2022 NATIONAL PARTNERSHIPS

Inspire Ambition.
Elevate Impact.
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Our Mission is to empower and develop Latino men and women as leaders of character for the nation, in every sector of the global economy.
The Association of Latino Professionals for America, widely known as ALPFA, was the first national Latino professional association in the United States, established in Los Angeles in 1972. Throughout our 50-year history we have experienced steady growth and demonstrated consistent value to our corporate partners and our members. ALPFA continues to build upon its proud legacy with a mission: to empower and develop Latino men and women as leaders of the character for the nation, in every sector of the global economy.

Because of our commitment to our members’ personal and professional growth in education, career, and business, we offer membership to anyone who shares our values, vision, and mission. We provide numerous opportunities to explore leadership development, scholarship, networking and mentoring to help each person achieve the success they can only find through involvement in a focused community. ALPFA is well positioned to assist Fortune 1000 companies to recruit, retain and develop professional Latino/Hispanic talent in key business functions.
Our Story

1972
ALPFA became the first national Latino professional association in the United States, established in Los Angeles.

2009
We reached over 10,000 members and merged with the NHBA to create an organization of over 14,000 members.

2010
The organization changed its name to ALPFA, Inc.

2016
ALPFA's New Purpose is unveiled: Connecting Latino Leaders for Impact

2017
In partnership With Fortune Magazine and Columbia University, held first ever 50 Most Powerful Latinas

2018
Appointment of Damian Rivera as ALPFA's new CEO

2021
Released ALPFA+, the most advanced networking and learning platform designed specifically for the Latino community
102,354
TOTAL MEMBERS

We are proud to say we have 102,000+ professional and students members across the country – a number we plan to grow aggressively to 1,000,000 within the next three years.

In addition to networking and professional leadership development opportunities, our members have access to 50,000 paid summer internships through hundreds of Fortune 100 corporate partners. We aspire to be the business partner of choice for companies seeking to hire develop Latino talent.

Industries

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<th>Education</th>
<th>Hospitality &amp; Travel</th>
<th>Public Sector</th>
<th>Technology</th>
<th>Healthcare</th>
<th>Professional Services</th>
<th>Financial Services</th>
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<tr>
<td>0</td>
<td>10%</td>
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<td>30%</td>
<td>50%</td>
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Meet Our Chapters

Professional Chapters

Student Chapters
THE PROBLEM

The Latinx community is disproportionately impacted by a system of societal inequality.

4%
Latinos are 18% of the population but only 4% of Executive positions

$.55
Latinas only earn $.55 for every dollar earned by a White, non-Hispanic man

1.3%
Less than 1.3% of philanthropic funding goes toward Latino focused initiatives

1%
Latinos account for 1% of VC funding (<1% for) Latinas

0%
Latino representation on 365 Fortune 500 boards

However,

If U.S. Latinos were a standalone country, they would account for the 8th largest GDP in the WORLD.
The Solution

We help our members and partners make the most of their professional life.

Career Lifecycle Maximization
Address the needs of all Latino professionals across their career lifecycle (from student through senior executive)

Impact Convening
Create avenues for Latinos to connect to impact-driving organizations to access relevant resources and give back

Digital Networking
Leverage a scalable platform to connect Latino talent and partners to leadership development, recruiting, and networking opportunities
Our Impact Business Model

Memberships

ALPFA has 44 professional chapters across the US, providing access to local chapter events, receptions, and other exciting programs.

Corporate Sponsors

We believe the best way to achieve impact is by partnering with a diverse set of organizations where together we are stronger. We are proud of our existing partners.

Foundation Grants

We partner with grant-making organizations with a focus on Latino welfare as well as with corporate partners’ in-house foundations.
What can ALPFA do for you?

**Development + Access**
Achieving parity in organization wide leadership roles.

**Events + Engagement**
Exceed benchmark employee engagement.

**Representation + Inclusion**
Achieve a diverse workforce that represents the communities in which we live and work.

**Community + Growth**
Foster the growth of employee resource groups to drive social impact.

Connecting Latino Leaders for Impact

A PROVEN RECRUITMENT AND RETENTION SYSTEM TO ACHIEVE ALL OF YOUR LATINX DIVERSITY, EQUITY AND INCLUSION GOALS
Our Partners
FUEL OUR IMPACT

SEE FULL PARTNER LIST  BECOME A PARTNER

“The way we run our company is to try to be the best place place for our teammates to work. We have many Hispanic Latino employees and customers around the country. Our goals and the important issues ALPFA covers are aligned in many ways. We share ALPFA’s focus on career development and leadership opportunities. This has been an important partnership for us”.

ALPFA Partners have the opportunity to expand their impact and provide their employees with various programs to level up their professional skills and connect with other Latinos.
Our Benefits

STUDENT MEMBERS
- Access to top-tier job opportunities
- Professional mentorship from members further down the lifecycle
- Recruiting support (e.g., resume/interviews)
- Tight-knit community

CHAPTER LEADERS
- Access to learning & development platform
- Networking opportunities with members within and outside their own industry
- Sense of community and connection point to Latino resources
- Ability to “give back” through their careers

CORPORATE PARTNERS
- Access to high potential hires across all functions and career levels
- Employee professional development
- Improved retention through ERG support
- D&I brand strengthening

OTHER DONORS
- Ability to facilitate impact for a Latino membership base that is national and socioeconomically diverse

BASIC
Access to local chapter events, receptions, and other exciting programs.
And so much more!

GOLD
Eligible for nominations to volunteer leadership openings.
And so much more!

PLATINUM
Access to VIP annual convention events and VIP entry/seating.
And so much more!
ALPFA Powered Journeys
An Example of the ALPFA Digital Ecosystem Impact:

**STUDENT**
- Access to a strong & supportive network of peers & mentors
- Internship & job opportunities matched via the AI technology
- Professional development & prep for the workforce online and in-person
- Employed by a top-tier firm & prepared for success

**PROFESSIONAL**
- Access to a network of purpose-driven professionals
- AI Enhanced Professional Development & Career Opportunities
- Continuous upskilling personal & professional development
- On a career growth track, supported by the ALPFAmilia

**CHAPTER LEADER**
- Experiential leadership development & personal growth
- Ability to give back to the Latino community
- Opportunity to mentor young professionals & be mentored by leaders
- Achieve personal & professional growth, and gain visibility as a leader

**PARTNER**
- Access to a pool of top Latino talent with 100,000+ members and growing daily
- Employee development & growth through programming & experiential learning
- Access to the data required to improve recruitment, retention & development
- Recruit, develop talent & gain brand awareness in our market
Activate the power of ALPFA’s digital presence for your end to end engagement goals.

Over the past year, we have built our social media presence, an online networking community and The first of its kind AI Driven EdTech & Community Platform.

Each platform offers a unique approach to engagement and an opportunity for clients to strategically reach ALPFA members and followers.

ALPFA Connect
ALPFA Connect provides an easy way for your employees to network with ALPFA professionals and students building a more intimate bond that translates over to improved relationships and recruiting results.

ALPFA+
The most advanced professional networking and learning platform designed specifically for the Latino Community.
Women of ALPFA (WOA) is dedicated to the success of Latinas through leadership development, networking, mentoring, and sponsorship opportunities. Our goal is to empower and encourage Latinas to reach their full potential and become trailblazers in their industry.

**Most Powerful Latinas**
Announced each fall as part of Hispanic Heritage Month, the MPL list highlights 50 of the most powerful and influential Latina trailblazers in business, entrepreneurship, and civic engagement. These women empower and encourage the next generation of Latina leaders to reach their full potential.

**Rising Stars**
Our partners have an opportunity to recognize the Latinas in their organizations who are leading and impacting businesses and their communities. These women deserve to be recognized for their inspiration and contribution.

**Latinas to Watch**
This list of 50 women is defined by their service to ALPFA and their community. They are senior-level Latinas with significant professional experience who may not be MPLs yet, but who influence and impact many with their service and commitment to elevating others.
Not just another Leadership Development Program.

This ERG Training Program sets ERG leaders on the right path to success by making sure you are aligning with your corporate DEI goals while having a motivated, engaged, impactful ERG that improves employee engagement, retention, development, business innovation, and positions your organization to be seen as a LatinX DEI leader.

Your ERG leaders will walk away with access to a network of Latinx leaders from other organizations, a tailored annual plan, best practices for motivating ERGs, increasing engagement, tools and resources for event planning and fundraising, a guide to planning an impactful heritage month and mentorship and guidance from Fortune 100 CDOs.

This program requires 10 hours of synchronous learning and development spread over 5 weeks.

**Previous Training Program Workshops:**

- How to Motivate Your ERG & Increase Engagement
- Creating Impactful Events & Experiences: Tools & Resources for Event Planning & Fundraising
- How to plan a Heritage Month Event
- Designing Your Annual Plan with a Focus on Aligning with Corporate Goals
- The Importance of Hispanic ERGs: What it means for Employers, Employees & Corporations
L.E.A.D. PROGRAM

ALPFA’s premier leadership development program targets Latinos seeking to reach the next level in their careers and life. Based on ALPFA’s L.E.A.D. VC model we’ll provide a holistic development program that addresses both the professional and personal aspects of an individual’s growth journey revolving around 6 Pillars: Business Mastery, Professional EQ, Wealth Creation, Health & Wellness, Community Engagement, and Xtrapreneurship.

LEARN MORE
Specialty Programs

With over 1.2 million Hispanic veterans currently in the United States, there exists a unique Hispanic workforce with proven leadership and problem-solving skills. ALPFA aims to bring recognition and opportunity to this inspirational group through panel discussions and mentor programs and connections to your company.

Curated panel discussions and work with Hispanic ERGs are ways ALPFA currently supports and highlights the talent in this population. We look forward to developing more creative and impactful programming with our partners who share a goal of empowering the Hispanic LGBTQ community.
**Student Programs**

**EMPOWERING THE LATINO LEADERS OF THE FUTURE**
In addition to our Professional Programming, we can also help you engage with Students. Students are essential to growing your workforce and ALPFA has multiple ways for your organization to reach out to the best of the best Latinx students including ALPFA Scholarships, speaking opportunities (virtual and in-person), career fairs, and virtual interview rooms.

**YEAR-ROUND RECRUITING**
Your business operates year-round, and so are your recruiting needs.

**STUDENT SYMPOSIUM**
A mini-convention with additional opportunities for your brand to stand out & get access to Latinx entry-level talent.

**SCHOLARSHIPS**
We receive scholarship sponsorships from various individual and corporate donors for our premium student members.

**ALPFA FELLOWSHIP**
Leadership, Engagement, Advancement and Development Value Circle.

**STUDENT BOOTCAMP**
The Recruiting hack with students you need to stand out in a crowded field.

**ALPFA CONNECT**
Whether focused on recruiting, or opportunities, we make it easy to connect with other Latinx professionals.
## Become a Corporate Partner

### Legacy

- **Price:** $250,000+
- See Next Page for Tiers & Details

### Elite

- **Price:** $150,000+
- Up to 50 Gold memberships
- 12 Months of Job Board Access
- Access to 2 Local Chapters
- 1 ALPFA Live, Bi-Monthly Emails, & 2 Social Posts
- Participation in 5+ ALPFA Programs

### Impact

- **Price:** $75,000+
- Up to 25 Gold memberships
- 6 Months of Job Board Access
- Access to 1 Local Chapter
- 4 Email Blasts, 2 Social Media Posts
- Participation in 3-4 ALPFA Programs

### Pioneer

- **Price:** $20,000+
- Up to 15 Gold memberships
- 6 Months of Job Board Access
- 2 Email Blasts
- 1 Social Media Post
- Participation in 2-3 ALPFA Programs

### Influencer

- **Price:** $10,000+
- Up to 10 Gold memberships
- 3 Months of Job Board Access
- Up to 2 Email Blasts
- 1 Social Media Post
- Participation in 1 ALPFA Program

### Networker

- **Price:** $5,000+
- Up to 5 Gold memberships
- 60 Days of Job Board Access
- Up to 2 Email Blasts
- Additional Fee per Email & Social Media

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**Learn More**

Learn about our programs & services built to meet the new normal & all budget sizes.
**Join the Legacy**

**PRICE SHEETS**

**LEGACY TIER 1**

- Unlimited Gold Memberships to use internally per year of agreement with 25 to give away
- Unlimited Access to ALPFA Job Board + Job Scraping to use through the duration of the agreement term
- Platinum Level Access to Convention
- Spring & Fall Summits
- Access to (2) Local Chapters at the Gold Level - Upgrades Available
- (Learning Path - Additional Fee)
- (2) ALPFA+ Workshops
- Up to (4) ALPFA Connect Office Hours
  - (2) Participants
  - (4) Participants
  - (1) ALPFA Live
- Platinum Level Access to MPL Add-Ons Available
  - (4) Email Blast
  - (4) Social Media Posts
  - (4) Newsletter Inclusions
  - Logo Placement on Website Target Page
  - (3) - $5k scholarships

**LEGACY TIER 2**

- Unlimited Gold Memberships to use internally per year of agreement with 50 to give away
- Unlimited Access to ALPFA Job Board + Job Scraping to use through the duration of the agreement term
- Pillar Lead Level Access to Convention
- Spring & Fall Summits
- Access to (4) Local Chapters at the Silver Level - Upgrades available
- (2) Learning Paths (Student/Professional)
- (3) ALPFA+ Workshops
- Up to (4) ALPFA Connect Office Hours
  - (4) Participants
  - (6) Participants
  - (1) ALPFA Live
- Pillar Lead Level Access to MPL Add-Ons Available
  - (4) Email Blast
  - (4) Social Media Posts
  - (4) Newsletter Inclusions
  - Logo Placement on Website Target Page
  - (5) - $5k scholarships

**LEGACY TIER 3**

- Unlimited Gold Memberships to use internally per year of agreement with 100 to give away
- Unlimited Access to ALPFA Job Board + Job Scraping to use through the duration of the agreement term
- Grand Lead Partner at Convention
- Spring & Fall Summits
- Access to (6) Local Chapters at the Gold Level - Upgrades available
- (2) Learning Paths (Student/Professional)
- (5) ALPFA+ Workshops
- Up to (4) ALPFA Connect Office Hours
  - (6) Participants to National + Lead @ Work Opportunity
  - (8) Participants
  - (1) ALPFA Live
- Pillar Lead Level Access to MPL Add-Ons Available
  - (4) Email Blast
  - (4) Social Media Posts
  - (4) Newsletter Inclusions
  - Logo Placement on Website Target Page
  - (10) - $5k scholarships + Event

**LEARN MORE**
For more information, don't hesitate to reach out to us at corporatepartners@national.alpfa.org