



MEDIA KIT

2013-14



2013-2014 NHCA Sponsor Marketing Kit

Chair's Brief Message:

On behalf of the NHCA, I ask you to consider engaging with us as a contributing partner focused on the development of vibrant and socially responsible networks of opportunity committed toward increasing participation of Hispanic businesses and Hispanic workforce throughout important sectors and industries within our economy, and in the growth of our respective business interests.



With Frank Lopez at the helm of the NHCA as our CEO, we are poised to reach new heights as we understand that success takes leadership as well as the ability to bridge and find common ground on the critical issues that we are all so concerned about vis-a-vis the well-being of our industry and communities. We also understand that financial growth is not the only thing that matters when seeking to create networks and communities of common interest, but we are cognizant that it is through financial growth and business as well as community wealth building strategies that entrepreneurship and political capacity building agendas and goals are achieved on behalf of any given industry as well as on behalf of any given community.

We do have a sense of optimism for 2013 and ask you to join with us and our new CEO on this voyage, a voyage that will assertively forge forward toward success, success with a sense of dignity and respect for those that have come before us, as well as for those that will continue to follow and walk through the doors that we open in the future.

Maria Patricia Corrales, NHCA chair

CEO's Brief Message:

It is with great pride that we reach out to invite you to engage with us at the NHCA as strategic partners in strategic alliance moving forward.



As the premier national organizational committed to advocating for the growth and advancement of Hispanics in the construction industry, it is with a great sense of urgency that we

reach out to you as a friend from the corporate construction community.

I am certain that in partnership with each other we will accomplish a synergistic effect as well as increased value for our respective enterprises. Our principal objectives include creating greater financial stability and wealth building opportunities for our affiliated stakeholders, objectives that I am certain are well embedded within your corporate and organizational culture. With your support and partnership, we can ensure that such success and community growth serves as a direct catalyst toward achievement of increased value for our respective enterprises and communities. From our point of view, our success will be your success as we strive forward in partnership with each other.

Together, we can ensure to forge forward and achieve mutual success and sustainability toward a bright future for our respective communities and organizational enterprises.

Sincerely yours,

Frank Lopez, CEO - NHCA



MISSION

The National Hispanic Construction Association (NHCA), is a non-profit 501(c)(6) membership organization established to provide the necessary resources to state chapters to ensure the continued educational, professional and technical progress of its members, while promoting the economic growth, advancement and equal participation of Hispanic-owned construction businesses throughout the U.S.



VISION

To be a solid and well recognized organization that will represent local and regional chapters as well as the interests of the Hispanic Construction Community in the U.S to the private, public, federal, and trade sectors. To advocate for sustainable growth, access to contracting opportunities and defend the rights of its members.

KEY OBJECTIVES

- I. Become a primary source of information for the construction industry in the U.S.
- II. Help local and regional chapters achieve long term success & position themselves within the construction industry.
- III. Develop strong government relations and lobbying efforts.
- IV. Advocate for equitable levels of participation of Hispanic-Owned Construction Businesses in contracting opportunities.
- V. Provide cutting edge education, technical programs and training in the construction industry.

2013 NATIONAL BOARD OF DIRECTORS



EXECUTIVE BOARD:

- Chair María Patricia Corrales - Hispanic Contractors Association of Washington D.C.
- Vice Chair Patricia Gorman - Regional Hispanic Contractors Association (Texas)
- Treasurer Victor Seijas – Florida Hispanic Construction Association
- Secretary Peter Granillo - Associated Minority Contractors of America (Arizona)

NATIONAL GENERAL BOARD

- Jorge Pérez - Hispanic American Construction Industry Association (Illinois)
- Paul Rodríguez - Hispanic Contractors Association of Greater Kansas City (Kansas/Missouri)
- Helga Grunerud - Hispanic Contractors of Colorado
- Guiomar Obregon – Georgia Hispanic Construction Association
- Renee Jones - Hispanic Contractors Association of the Carolinas (North & South Carolina)
- Peter Fontanes – New York Hispanics in Real Estate & Construction Association



WE ARE COMMITTED TO PROVIDE EDUCATIONAL AND BUSINESS DEVELOPMENT RESOURCES TO HELP OUR MEMBERS REACH THEIR FULL POTENTIAL IN THE CONSTRUCTION INDUSTRY

NATIONAL CORPORATE ADVISORY BOARD:

- Nick Mavrick – Intelligence Response
- Jon Howland – Dewalt
- Azman MdYusof - Lowe's
- Dave Conway – iSqFt
- Fern Barrueta – Colliers International
- Napoleon Garcia - Impacto Latino Publishing
- Jason Becker – Caterpillar
- Ralph Reid – Sprint
- George Herrera – Wyndham Worldwide Corporation



NATIONAL SUPPLIER DIVERSITY PROCUREMENT COUNCIL (IN FORMATION)

- Skanska
- JE Dunn
- Turner Construction
- CSA Group
- CVS Caremark
- Wal-Mart Real Estate Development Division
- United Rental
- Caterpillar
- Colliers International

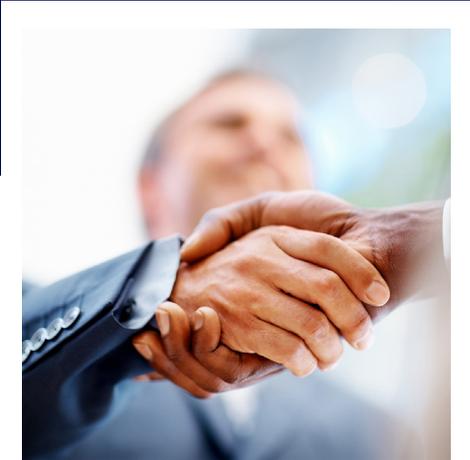
WE ARE COMMITTED TO THE CREATION OF NETWORKS OF OPPORTUNITY BETWEEN NHCA HISPANIC CONSTRUCTION ENTREPRENEURS AND DIVERSITY DRIVEN CORPORATE PARTNERS

PILLARS OF SERVICE



ADVOCACY:

NHCA represents the state and regional Hispanic Construction Associations, advocating for its members and addressing state and federal construction related laws and issues at the pertinent government levels. NHCA advocates for public policy supporting the advancement of the Hispanic construction community across the country. NHCA works closely with private, public and construction trade organizations and associations to identify business opportunities and raise the participation of Hispanic owned construction companies in the construction industry.



BUSINESS & NETWORKING OPPORTUNITIES

NHCA facilitates contact referral and matching services and offers the following networking events across the country for business and procurement opportunities:

- Networks of Opportunity Creation Events & Meetings
- Award & Best Practices Recognition Dinners
- Golf Tournaments
- Construction Safety Fairs & Training Events or Programs
- Mentor/Protégé and MWBE Recognition Events & Luncheons
- Supplier Diversity & Procurement Matchmaking Events & Conferences
- Advocacy Issue Action Days & Legislative Symposiums
- Access-to-Capital Strategies & Equitable Bonding Initiatives



EDUCATION

NHCA focuses on the following areas:

- Access-to-Capital
- Federal Procurement
- Insurance & Bonding
- Legislation
- Safety

Local chapters provide access to a variety of educational programs, designed to increase knowledge in the following areas:

- Blueprint Reading
- Bidding and Estimating
- Project Planning
- Safety

And various other Business Administration and Business Development Workshops.

NHCA Scope of Services

The NHCA is dedicated to promoting the long term success, achievement and expansion of the local and regional chapters as well as its associates' careers and businesses. We are committed to providing educational and business development resources to help the construction professionals reach their full potential in the construction arena. NHCA provides valuable membership services including advocacy, education, consulting, networking, procurement, benefits and industry information to local chapters and their members including general contractors, developers, builders, subcontractors, design/engineering firms, construction workers, manufacturers, vendors, and related corporations.



CONSULTING

Project Management - Local members in need of direction can take advantage of any of the following processes:

- Guideline and Support in the Start-up Process
- Business Management
- Marketing Strategies Development
- Project Management

INFORMATION

NHCA serves as a primary source of information for the construction industry targeting contractors, subcontractors, professional design consultants and developers. Plan Rooms for Local Associations provide members immediate access to upcoming contracting opportunities information including blueprints, project owner and contractor information along with bid specifications and procurement requirements.

GROUP BENEFITS

In an effort to support Hispanic contractor endeavors, NHCA and its partners are continuously looking to provide benefits exclusive for members. NHCA members gain from an extensive menu of benefits and receive valuable discounts when they purchase products and/or services from a long list of providers.

Key Focus Areas

Legislation

Access to Capital

Federal Procurement

Insurance & Bonding

Safety

Target Market

Our services are directed to the state and local Hispanic Construction Associations which serve general contractors, developers, builders, subcontractors, design/engineering firms, construction workers, construction professionals, manufacturers, vendors, and related corporations involved in the construction industry. At the same time, these stakeholders benefit from the services provided by NHCA thereby improving the construction industry as a whole.

Construction Industry in the U.S. – Key Data Points

Nearly **340,000** Hispanic-owned construction firms in the US
(US Census)

Hispanic owned construction firms generated **\$57.0 Billion** in Revenue in 2007
(U.S. Census)

Hispanics represent a **30%** increase in the US labor force and make up close to

25% of the total construction industry
(U.S. Census)

Hispanic employment in the construction industry was close to **2.7 Million** workers

in 2008 a **85%** increase over 2000

Sponsorship Opportunities

Founding Partner

(Minimum of \$50,000 Cash Contribution per Year)

Benefits:

- Full sponsorship recognition.
- Corporate Advisory Board (1 representative).
- Sponsor appearance in NHCA video presentation.
- Sponsor appearance in TV and radio campaign (to be confirmed).
- Sponsor appearance in printed ads (Full Page Color ad in "Official Media Partner" publication of the NHCA; ½ page color ad in added-value NHCA endorsed Construction Industry Magazine).
- Premium banner on NHCA Website.
- Partner press releases and detailed information on NHCA Website.
- Corporate logo, website link and information in NHCA e-Newsletters.
- Corporate logo, website link and information in weekly updates for contractors.
- Corporate logo included in NHCA printed material (brochures, flyers, co-op inserts).
- Promotional and collateral material (provided by sponsor) exposure at NHCA office, networking events and electronic media tools.
- Membership incentive programs, design and advertisement.
- Customer discount advertising campaigns.
- Access to a vast network of contacts within the Hispanic construction business community.



EVENTS

- NHCA Legislative Symposium Date: June 11-12, 2013

Location: Washington D.C. Cannon Building Sponsorship Level: First Level Sponsorship

- Third Annual NHCA Business Development Conference "Building from the Foundation"
- First Annual NHCA Charitable Golf Tournament

Date: October 2013

Location: Dallas, Texas

Features:

Access to Capital Mentorship Luncheon
Federal Procurement Forum
Minority Certification
Insurance & Bonding Seminar
LEED Certification

Sponsorship Level: Second Level Sponsorship

- National Hispanic Construction Training Institute
Launch Date for Institute: May 1-2, 2014

Planned Location: Towson, MD

- National Hispanic Construction Training Institute

Fall Institute Date: August/September 2013

Planned Location: Chicago, IL

Sponsorship Opportunities: Second Level Sponsorship



EVENTS

Third Annual NHCA Business Development Conference: "Building from the Foundation" Date: October 2011 // Location: Dallas, Texas

Features:
Access to Capital
Mentorship Luncheon

- Federal Procurement Forum
- Minority Certification
- Insurance & Bonding Seminar
- LEED Certification

Sponsorship Level: Third Level Sponsorship

Onsite Partner

(Minimum of \$25,000 Cash Contribution per Year)

Benefits:

- Corporate Advisory Board (1 representative).
- Sponsor appearance in printed ads (Full Page Color ad in "Official Media Partner" publication of the NHCA; ½ page color ad in added-value NHCA endorsed Construction Industry Magazine).
- Premium banner in NHCA Website.
- Partner press releases and detailed information in NHCA Website.
- Corporate logo, website link and information on NHCA e-Newsletters.
- Corporate logo, website link and information on weekly updates for contractors.
- Corporate logo included in NHCA printed material (brochures, flyers, co-op inserts).
- Promotional and collateral material (provided by sponsor) exposure at NHCA office, networking events and electronic media tools.
- Membership incentive programs design and advertisement.
- Customer discounts, advertising campaigns.
- Access to a vast network of contacts within the Hispanic construction business community.



Online Partner

(Minimum of \$10,000 Cash Contribution per Year)

Benefits:

- Premium banner on NHCA Website.
- NHCA Website corner/segment sponsorship.
- Partner press releases on NHCA Website.
- Sponsor logo, link and information on NHCA e-Newsletters.
- Sponsor logo, link and/or particular information on weekly updates for contractors.

*Design of membership incentive programs may be considered, under certain limited instances, as part of this package.



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OUR PARTNERS

Founding Partners



Onsite Partners



Online Partners



ConsensusDocs™
BUILDING A BETTER WAY



CENGAGE
Learning

Marketing Partner



Media Partner



Business Matchmaking Partner



Marketing Research Partner



Corporate Partners



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