



## 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  
Comadres  
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  
Volunteerism  
Youth Case Management & Cultural  
Enrichment  
Youth Employment  
Youth Technology Training  
Youth Violence Prevention

## 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@ Amig@,

On September 27, 2014, El Centro de la Raza will hold our annual Building the Beloved Community Gala. The evening will consist of a reception, dinner, Legacy awards and scholarship presentations, and a silent and live auction. This fundraiser celebrates our anniversary and reminds us of our founding purpose: to be an organization grounded in the Latino community, to build unity across all racial and economic sectors, and to empower the most vulnerable and marginalized populations with justice, dignity, equality and freedom.

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. Last year, we celebrated, honored, and looked back on 41 years of El Centro de la Raza, including the many lives that have been impacted by our work. But we also look forward. Fundraisers such as this one allow us to continue our work and to plan for our future.

**Your support of El Centro de la Raza's Building the Beloved Community Gala as a Sponsor is necessary in order for us to continue to serve over 18,000 youth, families, and seniors.** You will be instrumental in raising the funds that put food in the food bank, help a family make rent, and empower students to graduate high school and attend college. Your sponsorship encourages us all to work together to continue the legacy of Roberto Maestas—our beloved founder—and the heroes of our past. Your support, our rich history, and our current impact inspire us to look towards building a beautiful and unified world for future generations.

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

Attached is a Sponsor Registration Form and list of the sponsorship levels, which have been updated with new benefits. We are willing to work with our sponsors to provide a mutually satisfying sponsorship benefit package. 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, Anne Pfeifle, at (206) 957-4649 or [events@elcentrodelaraza.org](mailto:events@elcentrodelaraza.org). We look forward to speaking with you soon.

Respetuosamente,

Estela Ortega

*Executive Director*

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



# Building the Beloved Community Gala

## 2014 Sponsorship Levels & Benefits

Level	Amount	Speech at Event	Commercial	Booth	Ad in the Slideshow	Logo in the Slideshow	Priority Gala Seating	Tickets to the Event	Signage at the Event	Ad in the Program Booklet
Liderazgo	\$25,000+	3 minutes	X	X	X	X	X	30	Banner or Gobo	Full Page Color
Valor	\$20,000+	2 minutes	X	X	X	X	X	20	Banner or Gobo	Full Page Color
Esperanza	\$15,000+	1 minute	X	X	X	X	X	10	Banner or Gobo	Full Page Color
Dignidad	\$10,000+		X	X	X	X	X	10	Banner or Gobo	Full Page Black & White
Honor	\$5,000+					X	X	10	Banner	Full Page Black & White
Comunidad	\$3,000+					X	X	10	Banner	Half Page Black & White
Amistad	\$1,500+					X	X	10	Banner	Quarter Page Black & White

### All Sponsors Receive the Following Benefits:

- Special recognition, advertisement or commercial placement on El Centro de la Raza's social networking sites
- Special mention in event press releases
- Special recognition by Emcee at event
- Sponsor promotional material in event gift bag
- Sponsor logo on event invitations and 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

### New Benefits for Dignidad, Esperanza, Valor, and Liderazgo Sponsors This Year:

- Sponsor Logo on Photo Backdrop
- Sponsor Logo in 2014 Annual Report
- Sponsor logo on all e-newsletters for 1 year until October 2015
- Sponsor On-Air Recognition

We are willing to work with our sponsors to provide a mutually satisfying sponsorship benefit package.



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Hope for Youth Poetry & Civil Rights  
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Veteran's Services  
Volunteerism  
Youth Case Management & Cultural  
Enrichment  
Youth Employment  
Youth Technology Training  
Youth Violence Prevention

# Building the Beloved Community Gala

## 2014 Sponsorship Registration

Company Name: \_\_\_\_\_

Contact Name/Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Sponsorship Level: \_\_\_\_\_ \$ \_\_\_\_\_

Signature: \_\_\_\_\_

**Please Note:** We need to have the names of all your guests at least  
4 weeks in advance. Guest lists are due August 29, 2014.

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 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 an 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](mailto:events@elcentrodelaraza.org) or mailing to El Centro de la Raza, Development Office, 2524 16<sup>th</sup> Avenue South, Seattle, WA 98144. Contact Anne Pfeifle at (206) 957-4649 or [events@elcentrodelaraza.org](mailto:events@elcentrodelaraza.org) with questions.

# Mil Gracias to our 2013 Sponsors!

## Esperanza Sponsors



## Dignidad Sponsors



COMCAST  NBCUNIVERSAL

BILL & MELINDA  
GATES *foundation*

## Honor Sponsors



## Comunidad Sponsors



## Amistad Sponsors

