



The Center for People of All Races

A voice and a hub for the Latino community
as we advocate on behalf of our people
and work to achieve social justice.

Estimad@s Amig@s,

Programs & Services

*With over 25,050 volunteer hours,
El Centro de la Raza serves 18,633
individuals and 9,387 families annually
through the following programs and
services:*

Basic Healthcare Enrollment
Bebes! Infant Mortality Prevention
Café con El Centro
César Chávez Demonstration Garden
College Readiness
Community Meeting Space
Community Service
Crisis Advocacy
Cultural / Political / Social Events
Economic Development
ECR Transitional Housing
El Patio Apartments
Employment
ESL Classes / Spanish Classes
Financial Empowerment
Food Bank
Foreclosure Counseling
Growing & Learning Together
Homeless Assistance
Healthy Cooking Classes /
Nuestras Comidas
Hope for Youth Poetry & Civil Rights
History Classes
HUD Housing Counseling
Immigrant / Human / Civil Rights Social
Justice Advocacy
José Martí Child Development Center
Latino Hot Meal Program
Legal Clinic Site
Local, State, National & International
Coalition Building
Luis Alfonso Velásquez Flores
After School Program
Parent-Child Home Program
Plaza Roberto Maestas
Santos Rodriguez Memorial Park
Senior Nutrition & Wellness
Senior Home Delivered Meals
Smoking Cessation
Tax Prep Site
Transit Oriented Parking
Veteran's Services
Youth Case Management & Cultural
Enrichment
Youth Employment
Youth Technology Training
Youth Violence Prevention

On **October 5th, 2013** El Centro de la Raza will hold its Building the Beloved Community Gala. This fundraiser celebrates our annual anniversary when we are reminded each year of the purpose in which El Centro del la Raza started, to be an organization grounded in the Latino community and to build unity across all racial and economic sectors and to empower the most vulnerable and marginalized populations with justice, dignity, equality and freedom to all the peoples of the world. Dr. King's vision of the "Beloved Community" is manifest in our participants, friends, and supporters like you! This event will raise essential funds to support our 49 human service and community-building programs, as well as the exciting plans we have ahead, which will strengthen our efforts and extend our impact on the communities we serve.

El Centro de la Raza has grown into a prominent and indispensable organization that defends basic human, civil and survival rights by providing life-changing services to the most vulnerable in our community. We see room to continue that growth. This past September, we celebrated our 40th Anniversary and are looking forward to the next 40 years. Fundraisers such as this one provide us with the necessary funds to continue each of our programs and services, and the ability to make plans for our future.

We would be honored if you would support El Centro de la Raza, by sponsoring our Building the Beloved Community Gala this year which provides us with the opportunity to serve over 18,000 children, youth and families we serve each year. The evening will consist of a reception, dinner, Legacy awards and scholarship presentations, and a silent and live auction. As a sponsor, you will be instrumental in helping El Centro raise the funds that keep our organization running on a daily basis. Your sponsorship encourages us all to work together to follow in the footsteps of Roberto Maestas, our beloved founder and the heroes of our past, and use the inspiration of our rich history and current impact to look towards building a beautiful and unified world for future generations.

The importance and value of your support will be recognized throughout our communities. Sponsorships will be well publicized to our expected 600 guests who include the many political, business, and community leaders who support our work. Sponsorships are also publicized to our 5,000+ eNews readers, 1,200+ volunteers, visitors to our website, social networking followers, and untold thousands in our communities. **Join us in our efforts and help us to continue the work we do.**

Attached is a listing of the sponsorship levels, which have been updated with new benefits for your consideration as well as a Sponsor Registration Form. We will be calling you to follow-up and provide any additional information you might need regarding this request. If you have any questions before then, please feel free to contact me at (206) 957-4613 or our Events Coordinator, Solveig Ellingboe, at (206) 957-4649. We look forward to speaking with you soon.

Respetuosamente,

Estela Ortega
Executive Director

Ramon Soliz
Board of Directors President

Community Action Agency • United Way Agency • Affiliate of National Council of La Raza
2524 16th Avenue South, Seattle, WA 98144 • (206) 957-4634 tel • (206) 329-0786 fax
www.elcentrodelaraza.org • 501(c)3 Nonprofit Tax ID: 91-0899927



BUILDING THE BELOVED COMMUNITY GALA

2013 Sponsorship Levels & Benefits

El Centro de la Raza is open to customized packages and benefits for our Sponsors. If you have certain requests, feel free to contact us at events@elcentrodelaraza.org or (206) 957-4649 and we will be happy to accommodate you.

****Indicates New or Revised Benefit**

1. LIDERAZGO SPONSOR

\$25,000+

- ****3-minute speech by Sponsor or Sponsor-provided video presentation at event**
- **** Sponsor-provided commercial presentation at event, played 3 times at the event**
- ****Sponsor-provided booth at event, during Silent Auction and Reception**
- ****Sponsor-provided logo and advertisement incorporated with slideshow at event**
- ****3 VIP tables of 10 with priority seating**
- **Free VIP Parking for Sponsor guests**
- ****1 Full-page color advertisement in event program on page 2 or back page with highest priority placement**
- ****Special recognition, advertisement or commercial placement on El Centro de la Raza's social networking sites**
- **Sponsor-provided banner or gobo displayed prominently at event**
- **Special mention in event press releases**
- **Special recognition by Emcee at event**
- **Sponsor promotional material in event gift bag**
- ****Sponsor advertisement featured on website**
- **Sponsor logo most prominent on event invitations**
- **Sponsor logo most prominent in event program**
- **Recognition in all event notices**
- ****Sponsor featured in bi-weekly newsletter for 1 year**
- **Sponsor name included in annual report**
- **Sponsor name at table**

2. VALOR SPONSOR

\$20,000+

- ****2-minute speech by Sponsor or Sponsor-provided video presentation at event**
- ****Sponsor-provided commercial presentation at event, played 2 times at the event**
- ****Sponsor-provided booth at event, during Silent Auction and Reception**
- ****Sponsor-provided logo and advertisement incorporated with slideshow at event**
- ****2 VIP tables of 10 with priority seating**
- ****1 Full-page color advertisement in event program on page 2 or back page**
- ****Special recognition, advertisement or commercial placement on El Centro de la Raza's social networking sites**
- **Sponsor-provided banner or gobo displayed prominently at event**
- **Special mention in event press releases**
- **Special recognition by Emcee at event**
- **Sponsor promotional material in event gift bag**
- ****Sponsor advertisement featured on website**
- **Sponsor logo on event invitations**
- **Sponsor logo in event program**
- **Recognition in all event notices**
- ****Sponsor featured in bi-weekly newsletter for 1 year**
- **Sponsor name included in annual report**
- **Sponsor name at table**

3. ESPERANZA SPONSOR

\$15,000+

- ****1-minute speech by Sponsor or Sponsor-provided video presentation at event**
- ****Sponsor-provided commercial presentation at event**
- ****Sponsor-provided booth at event, during Silent Auction and Reception**
- ****Sponsor-provided logo and advertisement incorporated with slideshow at event**
- ****1 VIP table of 10 with priority seating**
- ****1 Full-page advertisement in event program**
- ****Special recognition, advertisement or commercial placement on El Centro de la Raza's social networking sites**
- **Sponsor provided banner or gobo displayed at event**
- **Special mention in event press releases**
- **Special recognition by Emcee at event**
- **Sponsor promotional material in event gift bag**
- ****Sponsor advertisement featured on website**
- **Sponsor logo on event invitations**
- **Sponsor logo in event program**
- **Recognition in all event notices**
- ****Sponsor featured in bi-weekly newsletter for 1 year**
- **Sponsor name included in annual report**
- **Sponsor name at table**

4. DIGNIDAD SPONSOR

\$10,000+

- **1-minute speech by Sponsor or Sponsor-provided video presentation at event
- ** Sponsor-provided commercial presentation at event
- **Sponsor-provided booth at event, during Silent Auction and Reception
- **Sponsor-provided logo and advertisement incorporated with slideshow at event
- **1 Complimentary table of 10 at event
- **1 Full-page advertisement in event program
- **Special recognition, advertisement or commercial placement on El Centro de la Raza's social networking sites
- Sponsor provided banner or gobo displayed at event
- Special mention in event press releases
- Special recognition by Emcee at event
- Sponsor promotional material in event gift bag
- **Sponsor advertisement featured on website
- Sponsor logo on event invitations
- Sponsor logo in event program
- Recognition in all event notices
- **Sponsor featured in bi-weekly newsletter for 1 year
- Sponsor name included in annual report
- Sponsor name at table

5. HONOR SPONSOR

\$5,000+

- **Sponsor booth at event during Silent Auction and Reception
- Sponsor's logo incorporated with slideshow at event
- **1 Complimentary table of 10 at event
- **1 Full-page advertisement in event program
- **Special recognition, advertisement or commercial placement on El Centro de la Raza's social networking sites
- Sponsor provided banner or gobo displayed at event
- Special mention in event press releases
- Special recognition by Emcee at event
- Sponsor promotional material in event gift bag
- **Sponsor advertisement featured on website
- Sponsor logo on event invitations
- Sponsor logo in event program
- Recognition in all event notices
- **Sponsor featured in bi-weekly newsletter for 1 year
- Sponsor name included in annual report
- Sponsor name at table

6. COMUNIDAD SPONSOR

\$3,000+

- Sponsor's logo incorporated with slideshow at event
- **1 Complimentary table of 10 at event
- **1 Full-page advertisement in event program
- **Special recognition, advertisement or commercial placement on El Centro de la Raza's social networking sites
- Sponsor provided banner or gobo displayed at event
- Special mention in event press releases
- Special recognition by Emcee at event
- Sponsor promotional material in event gift bag
- **Sponsor advertisement featured on website
- Sponsor logo on event invitations
- Sponsor logo in event program
- Recognition in all event notices
- **Sponsor featured in bi-weekly newsletter for 1 year
- Sponsor name included in annual report
- Sponsor name at table

7. AMISTAD SPONSOR

\$1,500+

- Sponsor's logo incorporated with slideshow at event
- **1 Complimentary table of 10 at event
- **1 Half-page advertisement in event program
- **Special recognition, advertisement or commercial placement on El Centro de la Raza's social networking sites
- Sponsor provided banner or gobo displayed at event
- Special mention in event press releases
- Special recognition by Emcee at event
- Sponsor promotional material in event gift bag
- Sponsor logo on event invitations
- Sponsor logo in event program
- Recognition in all event notices
- **Sponsor featured in bi-weekly newsletter for 1 year
- Sponsor name included in annual report
- Sponsor name at table



BUILDING THE BELOVED COMMUNITY GALA 2013 Sponsorship Registration Form

Programs & Services

With over 28,500 volunteer hours, El Centro de la Raza serves 19,489 individuals and 9,721 families annually through the following programs and services:

Luis Alfonso Velásquez Flores
After School Program
Basic Healthcare Enrollment
Café con El Centro
César Chávez Demonstration Garden
College Readiness
Crisis Advocacy
ECR Transitional Housing
El Patio Apartments
Employment Program
ESL Classes
Financial Literacy
Food Bank
Foreclosure & Default Intervention
Growing & Learning Together
Homeless Assistance Program
Homeownership Program
Hope for Youth Poetry & Civil Rights History Classes
Bebes! Infant Mortality Prevention
José Martí Child Development Center
Juvenile Justice Policy/Advocacy
Latino Hot Meal Program
Legal Clinic Site
Santos Rodriguez Memorial Park
Senior Nutrition & Wellness
Senior Home Delivered Meals
Tax Prep Site
Veteran's Services
Youth Employment Program
Youth Violence Prevention
Local, State, National & International Coalition Building
Immigrant/Human/Civil Rights
Social Justice Advocacy
Cultural/Political/Social Events
Community Service & Service Learning Site
Community Meeting Space

Sponsorship Registration

Company Name: _____

Contact Name/Title: _____

Address: _____

City: _____ State: _____ Zip code: _____

Phone: _____ Ext: _____

Email: _____ Fax: _____

Sponsorship Level: _____ \$ _____

Signature: _____

PLEASE NOTE: We need to have the names of all your guests at least 4 weeks in advance. Guest list are due August 31, 2013.

On behalf of the participants, board and staff of El Centro de la Raza, *mil gracias* for sponsoring our Building the Beloved Community Gala. Your moral and material commitment obligates and inspires us as we serve the basic human, civil and survival rights of the most vulnerable.

Additional Support Opportunities:

Tribute Message in Program Booklet

Full Page:	\$350
Half Page:	\$250
Quarter Page:	\$150

Please contact us if you would like to purchase space for a tribute message in the Building the Beloved Community Gala Program Booklet.

Advertisement in Program Booklet

Full Page:	\$385
Half Page:	\$275
Quarter Page:	\$165

Please contact us if you would like to purchase space for a personal or company advertisement in the Building the Beloved Community Gala Program Booklet.

Table Ambassadors

Table Ambassadors commit to filling a table of ten guests at the event. If you are interested in becoming a Table Ambassadors or you have any questions please contact us and we will send you more information.

Please return this form by emailing it to events@elcentrodelaraza.org or mailing to El Centro de la Raza, Development Office, 2524 16th Avenue South, Seattle, WA 98144
Contact Solveig Ellingboe at (206) 957-4649 or events@elcentrodelaraza.org with questions.

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