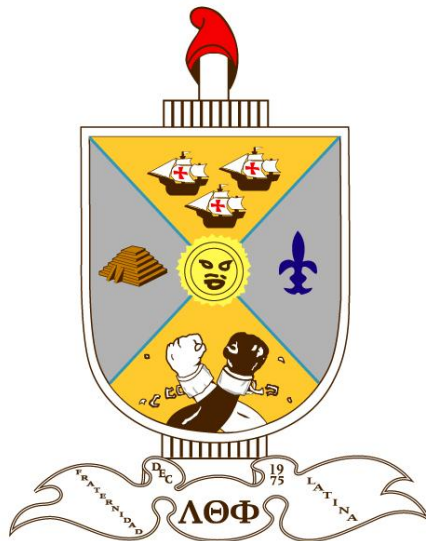


Lambda Theta Phi Latin Fraternity Incorporated

www.lambda1975.org



PRESENTS

**“Celebrating Our Past: Looking Towards the Future”
2010 National Convention
Washington D.C.**

June 24th-27th, 2010

Sponsorship Packet
(Sponsorship due by June 1, 2010)

Lambda Theta Phi 2010 National Convention
“Celebrating Our Past: Looking Towards the Future”

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ΛΘΦ

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Dear Potential Sponsor:

The National Executive Board of Lambda Theta Phi Latin Fraternity, Inc. invites you to become a sponsor of our upcoming National Convention, “**Celebrating Our Past: Looking Towards the Future**”, to be held in Washington D.C Thursday, June 24th to Sunday, June 27, 2010 at the Sheraton Crystal City in Arlington, VA.

The convention will focus on the advancement of the Latino male by providing career workshops and networking opportunities. National Brotherhood Conventions are held on even numbered years as a method to continuously educate our members on a wide variety of topics and conduct fraternity business and elections. Workshops are facilitated by alumni brothers, as well as non-brothers, who specialize in specific fields such as technology, business, investment and/or self empowerment. The conferences are aimed to meet both undergraduate and alumni interests and needs.

As a Sponsor of the National Brotherhood Convention your company / organization will have a major branded identity at an event that will host hundreds of Latino alumni and undergraduates. Also, Lambda Theta Phi will have representatives from every major city across the nation participating in the event, so your branded identity will be marketed throughout the country. In addition, you will be partaking in the celebration of the Fraternity’s accomplishments which include academic achievement, community service and leadership.

Lambda Theta Phi, Latin Fraternity, Inc. is the first Latino Fraternity to be nationally recognized. Lambda Theta Phi consists of over 100 satellite chapters representing all of the major metropolitan areas across the United States. Lambda Theta Phi is a non-profit service/social fraternity emphasizing Latino/a unity and the celebration of the Latino/a culture while promoting academic excellence and community service.

We have a number of different ways that your organization can be a sponsor and look forward to speaking with you. Enclosed you will find additional information about Lambda Theta Phi and how to become a sponsor for our event. If you need any additional information, please contact us at executivedirector@lambda1975.org.

Thank you in advance for taking the time to review this information and we hope to count on your support.

Sincerely,

Jesse Palencia
Director of Programming

- President
Steve O. Hernandez
- Vice President
Anthony J. Perez
- Communication
Vacant
- Finance
Cain Diaz
- Induction
Daniel Rosales
- Expansion
Edward Samayoa
- Alumni Affairs
Orlando Rosado
- Collegiate & Academic
Robinson H. Ko
- Historian
Zaragosa “Mito” Espinoza
- Assistant Director of IT
Steve O. Hernandez
- Assistant Director of
Programming
Jesse Palencia
- Assistant Director of
Community Affairs
Christopher Rubio
- Executive Director
Byron Bustos

Lambda Theta Phi 2010 National Convention
“Celebrating Our Past: Looking Towards the Future”

About Lambda Theta Phi

Lambda Theta Phi Latin Fraternity, Inc. is the first and largest nationally recognized Greek-letter organization founded as a Latin Fraternity. Lambda Theta Phi consists of over 100 satellite chapters representing all of the major metropolitan areas across the United States. Lambda Theta Phi is a non-profit service/social fraternity emphasizing Latino/a unity and the celebration of the Latino/a culture while promoting academic excellence and community service.

At the undergraduate level, our brothers are active within the Fraternity and in other student organizations. Our brothers perform community service, promote our culture by sponsoring events which highlight and celebrate our heritage, participate in educational workshops, and enjoy many social programs. At the professional level, among our ranks you will find attorneys, doctors, and engineers. Our brothers are shaping young minds as educators and as dedicated fathers. The men in brown and white are defending this country at home and abroad in the area of law enforcement and in the armed forces. We are strengthening our country's economy as entrepreneurs. Our brothers are teaching leadership as coaches, mentors, and community activists. The Lambdas are affecting policy and change as elected officials serving on City Councils, Boards of Education, U.S. House of Representatives, and U.S. Senate. In short, Lambdas are contributing and excelling in every facet of human endeavor.

Our illustrious history is not only our past but our guiding light to the future. As the first, we overcame many obstacles. Not having much guidance in our formative stages, we persevered and became stronger. Lambda is the product of vision, strength, and unity. Our history serves as a legacy and testament to our accomplishments and greatness.

Lambda Theta Phi... Academic Excellence – Brotherhood – Leadership – Latino Unity -Service.

More information can be location on our National Website www.lambda1975.org

Lambda Theta Phi 2010 National Convention
“Celebrating Our Past: Looking Towards the Future”

Lambda Theta Phi’s Data:

- Over 4,000 Alumni and Undergraduate Members Nationwide
- Over 100 University and College Campuses Nationwide
- Average Member Age: 33
- Age Range: 18 to 50
- Average Yearly Income: \$45,000 - \$65,000
- Percent of Members with Post-Graduate Degrees: 22% (National Average is 4%)
- Average Attendance of Members at Convention: 200 – 250

National Data of Latino Market:

- 65% of U.S. Hispanics are US-born (median age of 18)
- 70% of U.S. Hispanics are under 35 years old
- By 2030 Latinos will represent 26% of under 18 year olds
- Latino teens will grow 62% between 2001 – 2020
- Latinos 15-34 control 37% of total Hispanic income
- Latino Population Share of 15-34 Year Olds Is Sizeable (18%)
- Latinos under 35 spend \$400+ billion annually
- 75% of Latinos speak English exclusively or are bilingual
- Latinos will drive 2/3 high school population growth next 10 years
- There are 2.0+ million Latinos enrolled in US Colleges & Universities

Previous Sponsors:

- | | |
|-------------------------|-----------------------------------|
| • Collegiate Greek | • PNC Bank |
| • McGraw-Hill Companies | • Pepsi |
| • Icaramba.com | • Spanish Broadcasting Systems |
| • Enterprise Rent-A-Car | • Federal Bureau of Investigation |
| • Hertz | • Teach for America |
| • US Army | • Bacardi Rum |

Lambda Theta Phi 2010 National Convention
“Celebrating Our Past: Looking Towards the Future”

The National Convention

The National Executive Board of Lambda Theta Phi Latin Fraternity, Inc. invites you to be a part of our upcoming National Convention, “Celebrating Our Past: Looking Towards the Future”. The convention will be held at the Sheraton Crystal City in Arlington, Virginia Thursday, June 24, 2010 thru Sunday, June 27, 2010. This year’s focus will be on the advancement of the Latino male by providing career workshops and networking opportunities.

National Conventions are held on even numbered years as a method to conduct normal fraternal business including constitution amendments and elections. It also provides an opportunity to educate our members on a wide variety of topics. These topics are facilitated by alumni brothers, as well as non-brothers, who specialize in specific fields such as technology, business, investment and/or self empowerment. Our aim is to meet both undergraduate and alumni interests and needs.

As a sponsor of National Convention your company will have a major branded identity at an event that will host hundreds of Latinos in attendance. Also, Lambda Theta Phi will have representatives from every major city across the nation participating in the event, so your branded identity will be marketed throughout the country. In addition, you will be partaking in the celebration of the Fraternity’s accomplishments which include academic achievement, community service and leadership. We hope to hear from you by **June 1, 2010**.

Lambda Theta Phi 2010 National Convention
“Celebrating Our Past: Looking Towards the Future”

Convention Main Events

Welcoming Reception

The kickoff to the Convention is our Official Welcoming Reception, usually held on the Hotel premises. The reception sets the tone for the rest of the weekend. In the past, the welcoming reception has provided live music, DJ, food, drinks, dancing, celebration and reunite with brothers old and new throughout the country. The welcoming reception allows the brothers to obtain the Convention schedule, meet our sponsors, and obtain relevant information.

Lunches

The organization has hosted two lunches, one on Friday and another Saturday afternoon. During these lunches the brothers have the privilege of listening to motivational speakers, accomplish a task or project, meet and greet new members, network, engage in panel discussions, visit our sponsor tables, and taking pictures.

Awards Banquet

Our annual awards banquet celebrates the many achievements of our brothers and chapters. This night encompasses live entertainment, DJ, dancing; sit down dinner, awards and scholarship presentations, speeches, and fraternal traditions. This annual tradition allows the brothers to have a celebratory event as an organization to emphasize unity, strength, and advancement of our culture and brotherhood.

Others

- National Elections
- Fraternity Saluting Competition
- General Session and Workshops
- Vendor Sales and Exhibits

Types of Sponsorships

Platinum Sponsors: \$10,000.00

Gold Sponsors: \$5,000.00

Silver Sponsors: \$2,000.00

Platinum Sponsors will receive the following:

- Exclusive Sponsor of Banquet with Power Point Display/Table Favors/Table Toppers
- Workshop Presentation with Captive Audience (1 hour)
- Banner Display throughout Convention
- Six Months of Web Site Promotion on www.lambda1975.org
- Full Page Advertisement in Convention Booklet's back or inside cover. (if available)
- Plus, Gold Sponsorship Benefits

Gold Sponsors will receive the following:

- Four Tickets to Awards Dinner
- Banner Display during Welcoming Reception and Banquet
- Table Display during Vendor's Day on Saturday, June 26, 2010
- Three Months of Web Site Promotion on www.lambda1975.org
- Plus, Silver Sponsorship Benefits

Silver Sponsors will receive the following:

- Two Tickets to Awards Dinner
- Provide Marketing Brochures/Giveaways/Samples in Convention Attendees Packages
- Meet & Greet at Welcoming Reception
- Full Page Advertisement on Convention Booklet

