include:

- C-suite executives and senior leaders from credit unions nationwide.
- Credit union professionals and board members driving strategy and growth.
- Latinx leaders and advocates shaping the future of financial services.
- Community development organizations advancing economic empowerment.
- Credit union leagues, associations, and strategic partners.

Sponsorship Payment Info:

All sponsorships must be confirmed and paid prior to the event via check or ACH. For more information, email Barbara Mojica at bmojica@nlcup.org.

Explore our sponsorship levels to find the one that aligns with your organization's goals and values!



SPONSORSHIP LEVELS & OPPORTUNITIES

Our 2027 sponsorship levels offer strategic opportunities to elevate your brand, engage with industry leaders, and align your mission with ours.

Each one includes a blend of benefits across three core areas: **Brand Visibility & Recognition**, **Community Engagement & Access**, and **Customized Engagement & Digital Exposure**.

Brand Visibility & Recognition

Stand out before, during, and after the event. Sponsors receive high-impact logo placement across conference materials, from signage to digital platforms.

Community Engagement & Access

Step into the spotlight and connect with the credit union community on a deeper level. Sponsors receive complimentary registrations and opportunities to take the stage, whether through panel participation, session introductions, or event kickoffs. Additional benefits include exhibitor booths, VIP seating, access to the attendee list, and scholarship support options that help extend your organization's impact. You'll also receive discount codes for additional registrations, making it easier to engage your broader team.

Customized Engagement & Digital Exposure

Amplify your message before, during, and after the conference. Sponsors receive tailored visibility across NLCUP's digital platforms, including featured videos, email marketing spotlights, and personalized social media recognition. Opportunities also include thought leadership features, exclusive social media takeovers, and ongoing brand exposure that extends well beyond the event itself.



VISIONARY - \$15,000

(4 available)

Brand Visibility & Recognition

- Linked logo on event page.
- Logo on conference presentation slides.
- Logo featured on posters and signage.
- Logo on award ceremony program flyer.
- Logo on name badges.
- Co-branded conference swag item included in all attendee bags.

Community Engagement & Access

- Six complimentary registrations.
- Podium recognition and opening remarks during a selected day of the conference.
- Speaker opportunity on a panel/workshop.
- Complimentary exhibit booth with optimized location.
- One VIP table at award ceremony.
- Pre-conference access to registration list.
- Post-conference access to attendee list.
- Recognition as conference scholarship sponsor.
- 15% discount code for additional registrations.

Customized Engagement & Digital Exposure

- Social media recognition
 - Three sponsored social media features across NLCUP channels, including:
 - One pre-conference sponsor feature.
 - One exclusive dedicated sponsor spotlight during the conference.
 - One post-conference recognition feature.
- Recognition in all digital event promotional emails.
- Sponsor-provided thought leadership content featured on the NLCUP blog or submitted for publication through [CUInsight](#) (NLCUP editorial support available).



LUMINARY - \$10,000

(3 available)

Brand Visibility & Recognition

- Linked logo on event page.
- Logo on conference presentation slides.
- Logo featured on posters and signage.
- Sponsor-provided promotional item included in attendee swag bags.

Community Engagement & Access

- Four complimentary registrations.
- Speaker opportunity on a panel/workshop.*
- Complimentary exhibit booth.*
- Opportunity to sponsor cultural event of choice.
- Pre-conference access to registration list.
- Post-conference access to attendee list.
- 10% discount code for additional registrations.

Customized Engagement & Digital Exposure

- Social media recognition
 - Two sponsored social media features across NLCUP channels, including:
 - One pre-conference sponsor feature.
 - One shared post-conference recognition feature.
- Recognition in all digital event promotional emails.
- Sponsor-provided thought leadership content featured on the NLCUP blog or submitted for publication through [CUInsight](#) (NLCUP editorial support available).

**Exhibit booth placement is assigned by NLCUP. Speaker opportunities are thoughtfully selected by the NLCUP team as part of the conference program planning process.*



ADVOCATE - \$5,000

(10 available)

Brand Visibility & Recognition

- Linked logo on event page.
- Logo on conference presentation slides.
- Logo featured on posters and signage.

Community Engagement & Access

- Two complimentary registrations.
- Complimentary exhibit booth.*
- Pre-conference access to registration list.
- Post-conference access to attendee list.
- 5% discount code for additional registrations.

Customized Engagement & Digital Exposure

- One shared social media sponsor recognition feature before the conference.
- Recognition in all digital event promotional emails.

**Exhibit booth placement is assigned by NLCUP.*



SPONSOR A SIGNATURE CONFERENCE EVENT

In addition to our sponsorship packages, NLCUP offers exclusive opportunities to sponsor one of our premier conference events: **Welcome Reception, NLCUP Award Ceremony, Fiesta, or a Keynote/General Session.** These high-visibility moments are ideal for organizations looking to make a distinct, lasting impression. For more information about sponsoring a general session or keynote speaker, please contact Barbara Mojica at bmojica@nlcup.org.

Each event sponsorship can be customized to reflect your organization's values, messaging, and goals, whether through on-stage presence, branded materials, or unique engagement opportunities.

NLCUP Award Ceremony - \$20,000

Honor excellence and leadership within the credit union movement. This high-impact recognition event brings the full conference community together to celebrate the individuals who define our mission.

- Oral recognition from the stage during the ceremony.
- Special acknowledgment in the ceremony program.
- Speaking opportunity to share brief remarks or congratulate the honorees.
- Spotlight slide highlighting your support.
- One VIP table at the award ceremony.
- Personalized table gift item.
- Signature floral branding featuring your logo.
- 10 Complimentary drink tickets for the pre-ceremony cash bar.
- Dedicated social media shoutout during the event.

Welcome Reception - \$10,000

Be the first impression. As attendees arrive, reconnect, and settle into the conference experience, you're helping set the tone for the week ahead.

- Logo featured on event poster and reception table toppers.
- Logo placement on all photo booth print strips.
- Verbal acknowledgment during opening remarks.
- Opportunity for brief welcome remarks to kick off the evening.
- 10 complimentary drink tickets for the cash bar.
- Dedicated social media shoutout during the event.

Fiesta Celebration - \$7,000

Following the NLCUP Awards Ceremony, the Fiesta celebration continues the evening with a high-energy celebration of culture, community, and connection, and stands as one of the most memorable and well-attended events of the conference.

- Logo featured on the official event poster and reception table toppers.
- Logo placement on all photo booth print strips.
- Branded fans distributed to all guests at the event.
- Verbal acknowledgment from the band at the start of the event.
- Signature branded cocktail, branded and named in partnership with sponsor.
- Dedicated social media shoutout during the event.

PARTNER WITH US

The next chapter of the credit union movement doesn't write itself.

The NLCUP 2027 Conference is where *Lo Que Sigue* gets defined. As NLCUP steps boldly into its next chapter, this is where the leaders of today and tomorrow converge to shape the future: where strategy meets community, and where Latinx voices don't just have a seat at the table. They build it.

Your sponsorship is more than a financial commitment. It is a declaration that you believe in that future. It signals to every leader in this movement, those who have been doing the work for decades and those just finding their voice, that they have champions willing to invest in their growth, their influence, and their future.

The organizations that partner with us this year will not simply be sponsors. They will be architects of what comes next.

This is your moment to lead alongside us.

Sponsorship opportunities are limited and thoughtfully designed to create meaningful visibility, connection, and impact. **To learn more, discuss availability, or reserve your sponsorship package, please contact Barbara Mojica at bmojica@nlcup.org.**



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*On behalf of the NLCUP Board, staff, and planning committee,
thank you for helping us grow the movement. We
look forward to welcoming you to **San Diego!***