



**POWERED BY
UNITY & PURPOSE**

2021 ¡BRAVO! AWARDS SPONSORSHIP PACKAGE



About the ¡Bravo! Awards

HPRA understands it takes a special kind of expertise to develop and implement a communications campaign that resonates with the U.S. Hispanic/Latino population.

HPRA National ¡BRAVO! Awards are the most prestigious awards in Hispanic communication: the highest accolade in the Hispanic PR industry.

HPRA's ¡Bravo! Campaign Awards provides a forum that reflects the innovative, creative, and cultural competence of Hispanic/Latino campaigns recognized by the industry's leading professional Hispanic organizations.

In 2021, HPRA will continue to recognize the best work being executed in the industry, as well as empower future professionals to continue their education, acknowledge the contributions of seasoned practitioners and celebrate the valued partnership and trust fostered with journalists.

Event Date: 9.15.21

Venue: Lotte New York Palace Hotel, NYC

¡BRAVO! AWARDS CO-CHAIRS

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2021 ¡BRAVO! AWARDS GALA

2021 HONOREES

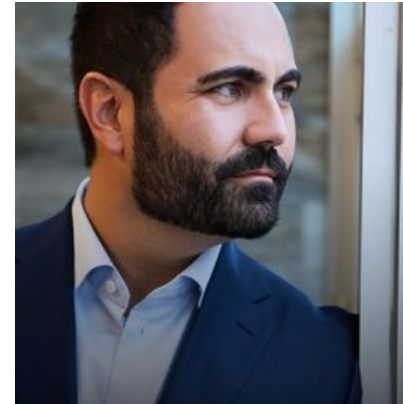
Journalist of the Year
Maria Hinojosa, Anchor, Producer &
Author



Pioneer of the Year
Rosanna M. Fiske, Vice President of Corporate
Communications, Wells Fargo



President's Award
Enrique Santos, Chairman & CCO, iHeart
Latino



Diversity & Inclusion Award
Magda Yrizarry, Chief Talent & Diversity
Officer, Verizon



Platinum Sponsorship

\$15,000 (25% of funds directed towards HPRA National Scholarship Program)

Category exclusivity

Onsite benefits:

- (10) Ten gala dinner tickets with bottle service (VIP RESERVED)
- Activation opportunity
- Inclusion of items in gift bags for all attendees
- Speaking opportunity during the 2021 ¡BRAVO! Awards program
- Full-page color ad on inside front cover, inside back cover or center spread in the 2021 ¡BRAVO! Awards program (Artwork to be provided by sponsor)
- Recognition during 2021 ¡BRAVO! Awards Gala
- Company logo projected on big screen at the 2021 ¡BRAVO! Awards Gala

Pre-event exposure:

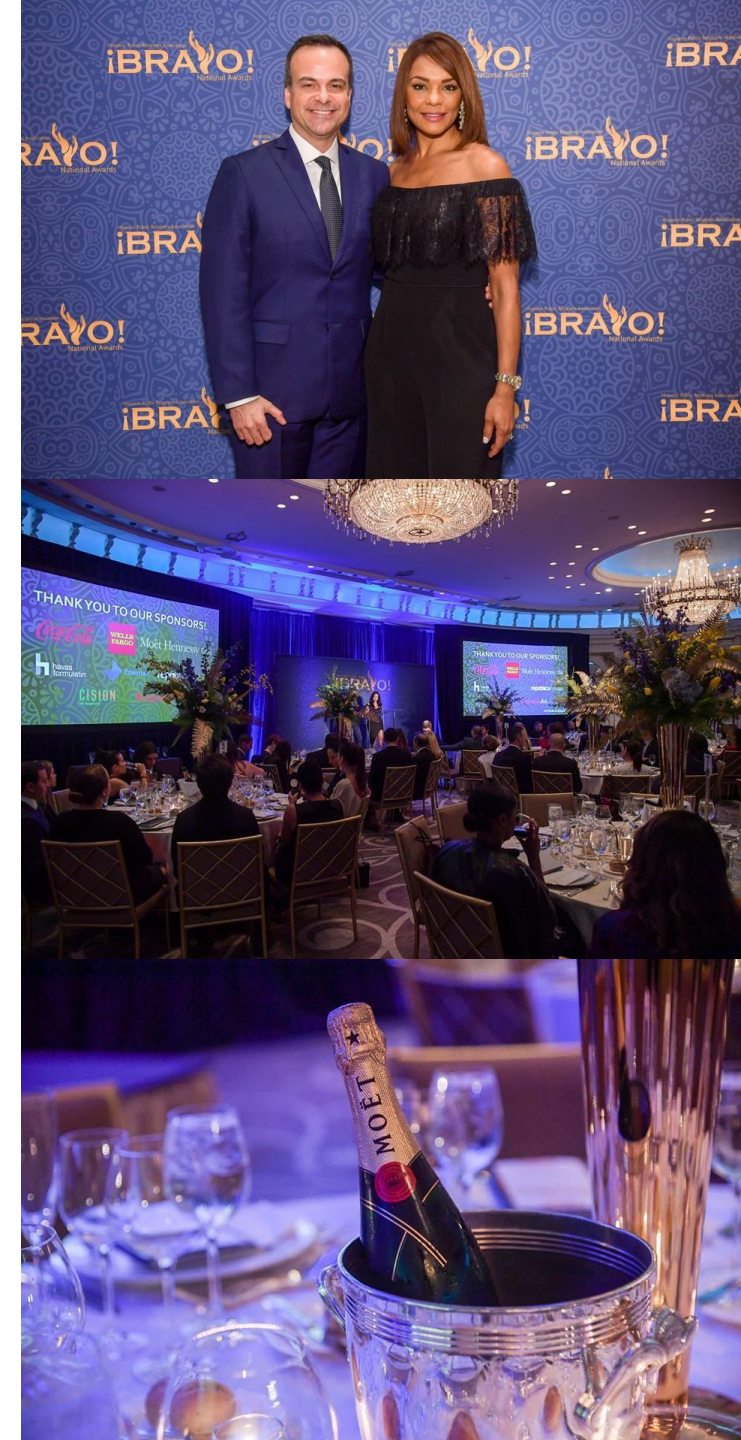
- Recognition on HPRA Facebook and Twitter channels leading up to event
- Company logo on HPRA e-mail blasts leading up to event
- Company logo on all marketing materials relating to 2021 ¡BRAVO! Awards

Post-event exposure:

- Company logo or mention on post ¡BRAVO! Awards winners' announcement
- Company logo rotation with other sponsors on HPRA website for one year following the event
- Company logo and link on HPRA Facebook page for one year following the event

Membership benefits:

- (5) Five one-year National memberships (worth \$625)
- (2) Two e-mail blasts sent to national HPRA member database prior to October 2, 2022 (e.g., promotion, coupon, event invite, etc. to be provided by sponsor for and review/approval by HPRA board)



Gold Sponsorship

\$12,000 (10% of funds directed towards HPRA National Scholarship Program)

Onsite benefits:

- (10) Ten gala dinner tickets (one table)
- Inclusion of items in gift bags for all attendees
- Full page, color ad in the 2021 ¡BRAVO! Awards program (artwork to be provided by sponsor)
- Recognition during 2021 ¡BRAVO! Awards Gala
- Company logo projected on big screen at the 2021 ¡BRAVO! Awards Gala

Pre-event exposure:

- Recognition on HPRA Facebook and Twitter channels leading up to event
- Company logo on HPRA e-mail blasts leading up to event

Post-event exposure:

- Company logo or mention on post ¡BRAVO! Awards winners' announcement
- Company logo rotation with other sponsors on HPRA website for one year following the event
- Company logo and link on HPRA Facebook page for one year following the event

Membership benefits:

- (3) Three one-year National memberships (worth \$375)
- (1) One e-mail blasts sent to national HPRA member database prior to October 2, 2022 (e.g., promotion, coupon, event invite, etc. to be provided by sponsor for review/approval by HPRA board)



Silver Sponsorship

\$8,000

Onsite benefits:

- (8) Eight gala dinner tickets
- Recognition during 2021 ¡BRAVO! Awards Gala
- Company logo projected on big screen at the 2021 ¡BRAVO! Awards Gala

Pre-event exposure:

- Full page, color ad in the 2021 ¡BRAVO! Awards program (artwork to be provided by sponsor)
- Recognition on HPRA Facebook and Twitter channels leading up to event
- Company logo on ¡BRAVO! e-blasts one month leading up to the event

Post-event exposure:

- Company logo or mention on post ¡BRAVO! Awards winners' announcement

Membership benefits:

- (2) Two one-year National membership (worth \$250)



Bronze Sponsorship

\$5,000

Onsite benefits:

- (5) Five gala dinner tickets
- ½ page, color ad in the 2021 ¡BRAVO! Awards program (artwork to be provided by sponsor)
- Recognition during 2021 ¡BRAVO! Awards Gala
- Company logo projected on big screen at the 2021 ¡BRAVO! Awards

Pre-event Exposure:

- Company logo on ¡BRAVO! e-blasts one month leading up to the event

Post-event Exposure:

- Company logo or mention on post ¡BRAVO! Awards winners' announcement

Membership benefits:

- (1) One one-year National membership (worth \$125)

Table Sponsorship

\$3,500

10 (Ten) gala dinner tickets

Recognition on event's program

Individual Tickets

Members: \$275

Non-members: \$375

Program Book Ads

Full-Page: \$400

Half-Page: \$250



Cocktail Hour Reception

\$12,000

Exclusive branding opportunity and brand activation

Onsite benefits:

- (5) Five gala dinner tickets and after party
- 1 page, color ad in the 2019 ¡BRAVO! Awards program (artwork to be provided by sponsor)
- Recognition during 2021 ¡BRAVO! Awards Gala
- Company logo projected on big screen at the 2021 ¡BRAVO! Awards

Pre-event Exposure:

- Company logo on ¡BRAVO! e-blasts one month leading up to the event
- Post-event Exposure:
- Company logo or mention on post ¡BRAVO! Awards winners' announcement

Membership benefits:

- (2) One one-year National membership (worth \$250)



After Party Sponsor

\$15,000

Exclusive branding opportunity and brand activation

Onsite benefits:

- (6) Six gala dinner tickets and cocktail hour
- 1 page, color ad in the 2021 ¡BRAVO! Awards program (artwork to be provided by sponsor)
- Recognition during 2021 ¡BRAVO! Awards Gala
- Company logo projected on big screen at the 2021 ¡BRAVO! Awards

Pre-event Exposure:

- Company logo on ¡BRAVO! e-blasts one month leading up to the event

Post-event Exposure:

- Company logo or mention on post ¡BRAVO! Awards winners' announcement

Membership benefits:

- (3) One one-year National membership (worth \$375)





2019 ¡BRAVO! AWARDS



2018 ¡BRAVO! AWARDS



2017 ¡BRAVO! AWARDS



2016 ¡BRAVO! AWARDS



2015 ¡BRAVO! AWARDS

Past Sponsors

- Cision
- Delta Air Lines
- Edelman
- Havas FORMULATIN
- Ford Motor Company
- Moët Hennessy
- Ogilvy Public Relations
- PR Newswire
- Republica Havas
- The Coca-Cola Company
- Time Warner Cable
- Toyota
- United Healthcare
- Univision
- Wells Fargo

Past Honorees

- Mike Valdes-Fauli
President & CEO, Pinta
- Claudia Edelman
Founder, We Are All Human
- Teresa Rodriguez
Anchor, Aqui y Ahora, Univision
- Lori George Billingsley
Chief Diversity & Inclusion Officer,
The Coca-Cola Company
- Jorge Plasencia
President & CEO, Republica Havas
- Ilia Calderon
Anchor, Noticiero Univision
- Rosemary Mercedes
CCO, Univision
- Armando Correa
Editor in Chief, People en Español
- Mike Fernandez
U.S. CEO, Burson-Marsteller
- Maria Cardona
Principal, Dewey Square Group
- Kika Rocha
TV Personality, Journalist & Style Influencer
- Liseth Perez-Almeida
Life & Style Editor, Impremedia

Past Emcees

- Liliana Vazquez
E News
- Serena Kerrigan
Refinery 29
- Gaby Natale
Host, Super Latina TV
- Bryan Llenas
Correspondent, Fox News Channel
- Cristy Marrero
Editor, HOLA! USA
- Laura Stylez
Radio Personality, HOT 97