



SPONSORSHIP PACKET

2022
National Leadership Conference
& Anniversary Banquet



EDUCATING, ELEVATING, AND EMPOWERING® ALL WOMEN SINCE 1980

About Us

Corazones Unidos Siempre, Chi Upsilon Sigma National Latin Sorority Inc., was established on April 29, 1980 at the Rutgers University-New Brunswick campus. becoming the first independent Latin sorority in the nation. It was a pivotal time in history as Rutgers began to open its doors to women and the Latino population continued to increase. We were established as an educational and community service-based sorority striving to preserve the Latino culture. In honor of our mission of political, educational, cultural, and social awareness, we continue to strive for excellence through quality programming and service, including our National Leadership Conference and Anniversary Banquet.

Mission Statement:

We, the members of, Corazones Unidos Siempre Chi Upsilon Sigma Latin Sorority, Incorporated, aware of the prejudices and obstacles facing the minority women of our communities, dedicate ourselves to improving these conditions and to working towards the betterment of all women. We have unified ourselves through the sisterhood of Corazones Unidos Siempre and by our Founders' ideals of open communication and community service, as well as the development of political, educational, cultural and social awareness. We devote ourselves to this challenge, to be achieved through hard work, patience and the collective effort to educate, as is exemplified in our motto, "Wisdom Through Education."



National Leadership Conference Overview

Chi Upsilon Sigma National Latin Sorority, Inc (CUS) will be hosting its 2022 National Leadership Conference (NLC) on June 24 - June 26, 2022 at Caesars Atlantic City. The conference consists of a full-day leadership conference followed by an Anniversary Banquet for our members. The theme this year is ***Portraits of Success: Framing our Future.***

The vision for the 2022 NLC is to safely reconvene with our members after three years to focus on the future of the sorority, encouraging our members on their personal journeys, and celebrating the many triumphs of our organization as we ring in our 42nd anniversary.

What to Expect?

Our sessions will include conversations focused on a series of areas including social justice, community outreach, financial literacy, mental/physical wellness as well as the annual State of the Sorority. Our aim is that these workshops will encourage and empower our members to explore personal and professional goals while developing leadership skills essential for future success. The development of leadership in ourselves and others gives us the opportunity to uphold our mission statement, purpose, and values. Our member-only conference will provide our membership a weekend filled with wisdom, introspection, and inspiration to envision and attain their dreams of success within CUS and in life.

Our Anniversary Banquet is a celebration of the birth of our sisterhood, and an opportunity to reflect and rejoice, on our accomplishments throughout the past year. The Anniversary Banquet will be an opportunity to network with one another and celebrate our organization.

We have many flexible opportunities available for sponsorship at our National Leadership Conference. We hope that you and your organization join us in Atlantic City, NJ to celebrate 42 years of Chi Upsilon Sigma.





Atlantic City, New Jersey

Why Sponsor?

Chi Upsilon Sigma is one of the oldest Latina sororities in the United States. It has been in existence since 1980 and is a leader in Greek life leadership development. By sponsoring the 2022 National Leadership Conference, you will have an opportunity to amplify your organization's name in front of potential clients and consumers. We are expecting over 150 attendees, ages 18-50, ranging from undergraduate students to professional women.

Sponsors will have the opportunity to make profitable new business contacts, present new products, fulfill entrepreneurial outreach and educate decision makers.

Attendees' Profile

+150
ATTENDEES

18-55
AGES

100%
WOMEN

91% College & Educated Professionals

79% Achieved Bachelor Degree

52% Currently Employed in Professional Occupations

47% Currently Employed in Management, Business & Finance

11% Obtained a Post-Bachelor Degree

11% Hold Executive Position

Premium Sponsorship Levels

All Premium Sponsorships include:

- Prominent listing and signage on all marketing collateral in relationship to sponsorship level:
 - Newsletter reaching over 1,000 Chi Upsilon Sigma members
 - Promotion on our 2022 NLC website and social media
 - Signage in prominent areas in multiple ballrooms during NLC and Anniversary Banquet
- Personal recognition at NLC and Anniversary Banquet
- Items in Welcome Package (provided by sponsor)
 - Sponsors may provide business cards, swag, brochure, or etc. that will be included in a welcome package for all of our attendees



GOLD

- Sponsor booth on [Whova App](#)
- Two complimentary tickets for our Anniversary Banquet
- Exhibitors Table on Saturday, June 25th, 2022:
 - Conference Portion - 10:00am - 2:00pm
 - Banquet Portion (optional) - 6:30pm - 9:00pm
- Full page color ad

\$1,000



SILVER

- Sponsor booth on [Whova App](#)
- One complimentary ticket for our Anniversary Banquet
- Half page color ad

\$750



BRONZE

- Quarter page color ad

\$500

Mini Sponsorship Options

Not ready for a Premium Sponsorship? No problem. Check out our Mini Sponsorship Options available to meet your business needs.

Welcome Package

- Recognition on our National Leadership Conference website
- Logo on the welcome pamphlet
- Business cards/Item in Welcome Package

\$200



Brand

- Recognition on our National Leadership Conference website
- Logo in the Banquet Program
- Logo on Whova ticketing website
- Press release/social media blasts

\$300



Anniversary Banquet

- Recognition on our 2022 National Leadership Conference website
- Personal recognition at Anniversary Banquet
- Signage at Anniversary Banquet
- Promotion on social media pages
- Business cards on tables

\$400



Farewell Brunch

- Recognition on our 2022 National Leadership Conference website
- Personal recognition at Brunch
- Signage at Brunch Location
- Promotion on social media pages
- Business cards on tables

\$400



Add Ons

Consider becoming an exhibitor or advertising in our Anniversary Banquet Program. We are excited to offer several opportunities to increase visibility for interested companies and organizations.



Exhibition Table

- Fee covers 5 hours of exhibition during the National Leadership Conference on Saturday, June 25th, 2022:
 - Conference Portion - 10:00am - 2:00pm
 - Banquet Portion (optional) - 6:30pm - 9:00pm
- CUS Member, Affinity Member and Non Profit Fee \$100.00
- Non-Affinity Member Fee \$150.00
- Must provide a donation for a raffle



Advertisement

- Full Page, Color \$200.00
- Half Page, Color \$125.00
- Quarter Page, Color \$75.00



Whova App

- Sponsor booth on event app, \$100
- Banner on app before, during and after event
- Two company brochures and handouts Max size of 10MB
- Upload a company video



Get Started Today!

Sponsorship Deadlines

May 1, 2022 – Application Due

May 8, 2022 – Sponsorship Contract Due

May 15, 2022 – Full Payment Due

June 6, 2022 – Welcome Items and Creative Ads Due

There are no cancellations or refunds for sponsorships.

Have more questions or want to set up a meeting?

Email: nationalevents@justbecus.org

Subject: Sponsorship Inquiry

[Let's Chat »](#)

[Review COVID-19 Guidelines for NLC 2022 »](#)

Next Steps

If you are interested in being a sponsor for the 2022 National Leadership Conference, please complete the form below. We will contact you regarding contract and payment.



One-Pager

[Click here](#) to view and download our Sponsorship Opportunities at a glance.

[Submit Form »](#)