



Hispanic Public Relations Association

iBRAVO!

National Awards

2023 National iBRAVO! Awards
October 12, 2023
The Drake Hotel, Chicago, Illinois



The Hispanic Public Relations Association (HPRA) is delighted to present, once again, the prestigious ¡BRAVO! Awards, the only award program in the industry that celebrates excellence in multicultural engagement.

From Bad Bunny to Shakira, multicultural has become mainstream,
the Future is Nuestro!

This year's theme celebrates the promise of the future, and the importance of forging new paths. Collectively, we are reshaping the cultural identity of the United States.

THE HPRA ¡BRAVO! AWARDS

Considered among one of the highest accolades in the Hispanic public relations industry, HPRA's ¡BRAVO! Awards is an important industry recognition that celebrates the best corporate, agency, and nonprofit work in multicultural storytelling, while advancing positive narratives about Hispanics in the United States.

Winning campaigns raise awareness regarding the cultural competence necessary to devise and execute successful Hispanic/Latino campaigns, but also highlight the areas of interest and issues impacting our communities today.

The Awards offers HPRA an opportunity to celebrate Hispanic/Latino communications leaders across the nation, and further support the next generation of professionals in the field.



2022 ¡BRAVO! AWARDS HIGHLIGHT REEL



CLICK TO WATCH

PAST SPONSORS

- Aflac
- Cision
- Delta Air Lines
- Edelman
- Havas FORMULATIN
- Intuit Turbo Tax
- Ford Motor Company
- Moët Hennessy
- New Balance
- Ogilvy Public Relations
- PR Newswire
- Republica Havas
- The Coca-Cola Company
- Time Warner Cable
- Toyota
- United Healthcare
- Univision
- Verizon
- Weber Shandwick
- Wells Fargo



2023 BRAVO AWARD HONOREES

Every year, HPRA honors individuals in our industry who are making an impact in their respective careers while advancing representation of multicultural and Hispanic communities throughout our industry.

Recognitions include "Pioneer of the Year," "Journalist of the Year" "Diversity, Equity & Inclusion Professional of the Year," and the HPRA President's Award.

Honorees are nominated and voted on by the HPRA National Board of Directors and are recognized during the 2023 HPRA National iBRAVO! Awards. 2023 honorees will be announced in June 2023.

PAST HONOREES

Mike Valdes-Fauli President & CEO, Pinta

Teresa Rodriguez Anchor, Aqui y Ahora, Univision

Lori George Billingsley, Chief Diversity & Inclusion Officer, The Coca-Cola Company

Claudia Romo, Edelman, We Are All Human

Jorge Plasencia, President & CEO, Republica Havas

Rosemary Mercedes, CCO, Univision

Armando Correa, Editor in Chief, People en Español

Maria Cardona, Principal, Dewey Square Group

Kika Rocha, TV Personality, Journalist & Style Influencer

Enrique Santos, CCO, iHeart Latino

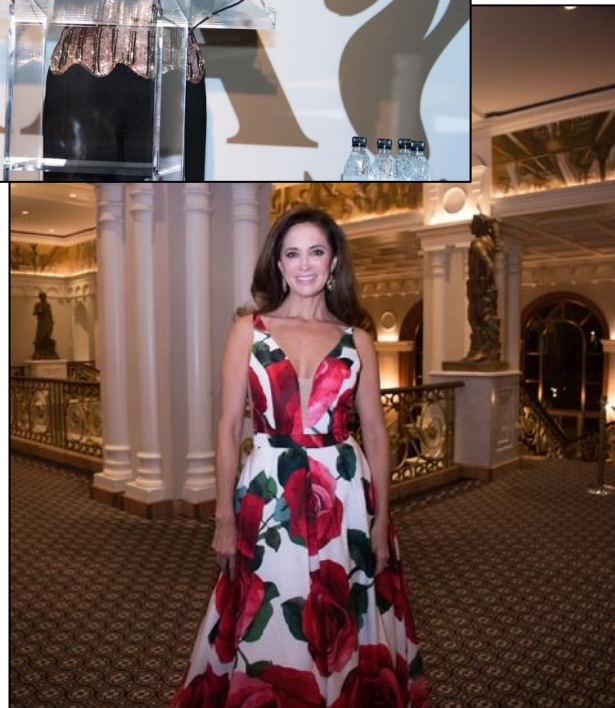
Magda Yrizarry, Chief Diversity & Inclusion Officer, Verizon

Mike Fernandez, U.S. CEO, Burson-Marsteller

Maria Elena Salinas, ABC News

Trisch Smith, Edelman

2023 ¡BRAVO! AWARDS GALA



2023 BRAVO AWARD EMCEES



PLATINUM/TITLE SPONSORSHIP

\$25,000

(20% of funds directed towards HPRA National Scholarship Program)

AWARDS DINNER SPONSORSHIP OPPORTUNITIES

Onsite benefits:

- (10) Ten gala dinner tickets with bottle service (VIP RESERVED)
- Activation opportunity
- Speaking opportunity during the 2023 ¡BRAVO! Awards program
- Full-page color ad on inside front cover, inside back cover or center spread in the 2023 ¡BRAVO! Awards program (Artwork to be provided by sponsor)
- Recognition during 2023 ¡BRAVO! Awards Gala
- Company logo projected on big screen at the 2023 ¡BRAVO! Awards Gala

Sponsorships \$10K + receive unlimited HPRA one-year memberships valid until September 2024

2023 ¡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 2023 ¡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



GOLD SPONSORSHIP

\$15,000 (10% of funds directed towards HPRA National Scholarship Program)

AWARDS DINNER SPONSORSHIP OPPORTUNITIES

Onsite benefits:

- (10) Ten gala dinner tickets (one table)
- Full page, color ad in the 2023 ¡BRAVO! Awards program (artwork to be provided by sponsor)
- Recognition during 2023 ¡BRAVO! Awards Gala
- Company logo projected on big screen at the 2023 ¡BRAVO! Awards Gala

Sponsorships \$10K + receive unlimited HPRA one-year memberships valid until September 2024

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 2023 ¡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

2023 ¡BRAVO! AWARDS GALA



SILVER SPONSORSHIP

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

AWARDS DINNER SPONSORSHIP OPPORTUNITIES

Onsite benefits:

- (8) Eight gala dinner tickets
- Recognition during 2023 ¡BRAVO! Awards Gala
- Company logo projected on big screen at the 2023 ¡BRAVO! Awards Gala

Pre-event exposure:

- Full page, color ad in the 2023 ¡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

Sponsorships \$10K + receive unlimited HPRA one-year memberships valid until September 2024



BRONZE SPONSORSHIP

\$7,500

Onsite benefits:

- (5) Five gala dinner tickets
- Full page, color ad in the 2023 ¡BRAVO! Awards program (artwork to be provided by sponsor)
- Recognition during 2023 ¡BRAVO! Awards Gala
- Company logo projected on big screen at the 2023 ¡BRAVO! Awards

Pre-event exposure:

- Company logo on all ¡BRAVO! e-blasts one month leading up to the event.
- Inclusion in all press releases leading up to the event.
- Social Media post announcing sponsorship throughout all HPRa channels.

Post-event exposure:

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



AFTER PARTY SPONSOR

\$15,000

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

Onsite benefits:

- (6) Six gala dinner tickets and cocktail hour
- 1 page, color ad in the 2023 ¡BRAVO! Awards program (artwork to be provided by sponsor)
- Recognition during 2023 ¡BRAVO! Awards Gala
- Company logo projected on big screen at the 2023 ¡BRAVO! Awards

Pre-event exposure:

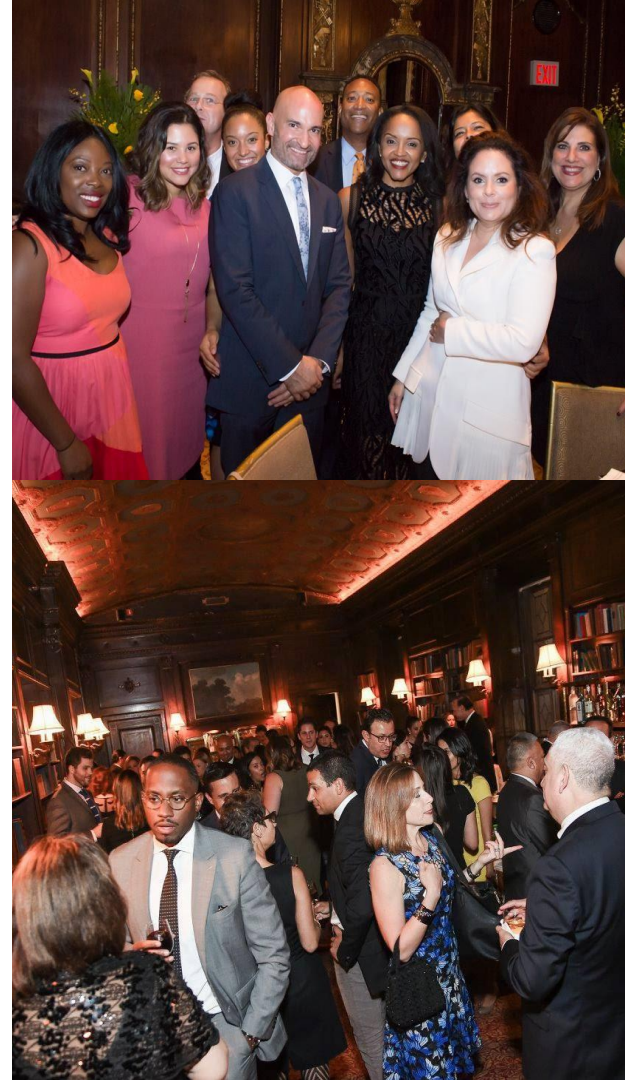
- Company logo on all ¡BRAVO! e-blasts one month leading up to the event.
- Inclusion in all press releases leading up to the event.
- Social Media post announcing sponsorship throughout all HPRA channels.

Post-event exposure:

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

Sponsorships \$10K + receive unlimited HPRA one-year memberships valid until September 2024

2023 ¡BRAVO! AWARDS GALA



COCKTAIL RECEPTION

\$8,000

Onsite benefits:

- Ten gala dinner tickets and after party
- Speaking opportunity at reception.
- 1 page, color ad in the 2023 ¡BRAVO! Awards program (artwork to be provided by sponsor)
- Recognition during 2023 ¡BRAVO! Awards Gala
- Company logo projected on big screen at the 2023 ¡BRAVO! Awards
- Company logo at cocktail reception

Pre-event exposure:

- Company logo on all ¡BRAVO! e-blasts one month leading up to the event.
- Inclusion in all press releases leading up to the event.
- Social Media post announcing sponsorship throughout all HPRA channels.

Post-event exposure:

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



STUDENT SCHOLARSHIP SPONSORSHIPS

Student Scholarship Sponsorship | \$5000

(capped at three sponsorships)

- 10 (Ten) gala dinner tickets for local collegiate Latino communications students to attend Bravo Awards gala.
- 20 percent donation to scholarship program
- Recognition in event's program

Scholarship Winners Sponsorship | \$3500

(capped at three sponsorships)

- Two gala tickets for scholarship winner and friend
- Airfare and lodging for one scholarship recipient
- Recognition in event's program



**2022 HPRA Scholarship Winner
Jocelyn Valencia Chavez**

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Sizzle Reel Sponsorship | \$5,000

- Exclusive branding of post event sizzle reel.
- Five gala dinner tickets.
- Recognition in event's program.
- Branding of sizzle reel in all post event communications including newsletter and social media posts.

Table Sponsorship | \$3,500

- 10 (Ten) gala dinner tickets
- Recognition in event's program.

Program Book Ads

- Whole Page: \$1000
- Half Page: \$500

Individual Tickets

- Members: \$375
- Non-members: \$425

ABOUT HPRA

The Hispanic Public Relations Association (HPRA) is a national membership organization founded in 1984 that represents forward-thinking public relations and communications practitioners with interest and/or expertise in the Hispanic/Latino market.

Created to strengthen and build the next generation of Hispanic/Latino communications leaders across the nation, currently representing only 5% of the industry, HPRA is helping to cultivate professionals that understand the needs and nuances of more than 60 million Hispanic/Latinos, and the fastest growing youth demographic in the United States.

From Los Angeles, Houston and Miami, Silicon Valley, and New York, HPRA members are a cultural brain trust with vast experience across all industries. We offer partners and clients an opportunity to engage mindfully with a community that increasingly represents growth, opportunity, and influence.



CONNECTION



COLLABORATION



COMMUNITY

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