



National Trust *for*  
Historic Preservation®



# BRACERO HISTORY SUMMIT

EL PASO, TX SEPT 22-23

## EVENT SPONSORSHIP PACKAGES

“¿Usted como se siente que le digan bracero?”

“¡Uh! Me siento muy bien, muy bien, porque no entré de malandrínni a robar, ni — entré a trabajar y como trabajador salí, y volví a entrar, y sigo igual, en la misma.”

-Antonio Olivares Samaniego, former bracero

## 2017 Bracero History Summit

This September, the **Bracero History Summit** will attract 200 people in the business of saving our nation's history. While we originally anticipated an audience of 100, only days after opening registration we had filled all available participant slots and have an extensive waiting list. With your help, we can expand our venue to accommodate the substantial interest in this important and timely topic.

The conference will be held in El Paso, Texas on September 22-23, and will explore multiple perspectives and ignite the next generation of history surrounding the U.S. Bracero Program. The 2017 Bracero History Summit is presented by the National Trust for Historic Preservation in partnership with the University of Texas at El Paso (UTEP).

2017 marks the 75<sup>th</sup> anniversary of the 1942 U.S. Bracero Program executive order and the first group of Mexican braceros that entered the U.S. through El Paso, Texas to work in the sugar beet harvest in Stockton, California. Though the binational guest worker program ended decades ago, this program represents an important milestone in immigration history. Millions of Mexican-Americans can trace their roots to their fathers' or grandfathers' entry into the U.S. as braceros.

**Why sponsor an event at the Bracero History Summit?** The Bracero History Summit gives you the opportunity to support an important cause and connect with a talented and diverse audience. By supporting the main conference activities, sponsors receive exposure and visibility at key events throughout for a conference that will bring together a cross-section of historians, preservationist, educators, students, and emerging professionals from all over the nation--including leaders in the El Paso community, historic site directors, university staff, and community members.

Becoming a sponsor is simple. We offer multiple ways for you to engage and gain exposure with premium benefits. Become our partner today!

Sincerely,



Sehila Mota Casper



## FAST FACTS

**200** Attendees include: preservationists, historians, architects, educators, students, tourism experts, community activists, revitalization experts, and historic site staff

**12 Speakers** well-respected national speakers, including authors, historians, leading heritage conservationists, and museum curators

**1.5 Days** Summit will begin with educational presentations and panels, showcase a special museum exhibit, have networking opportunities, and end with a historic and cultural experience

**Diverse** Audience and speakers are Latin@ leaders in the fields of heritage stewardship and history

**Educational and Intimate** Atmosphere that encourages knowledge and networking

**Location** El Paso is the largest point of entry for the Bracero Program and was intentionally selected as the site location for this event



## EVENT SPONSORSHIP PACKAGES

These opportunities focus on core programming and event packages. Remaining sponsorship opportunities include:

### **Summit Welcome and Presenting Sponsor (one available) \$6,000**

The morning welcome is our marquee event and will be recorded for wide distribution, including digital housing on our National Trust Rio Vista Farm webpage for our post-summit wrap-up.

Sponsorship includes:

- Acknowledgment as an event sponsor during morning welcome by the National Trust
- Opportunity to address the audience during summit morning welcome
- Prominent listing with logo and sponsor recognition on all event-related marketing and promotional collateral
- Exclusive co-branding with visibility on recording that will be on the National Trust website
- Inclusion in thank-you email to conference attendees after summit
- Two (2) conference registrations
- 50-word company description/message in Bracero History Summit program

### **Luncheon Sponsor (one available) \$3,500**

The Luncheon will be held on Friday, September 22<sup>nd</sup> and provides attendees the opportunity to reflect on their experiences. Sponsorship includes:

- Listing with logo on Bracero History Summit program
- Sponsorship recognition on each lunch table
- Two (2) conference registrations
- Reserved table at lunch with up to five (5) tickets
- Seating with National Trust for Historic Preservation staff
- Inclusion in thank-you email to conference attendees after summit
- Logo on event signage

### **Opening Reception Sponsorship (one available) \$5,000**

The official attendee party will be held Friday night and will be the highlight of the conference. We will work with you to make this event memorable. Sponsorship includes:

- An official welcome by you, our event host
- Two (2) conference registrations
- Inclusion in thank-you email to conference attendees after summit
- Listing with logo on Bracero History Summit program
- Logo on event signage

### **Coffee and Special Snack Sponsor (three available) \$750**

- Two (2) conference registrations
- Inclusion in thank-you email to conference attendees after summit
- Listing with logo on Bracero History Summit program
- Logo on event signage

### Bracero Summit Friend \$250

- Listing with logo on Bracero History Summit program
- Inclusion in thank-you email to conference attendees after summit

### Conference Sponsorship Contact

For more information on sponsorship opportunities, in-kind donations, or to develop a custom package, please contact Sehila Mota Casper at [scasper@savingplaces.org](mailto:scasper@savingplaces.org) or 832.871.5258. For more information about the Bracero History Summit, September 22–23 in El Paso, visit <https://savingplaces.org/bracero-history-summit-2017>.



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The National Trust for Historic Preservation, a privately funded nonprofit organization, works to save America's historic places. Learn more at [SavingPlaces.org](https://SavingPlaces.org).