



Dear Friends, Colleagues & Community Advocates,

It is our honor to welcome you back to celebrate *in person*, the sights, sounds and culture of our 15<sup>th</sup> Annual Gala Latina showcasing the stunning City and Country of ¡**Buenos Aires, Argentina!** We cordially invite you to join us **Saturday, March 19<sup>th</sup>, 2022 at 6:30pm** at the historic **Bellevue at the Hyatt in Philadelphia** for an evening filled with impactful stories, entertainment, and networking all while supporting Congreso's mission to enable economic self-sufficiency and well-being in the North Philadelphia community. Come join Congreso and individuals from the corporate, private, government, community, and public sectors to cultivate deep relationships while benefiting over 9,000 individuals in need served by Congreso. We invite you to join us in support of Congreso's mission and make your mark towards our strategic plan, **Mission 2 Impact (M2I)**.

Please review the attached sponsorship opportunities for this year's event. We have endeavored to highlight how your support will take M2I to the next level. Each sponsorship level addresses a sample impact pillar that allows us access to serve the thousands of individuals and families without fail.

As your health and safety are our top priority, we will be following local ordinances and CDC recommendations to provide the safest in person event possible. This will be a vaccination required event. Proof of vaccination will be requested.

Don't delay confirming your commitment to Congreso's mission and secure your representation in the long-anticipated Gala event of 2022! We ask that you please confirm your contribution no later than **Friday February 18th, 2022**.

Should you have any questions please contact Andreina Perez Hein, Chief Development & Stakeholder Relations Officer [heina@congreso.net](mailto:heina@congreso.net) 267-603-1338, or Andrea Martinez, Fundraising & Donor Cultivation Specialist, [martineza@congreso.net](mailto:martineza@congreso.net) 267-475-9400.

Yours in Service,

Carolina C. DiGiorgio  
President & CEO

Miguel Alban  
Board Chair



Platinum Sponsor



Congreso de Latinos Unidos 15<sup>th</sup> Annual Gala Latina Sponsorship Package

Saturday March 19, 2022 6:30 pm-12:00 am

***Exclusive VIP Reception access at 6:00pm***

## **SPONSORSHIP LEVELS**

### ***Presenté (Presenting) Sponsor (\$50,000) Category exclusive***

**Impact Pillar:** \$50,000 could support the work of a new Social Determinants of Health Navigator role at the Congreso Health Center with the capacity to screen and refer over 3,000 clients annually to other internal and external services, allowing us to provide holistic care and overcome service barriers in line with our M2I initiative.

- ☐ Top Recognition as a Presenté Sponsor and Gala Honorary Chair
- ☐ Category exclusivity
- ☐ Exclusive Pre-event VIP reception Hosting and logo recognition
- ☐ Three premium VIP Tables at Gala Latina (24 seats)
- ☐ Free valet parking for all guests with impact focus
- ☐ Live/recorded presenting opportunity
- ☐ Recognition for commitment to one of 5 areas of choice aligned with M2I strategic plan: Parenting, Housing, Education, Employment, or Health and Wellbeing
- ☐ Special mention by emcee during Gala program
- ☐ Top Name/ Company logo recognition in event marketing materials, and virtual displays
- ☐ Top recognition as Presenté Sponsor on official Gala invite and printed Program
- ☐ Logo prominently displayed on Gala Latina event signage
- ☐ Two Full-page spread color advertisements in Gala Program
- ☐ Logo and feature of your business on Congreso's website for 12 months
- ☐ Photo opportunity with Congreso for listing in various media outlets
- ☐ Four stand-alone recognitions as top Presenté sponsor on Congreso's social media outlets
- ☐ Recognition as Presenté Sponsor in event press release
- ☐ Recognition in Congreso's FY23 Annual report

### ***Impacto (Impact) Sponsor (\$25,000)***

**Impact Pillar:** \$25,000 could fund (10) students from the eastern North Philadelphia community to obtain their High School Diploma alongside over 15 college credits through Congreso's Dual Enrollment Program with Penn State Abington, positioning them for college acceptance and a step closer to economic self-sufficiency.

- ☐ Recognition as an Impacto Sponsor
- ☐ Invitation to Pre-event VIP Reception
- ☐ Two premium VIP Tables at Gala Latina (16 seats)
- ☐ Free valet parking for all guests
- ☐ Name/ Company logo recognition in event marketing materials, and virtual displays
- ☐ Recognition as an Impacto sponsor on event signage
- ☐ Recognition as an Impacto sponsor in Program book
- ☐ Full-page color advertisement in gala program
- ☐ Three stand-alone recognitions as Impacto sponsor on Congreso's social media outlets.
- ☐ Logo and link to your business on Congreso's website for 12 months
- ☐ Photo opportunity with Congreso for listing in various media outlets
- ☐ Recognition as Impacto Sponsor in event press release and media advisories
- ☐ Recognition in Congreso's FY23 Annual report

### ***Familia (Family) Sponsor (\$15,000)***

**Impact Pillar:** \$15,000 could cover critical Housing costs such as rental support, utilities and temporary housing for (5) families experiencing housing insecurity.

- ☐ Recognition as Familia Sponsor
- ☐ Invitation to Pre-event VIP Reception
- ☐ One premium VIP Table at Gala Latina (8 seats)
- ☐ Free valet parking for all guests
- ☐ Name/ Company logo recognition in event marketing materials, and virtual displays
- ☐ Recognition as Familia Sponsor on event signage
- ☐ Recognition as Familia sponsor in Program book
- ☐ Full-page color advertisement in gala program
- ☐ Two stand-alone recognitions as Familia Sponsor on Congreso's social media outlets.
- ☐ Logo and link to your business on Congreso's website for 12 months
- ☐ Photo opportunity with Congreso for listing in various media outlets
- ☐ Recognition as Familia Sponsor in event press release and media advisories
- ☐ Recognition in Congreso's FY23 Annual report

### ***Gomía (Friend) Sponsor (\$10,000)***

**Impact Pillar:** \$10,000 could support our workforce development strategy by funding (2) individuals through our Commercial Drivers License Class A (CDL-A) program, leading to family-sustaining employment as a certified Tractor Trailer Driver.

- ☐ Recognition as *Gomía* Sponsor
- ☐ Invitation to Pre-event VIP Reception
- ☐ Eight (8) seats at Gala Latina
- ☐ Free valet parking for all guests
- ☐ Name/ Company logo recognition in event marketing materials, and virtual displays
- ☐ Recognition as *Gomía* Sponsor on event signage
- ☐ Recognition as *Gomía* sponsor in Program book
- ☐ Half-page color advertisement in gala program
- ☐ One stand-alone recognition as *Gomía* Sponsor on Congreso's social media outlets.
- ☐ Logo and link to your business on Congreso's website for 12 months
- ☐ Photo opportunity with Congreso for listing in various media outlets
- ☐ Recognition as *Gomía* Sponsor in event press release and media advisories
- ☐ Recognition in Congreso's FY23 Annual report

### ***Líder (Leader) Sponsor (\$5,000)***

**Impact Pillar:** \$5,000 could provide a STEM experience, including exposure to robotics, technology workshops, and field trips in Congreso's Afterschool Programming hosted at (5) K-12 schools in eastern North Philadelphia.

- ☐ Recognition as ***Líder*** Sponsor
- ☐ Eight (8) seats at Gala Latina
- ☐ Free valet parking for all guests
- ☐ Half-page color advertisement in gala program
- ☐ Name/ Company logo recognition in event marketing materials, and virtual displays
- ☐ Recognition as ***Líder*** sponsor in Program book
- ☐ Recognition in Congreso's FY23 Annual report

*Full program includes cocktail reception, silent auction, open bar, three-course dinner, entertainment. We will adhere to the local regulations and CDC safety guidelines at the time of the event as it relates to vaccination status, mask mandates and respective social distancing.*



## **TABLE, ADVERTISEMENT, TICKET PURCHASE INFORMATION**

### ***TABLE PURCHASE (\$3,500)***

Includes parking, table of (8), and full program

### ***FULL PAGE AD (\$1,000)***

4.75 W x. 7.5 H

High resolution PDF, JPG, or TIFF files only

No bleeds

Color choices must be in CMYK format

No images below a resolution of 300 dpi will be accepted

### ***HALF PAGE AD (\$500)***

Half Page: 4.75 W x 3.75 H

High resolution PDF, JPG, or TIFF files only

No bleeds

Color choices must be in CMYK format

No images below a resolution of 300 dpi will be accepted

**All logos and ads must be submitted by Friday, February 18, 2022 to Fundraising and Donor Cultivation Specialist Andrea Martinez [martineza@congreso.net](mailto:martineza@congreso.net)**

***PATRON TICKET (\$500)***

Includes parking, preferred seating and full program for (1) individual

***INDIVIDUAL TICKET (\$350)***

Includes parking, and full program for (1) individual

***YOUNG PROFESSIONAL TICKET (\$250)***

Requires valid photo ID confirming age 35 and under

Includes full program for (1) individual

***VIP Reception Add-on (\$75) PER PERSON***

Requires purchase as an “Add-on” to ticket purchases or sponsorship levels without VIP reception included.



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## **SPONSORSHIP LEVEL**

## **REPLY FORM**

Submit form and payment, made payable to:

Congreso de Latinos Unidos:

c/o Hector Herrada

216 W. Somerset Street, Philadelphia, PA 19133

Please Reference "Gala Latina 2022"

Contact Name:

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Company Name:

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Address:

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Phone:

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Email:

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Level of Support (please circle one):

IMPACTO \$25,000

FAMILIA \$15,000

Gomía \$10,000

Líder \$5,000

Individual/ Patron/ Young Professional Ticket: \_\_\_\_\_ tickets at \$500 \$350 \$250

VIP Reception Add-on \$75 \_\_\_\_\_ per person/ticket



**Platinum Sponsor**