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A HAP SUBSIDIARY

BE BOLD – UNLEASH YOUR POTENTIAL!

19th Hmong National Development Conference

San Jose, California

April 19-21, 2019

ELEVATE. INNOVATE. INSPIRE. BE BOLD!

The Hmong National Development Conference (HNDC) is the Hmong community's largest event and one that both challenges and inspires Hmong Americans – young and old alike – to boldly invest in their own potential and that of others. **The conference unites over 1,000 professionals, students, and community leaders who gather to share valuable insights and powerful new approaches to community empowerment, professional development, and leadership.**

Attendees leverage their knowledge and skills in the areas of business, politics, social service, and education to address the needs of Hmong communities and other immigrant and refugee populations. The three-day convention engages, entertains, and invigorates participants with an array of educational workshops, networking events, affinity sessions, a leadership banquet, and live entertainment featuring Hmong American artists.

Many of our conference attendees are highly educated, socially engaged, and financially responsible young adults. These young people are entering the workforce, investing in themselves and their communities, and making sophisticated decisions. **The HND Conference will challenge them to be bold and unleash their potential!**



Among 2017 Conference Attendees:

38%

were 18 to 25
years of age

43%

work in education
(early education, K-12,
post-secondary, etc.)

32%

are in human and
social services

We are challenging partners like you to be bold as well – by boldly supporting these young people and helping them achieve their goals. Your participation will give you the chance to **engage with attendees on a personal level and build positive relationships** that will strengthen your profile in Hmong American communities, while increasing access to valuable goods and services among our attendees.

ABOUT HND

Hmong National Development, Inc. (HND) is a national 501(c)(3) nonprofit organization. Founded in 1993, we are the leading national advocacy organization for the Hmong American community. It is our mission **to empower the Hmong community to achieve prosperity and equality through education, research, advocacy and leadership development.** In the process, we are determined to fulfill our vision of a united, thriving Hmong community.

For the past 25 years, HND has provided local Hmong nonprofits with capacity-building and technical-assistance tools in addition to advocating for legislation that positively impacts our communities and cultivating leadership in youth through programs and empowerment models. We are widely recognized for our Hmong National Development Conference, which celebrates Hmong culture while promoting prosperity and equality in communities across the U.S.

A SNAPSHOT OF HMONG IN THE U.S.



75%
are 34 years old
and under



Hmong Americans vote at a higher rate than most other Asian American groups, according to national voter engagement data.



> 290,000

Hmong in the U.S. The largest population is in California, followed by Minnesota and Wisconsin.

67.4%

in the labor force

\$2.3 billion+

annually - the purchasing power
of Hmong in America



"It was an honor to be the Champion Sponsor of the HND Conference in Milwaukee in 2017, and my company looks forward to doing it again this year. Connecting with fellow Hmong Americans from across the country and sharing our hopes and aspirations was eye-opening. I gained a lot of information about the state of our communities and was inspired by the next generation of leaders. I left the conference filled with a new sense of possibility for our communities ... and I've seen members of our community putting that possibility into action ever since."

- Kou Vang, CEO, JB Realty

A LIFE-CHANGING EVENT

The theme of the 19th HND conference is **Be Bold - Unleash Your Potential!** We chose this theme to encourage the next generation of business and community leaders to boldly step forward in pursuit of their goals, while modeling the culture of resilience and integrity that has been the hallmark of Hmong Americans.

As refugees who first fled to the U.S. to escape persecution and genocide following the Vietnam War, **generations of Hmong have overcome tremendous odds.** Yet, 22 percent of Hmong Americans still struggle with poverty, and the community continues to face significant disparities in educational attainment, health, housing, and employment. Meanwhile, recent policy changes have created a landscape that is increasingly hostile to immigrant and refugee communities, and cuts in funding for affordable housing, health care, and basic needs for low-income families have made it increasingly challenging for the Hmong American community to prosper.

The HND Conference is a unique opportunity for Hmong Americans to reflect on their collective experiences and develop the tools required to build stronger, more equitable, more rewarding communities for everyone. Many have transcended historic barriers to become state legislators and civic leaders, educators and executives, and celebrated actors, authors, and musicians. Your investment will make it possible for us to share these successes with a national audience and create even more life-changing outcomes.

YOUR SUPPORT ADDS UP

Your financial support for the 19th HND Conference provides numerous benefits to our attendees. They gain valuable new network connections and partnerships, cultural and professional insights, leadership skills, and opportunities for expanded business and community development. Sponsorship at the conference will give you the opportunity to:

- **Create new customer relationships** with a young target market that is gaining greater purchasing power.
- **Build brand affiliation and loyalty** across different generations of leaders and sectors of the community.
- **Promote your products and services** across several public and private sectors, including education, health care, legal aid, local and state government, and arts and entertainment.
- **Connect with civic-minded individuals** who often favor socially responsible businesses.
- **Increase visibility** with current and emerging business and community leaders and prospective employees.



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JB Realty

DSGW Architects

PAST IMPRESSIONS. NEW PERSPECTIVES



"This was so strong and powerful! Great spokespeople! I felt really inspired and motivated!"

"The highlight of this conference was being able to network with professionals. They were so inspirational and made me think to myself, 'I want to be there one day.' And I will!"



"Connecting with Hmong women in higher education! Seeing the passion of college students – their drive, energy, and enthusiasm were very contagious!"



"The workshops were great. HND has definitely brought students and professionals closer from all over the states. Well done!"



"Great to see Hmong engaging in politics, serving on boards, and empowering youth to be civically engaged!"



SPONSOR COMMITMENT FORM

Thank you for considering the following sponsorship opportunities for the 19th Hmong National Development Conference. For your convenience, here is a list of promotional benefits that accompany each sponsorship level.

Check the box that corresponds with your chosen sponsorship investment and fill out the information at the bottom of this form to help us inspire a new generation of innovators and leaders!

CHAMPION (\$40,000+)

As a presenting sponsor, you will receive exclusive promotional and attendee access, along with featured recognition. Please contact Jenny Harding, Director of Fund Development, at jennyh@hmong.org or 651-495-1582, to learn more.

PIONEER (\$30,000)

- Full page (8.5X11") color ad in the HNDC program booklet
- Banner ad in conference's mobile app
- Profile in conference's mobile app
- Three push notifications through the mobile app during the conference
- Opportunity to present a workshop during peak time
- Opportunity to host an affinity session
- Conference admission tickets - 10
- Leadership banquet tickets - 10
- Recognition on HND website and press releases

LEADER (\$20,000)

- Profile in conference's mobile app
- Three push notifications through the mobile app during the conference
- Name & logo in program booklet
- Opportunity to present a workshop
- Opportunity to host an affinity session
- Conference admission tickets - 10
- Leadership banquet tickets - 10
- Recognition on HND website and press releases

ADVOCATE (\$10,000)

- Profile in conference's mobile app
- Two push notifications through the mobile app during the conference
- Name & logo in program booklet
- Conference admission tickets - 8
- Leadership banquet tickets - 8
- Recognition on HND website and press releases

PARTNER (\$5,000)

- Three push notifications through the mobile app during the conference
- Name & logo in program booklet
- Conference admission tickets - 6
- Leadership banquet tickets - 6
- Recognition on HND website

ALLY (\$1,000) - For community-based organizations with budgets under \$1M

- Name & logo in program booklet
- Conference admission tickets - 4
- Leadership banquet tickets - 4

Name of Business/Organization: _____

Address: _____ Phone: _____

Contact Name/Title: _____ Email: _____

Signature: _____ Date: _____

**Please return this form, along with your contribution payable to Hmong National Development,
to the following address by January 18, 2019**

Hmong National Development, Inc.
Attn: Jenny Harding, Director of Fund Development
394 University Ave. W., Second Floor
St. Paul, MN 55103

For more information, contact: Jenny Harding, jennyh@hmong.org or 651-495-1582

Thank you for your generous support!



ARKANSAS

2928 N. McKee Circle
Suite 112
Fayetteville, AR 72703
479-310-5046

MINNESOTA

1075 Arcade St.
Saint Paul, MN 55106
651-495-9160

MISSOURI

103 W. Main St.
P.O. Box 105
Fairview, MO 64842
417-632-4271

WASHINGTON, DC

1322 18th Street NW
Washington, DC 20036
1-866-318-0630