

October 22- 23, 2025 | Potawatomi Casino Hotel

HPGM

*Midwest Leadership
Summit*

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GA
EXPERIENCE
LA

SPONSORSHIP AND MARKETING OPPORTUNITIES

HPGM's Gala Experience + Midwest Leadership Summit

SPONSORSHIP OPPORTUNITIES:

MIDWEST LEADERSHIP SUMMIT

OCTOBER 22ND & 23RD

HPGM's 2025 Midwest Leadership Summit is a transformative two-day event that brings together national and global keynote speakers, networking opportunities, panel discussions, engaging workshops, and coaching sessions to equip attendees with the tools, strategies, and insights to drive meaningful change in their careers, organizations, and communities. Our Midwest Leadership Summit is the flagship event where these commitments come alive through dynamic dialogue, strategic action, and celebration of our shared power. The Summit welcomes individuals from across industries and experiences to reaffirm their commitment to community building and to strengthen cross-sector ties that move us all forward together. The event concludes with The Gala Experience, celebrating the collective impact of leaders and communities while renewing commitment to advancing leadership and advocacy for future change.



GALA EXPERIENCE

OCTOBER 23RD

The Gala Experience concludes the 2025 Midwest Leadership Summit, uniting over 500 attendees to celebrate the achievements and collective impact of leaders across the Midwest. As HPGM's signature annual event, it supports our mission of increasing economic prosperity and Latino influence by funding mentoring, leadership programs, and efforts to eliminate barriers to education. Seamlessly integrated with the Leadership Summit for the first time, the Gala transitions guests from impactful conversations to an evening of connection and storytelling. Together, we honor collaboration, la excelencia in leadership, and a shared commitment to advancing with purpose—avanzando con impacto.



About HPGM

Founded in 2001, HPGM's mission is to increase economic prosperity and increase Latino influence for a greater Wisconsin. HPGM is driven to increase economic opportunity and effective representation for Hispanics by supporting the elimination of barriers to family sustaining careers and higher education for Hispanics in Wisconsin. We build the current and next generation of Latino leadership by providing impactful professional development opportunities and fostering meaningful connections. As a thought leader, HPGM continues to convene around critical issues that directly impact the community. We strive to increase representation, build intergenerational wealth and close the influence gap across all sectors.



HPGM's Midwest Leadership Summit



Avanzando con Impacto:
The Power of Collective Leadership



Wednesday, Oct. 22, from 8:30 a.m. to 5 p.m. - Sessions, speakers, and keynote

Thursday, Oct. 23, from 8 a.m. to 2:00 p.m. - Sessions and Speakers

Potawatomi Casino Hotel Milwaukee (1721 W Canal St.)

The HPGM Leadership Summit is not just a convening—it's a **catalyst**. It brings together Latino professionals and allies from across the Midwest region to engage in bold dialogue, build authentic connections, and shape the future of leadership across sectors.

This year's Summit will elevate the most pressing conversations of our time—from workplace equity and inclusive leadership to mental well-being, cultural pride, and collective advocacy. In a world that demands **courage, clarity, and care**, this gathering is **both timely and transformative**. It is a space for different audiences to reaffirm their commitment to community building and to strengthen cross-sector ties that **move us all forward together**.

WHY SPONSOR THE HPGM MIDWEST LEADERSHIP SUMMIT?

The Summit welcomes individuals from across industries and experiences to reaffirm their commitment to community building and to strengthen cross-sector ties that move us all forward together.

- **Build a Stronger Regional Talent Pipeline:** Invest in the growth and retention of high-potential individuals in the Midwest. This strengthens your long-term talent pool and supports the development of current and future leaders.
- **Amplify Collective Power:** Help foster courageous advocacy and values-driven leadership that moves the Midwestern region forward.
- **Be Part of a Movement:** Align your brand with a growing regional event that carries national relevance and influence.
- **Engage Diverse, Influential Audiences:** Reach passionate public and private sector leaders committed to workforce development, economic growth, and opportunity across Midwest.
- **Celebrate Radical Joy:** Sponsor an event where joy is a form of resistance, healing, and clarity, a core principle that drives advocacy and connection.

SUMMIT THEMES & IMPACT

- **Collective Advocacy:** Join the momentum to build a stronger, more connected future. When one rises, we all rise together.
- **Tools for Impact:** Attendees will gain strategies and tools they can apply immediately in their workplace, organization, or community efforts. Sessions are designed to turn insight into action.
- **Connecting with Changemakers:** Connect with private and public sector leaders, entrepreneurs, and changemakers who share your commitment to progress and collective action.
- **Courage in the Moment:** Learn from speakers who have broken barriers and built movements. Their stories and strategies will challenge and energize your own journey.

YOUR PARTNERSHIP MATTERS

Your Partnership Matters Sponsorship fuels a transformative experience that empowers professionals, cultivates leadership, and strengthens communities. By partnering with HPGM, you invest in the future of Wisconsin, our shared prosperity, and affirm your commitment to our transformational work. Together, we're advancing with impact, rooted in joy, grounded in purpose, and driven by collective power.



JOIN US

Be a proud sponsor of the **2025 HPGM Midwest Leadership Summit!** To inquire about sponsorship opportunities or to reserve a sponsorship, contact **Isabella Rivera** isabella.rivera@hpgm.org. To guarantee all benefits, sponsorships must be confirmed by Friday, September 18, 2025.

HPGM's Gala Experience + Midwest Leadership Summit

SPONSORSHIP OPPORTUNITIES:

Presenting Sponsor

Investment: \$40,000

- 20 Midwest Leadership Summit Passes
(includes access to Closing Keynote Speaker session)
- 20 seats at the HPGM Gala Experience
- 20 passes to President's Reception
- Remarks at Midwest Leadership Summit and Gala Experience
- Prioritized for session hosting opportunities, including introductions and moderator roles where applicable
- Passes to post-Gala celebration for live band entertainment and dancing for all Presenting sponsor guests
- Logo and brand recognition in all marketing materials, social media, and on HPGM website
- Full two-page premium ads and logo in our digital program book
- Logo recognition at the guest photo experience
- Logo on printed signage throughout the Summit and Gala Experience
- Acknowledgement during Summit and Gala Experience remarks and in sponsorship thank you video
- Opportunity to include promotional video in guest email communication
- Include promotional item to Summit and Gala attendees
- Company name and logo in HPGM Annual Report
- Company logo featured in the Attendee Whova App
- Right of first renewal for 2026



Disclaimer: Sponsorship benefits outlined in this guide are subject to change. We reserve the right to adjust, substitute, or modify benefits as necessary to best serve the goals of the Midwest Leadership Summit and Gala Experience. Any changes will be communicated promptly when possible.

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HPGM's Midwest Leadership Summit

SPONSORSHIP OPPORTUNITIES:

Keynote Sponsor

Investment: \$25,000

- 15 Midwest Leadership Summit Passes
(includes access to Closing Keynote Speaker session)
- Private dinner experience with **Day 1 Keynote** Speaker on October 22
- 4 seats to the HPGM Gala Experience
- 4 passes to President's Reception
- Exclusive photo opportunity with keynote speaker (For all 15 individuals with All-Access Passes)
- Logo on all signage and at Summit attendee photo experience
- Prioritized for session hosting opportunities, including introductions and moderator roles where applicable
- Logo recognition on signage throughout Summit venue
- Logo and brand recognition in all marketing materials, social media, and on HPGM website
- Two full-page premium ads and logo in digital program book
- Acknowledgement in sponsor thank you video
- Summit Expo Table



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HPGM's Gala Experience + Midwest Leadership Summit

SPONSORSHIP OPPORTUNITIES:

Legacy Sponsor

Investment: \$20,000

- 16 Midwest Leadership Summit Passes
(includes access to Closing Keynote Speaker session)
- 16 seats at the HPGM Gala Experience
- 16 passes to President's Reception
- Passes to post-Gala celebration for live band entertainment and dancing for all Legacy Sponsor guests
- Logo and brand recognition in all marketing materials, social media, and on HPGM website
- Opening remarks at a plenary session at Midwest Leadership Summit
- Two full-page premium ads and logo in digital program book
- Logo recognition at the guest photo experience
- Logo on printed signage throughout the Summit and Gala Experience
- Acknowledgement during Summit and Gala Experience remarks and in sponsorship thank you video
- Prioritized for session hosting opportunities, including introductions and moderator roles where applicable
- Company name and logo in HPGM Annual Report
- Summit Expo Table



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HPGM's Gala Experience

SPONSORSHIP OPPORTUNITIES:

Celebración Sponsor

Investment: \$15,000

- 8 seats at the HPGM Gala Experience
- 8 passes to President's Reception
- Acknowledgement during Summit and Gala Experience remarks and in sponsorship thank you video
- Passes to post-Gala celebration for live band entertainment and dancing for all Celebración Sponsor guests
- Provide a branded item for guests attending post-gala celebration
- Opening remarks at post-gala celebration
- Logo and brand recognition in all marketing materials, social media, and on HPGM website
- Full-page premium ad and logo in digital program book
- Logo recognition at the guest photo experience
- Company name and logo in HPGM Annual Report

President's Reception

Investment: \$15,000

- 8 seats at the HPGM Gala Experience
- 8 passes to President's Reception
- Passes to post-Gala celebration for live band entertainment & dancing for all President's Reception Sponsor guests
- Acknowledgement during Summit and Gala Experience remarks and in sponsorship thank you video
- Opening remarks at President's Reception celebration
- Provide a branded item for guests attending President's Reception
- Full-page premium ad and logo in digital program book
- Logo and brand recognition in all marketing materials, social media, and on HPGM website
- Logo recognition at the guest photo experience
- Company name and logo in HPGM Annual Report

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HPGM's Gala Experience + Midwest Leadership Summit

S P O N S O R S H I P O P P O R T U N I T I E S :

Champion Sponsor

Investment: \$10,000

- 8 Midwest Leadership Summit Passes (includes access to Closing Keynote Speaker session)
- 8 seats at the HPGM Gala Experience
- 4 passes to President's Reception
- Passes to post-Gala celebration for live band entertainment and dancing for all Champion Sponsor guests
- Acknowledgement during Summit and Gala Experience remarks and in sponsorship thank you video
- Half-page premium ad and logo in digital program book
- Logo and brand recognition in all marketing materials, social media, and on HPGM website
- Prioritized for session hosting opportunities, including introductions and moderator roles where applicable
- Summit Expo Table
- Company name and logo in HPGM Annual Report

Impact Sponsor

Investment: \$5,000

- 8 Midwest Leadership Summit Passes
- 8 seats at the HPGM Gala Experience
- Passes to post-Gala celebration for live band entertainment and dancing for all Impact Sponsor guests
- Acknowledgement during Summit and Gala Experience remarks
- Quarter page ad and logo in digital program book
- Logo and brand recognition in all marketing materials, social media, and on HPGM website
- Company name in HPGM Annual Report

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HPGM's Gala Experience + Midwest Leadership Summit

SPONSORSHIP OPPORTUNITIES:

Impact (Small Business)

Investment: \$2,500

- 4 Midwest Leadership Summit Passes
- 4 seats at the HPGM Gala Experience
- 4 passes to post-Gala celebration for live band entertainment and dancing for all Impact sponsor guests
- Acknowledgement during Summit and Gala Experience remarks
- Logo and brand recognition in all marketing materials, social media, and on HPGM website
- Half page ad and logo in digital program book
- Expo display table at Summit
- Company name in HPGM Annual Report

Photo Experience Sponsor

Investment: \$3,500 | 2 available

- 2 seats at the HPGM Gala Experience
- 2 passes to post-Gala celebration for live band entertainment and dancing for all Photo Experience Sponsor guests
- Acknowledgement during Summit and Gala Experience remarks
- Exclusive branded signage at Photo Experience
- Logo and brand recognition in all marketing materials, social media, and on HPGM website
- Half page ad and logo in digital program book
- Company name in HPGM Annual Report

Volunteer

Investment: \$2,500 | 5 available

- 2 seats at the HPGM Gala Experience
- 2 passes to post-Gala celebration for live band entertainment and dancing for all Volunteer sponsor guests
- Acknowledgement during Summit and Gala Experience remarks
- Logo and brand recognition in all marketing materials, social media, and on HPGM website
- Half page ad and logo in digital program book
- Company name in HPGM Annual Report

HPGM's Gala Experience + Midwest Leadership Summit

SPONSORSHIP OPPORTUNITIES:

Community Impact (Gala)

Investment: \$1,500

- 2 seats at the HPGM Gala Experience
- Logo and brand recognition in all marketing materials, social media, and on HPGM website
- Company name in HPGM Annual Report

Community Impact (Summit)

Investment: \$1,500

- 2 Midwest Leadership Summit Passes
- Logo and brand recognition in all marketing materials, social media, and on HPGM website
- Company name in HPGM Annual Report

Add-Ons:

Sponsor Recognition In Whoza Event App

Investment: \$500

- Logo and company name in the Sponsor section of the app
- Clickable logo linking to your website or promotional content
- Visibility throughout the Summit as attendees use the app to view sessions, connect, and engage
- *Available as an add-on to any sponsorship level*

Summit Expo Table

Investment: \$500

- One expo table located in a high-traffic area of the Summit venue
- Opportunity to connect with attendees and HPGM members as they move between sessions and activities
- A great option for brand exposure, visibility, and engagement with the HPGM community & attendees
- *Available as an add-on to any sponsorship level*

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