LA CASA DE DON PEDRO

EMPOWER AND REVITALIZE

2019 Special Events Series

Sponsorship Opportunities

Newark, New Jersey

http://www.lacasanwk.org/2019-special-events-series/

La Casa de Don Pedro's Special Events are made possible by the support of sponsors like these.

Renew your commitment or join us for the first time!

The Diloné Family
EVCO Mechanical
Security On Point
Facility Solutions Group
New Jersey Performing Arts Center
Driscoll Foods
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*Join La Casa de Don Pedro and support our **2019 Special Events Series**! Our four special events offer unique promotional opportunities targeting a variety of constituents. Events range from our traditional fundraiser that attracts high profile leaders, to celebrations that support our community's rich cultural diversity and contribute to community health advocacy and outreach.*

2019 Special Events Series Lineup

- **April 11, 2019: LA CASA ES SU CASA, *"Newark on the Map in the Face of Change"*** an elegant cocktails and hors d'oeuvres reception at the New Jersey Performing Arts Center, Newark.
- **August 18, 2019: FESTIVAL DE LA FAMILIA**, a free, family friendly cultural and musical street fair paying tribute to Newark's rich Hispanic diversity, with a special back to school theme.
- **September 19, 2019: BURGERS & BREW,** summer's last hurrah, at McLoone's Boathouse in West Orange, complete with drinks, delectable dishes, and a relaxing tempo to bid farewell to the season.
- **October 15, 2019*: NATIONAL LATINO AIDS AWARENESS DAY,** an entertaining evening to raise awareness about the severity of HIV/AIDS in the community. A Newark event, free for everyone.

*Date subject to change.

PREMIERE SERIES SPONSORSHIP OPPORTUNITIES

Be a premiere 2019 Special Events Sponsor with maximum exposure and benefit for your promotional needs, all while supporting La Casa!

DIAMOND SPONSORSHIP: $25,000

Benefits: Recognition as "Diamond Sponsor" for all four events, recognition on La Casa de Don Pedro web site, direct link to company website from event web page and e-blasts, speaking opportunity at event of choice, preferred logo placement on event web pages and e-blasts, prominent signage at all four events, full color page advertisement in *La Casa es Su Casa* event journal and 15 tickets to each event.

GOLD SPONSORSHIP: $15,000

Benefits: Recognition as "Gold Sponsor" for all four events, recognition on La Casa de Don Pedro web site, preferred logo placement on event web page and e-blasts, prominent signage at all four events, full color page advertisement in *La Casa es Su Casa* event journal and 10 tickets to each event.

La Casa es su Casa

Presenting Sponsor.....$25,000

- Company name and logo listing as "Presenting Sponsor" on all event promotion materials including signage, press releases, web page, and e-blasts
- Speaking opportunity at event
- Preferred logo placement on event web page and e-blasts
- Direct link to company website from event web page and e-blasts
- Full color center-page spread in event journal
- 10 tickets to event

Silver Sponsor.....$10,000

- Company name and logo listing as "Silver Sponsor" on all event promotion materials including signage, press releases, web page, and e-blasts
- Preferred logo placement on event web page and e-blasts
- Full page color ad in event journal
- 6 tickets to event

Bronze Sponsor.....$5,000

- Company name and logo listing as "Bronze Sponsor" on all event promotion materials including signage, press releases, web page, and e-blasts
- Half page color ad in event journal
- 4 tickets to event

Friend Sponsor.....$2,500

- Company name and logo listing as "Friend Sponsor" on all event promotion materials including signage, press releases, web page, and e-blasts
- Half page black & white ad in event journal
- 3 tickets to event

Festival de la Familia

Presenting Sponsor.....$15,000
- Name and logo listing as "Presenting Sponsor" on all event promotion materials including signage, press releases, web page, and e-blasts
- Business booth at festival
- Speaking opportunity at festival
- Preferred logo placement on event web page and e-blasts
- Direct link to company website from event web page and e-blasts
- Unlimited entries to event

Bronze Sponsor.....$5,000
- Name and logo listing as a "Bronze Sponsor" on all event promotion materials including signage, press releases, web page, and e-blasts
- Unlimited entries to event

Friend Sponsor.....$2,500
- Name and logo listing as "Friend Sponsor" on all event promotion materials including signage, press releases, web page, and e-blasts
- Unlimited entries the event

Salsa Supporter.....$1,000
- Name listing as "Salsa Supporter" on all event promotion materials including signage, press releases, web page, and e-blasts,
- Unlimited entries to event

Merengue Supporter.....$500
- Name listing as "Merengue Sponsor" on all event promotion materials including signage, press releases, web page, and e-blasts
- Unlimited entries to event

Cumbia Supporter.....$250
- Name listing as "Cumbia Supporter" on all event promotion materials including signage, press releases, web page, and e-blasts
- Unlimited entries to event

Project Backpack Supporter.....In Kind Donation
- Name listing as "Project Backpack Supporter" on all event promotion materials including signage, press releases, web page, and e-blasts
- Unlimited entries to event

Burgers and Brew

Presenting Sponsor.....$15,000

- Name and logo listing as “Presenting Sponsor” on all event promotion materials including signage, press releases, web page, e-blasts, & event program
- Speaking opportunity at event
- Preferred logo placement on event web page and e-blasts
- Full page color advertisement in event program
- Direct link to company website from event web page and e-blasts
- 8 tickets to event

Bronze Sponsor.....$5,000

- Name and logo listing as “Bronze Sponsor” on all event promotion materials including signage, press releases, web page, e-blasts, & event program
- Half page color advertisement in event program
- 6 tickets to event

Friend Sponsor.....$2,500

- Company name and logo listing as “Friend Sponsor” on all event promotion materials including signage, press releases, web page, e-blasts, & event program
- 4 tickets to event

Fall Equinox Supporter.....$1,000

- Name listing as “Fall Equinox Supporter” on all event promotion materials including signage, press releases, web page, e-blasts, & event program
- 3 tickets to event

Sunset Supporter.....$500

- Name listing as “Sunset Supporter” on all event promotion materials including signage, press releases, web page, e-blasts, & event program
- 2 tickets to event

Dusk Supporter.....$250

- Name listing as “Dusk Supporter” on all event promotion materials including signage, press releases, web page, e-blasts, and event program
- 1 ticket to event

National Latino AIDS Awareness Day

Presenting Sponsor.....$15,000

- Name and logo listing as "Presenting Sponsor" on all event promotion materials including signage, press releases, web page, e-blasts, & event program
- Speaking opportunity at event
- Preferred logo placement on event web page and e-blasts, direct link to company website from event web page and e-blasts, and business booth at event and unlimited entries to event

Bronze Sponsor.....$5,000

- Name and logo listing as a "Bronze Sponsor" on all event promotion materials including signage, press releases, web page, e-blasts, & event program
- Preferred logo placement on event web page and e-blasts and business booth at event and unlimited entries to event

Friend Sponsor.....$2,500

- Name and logo listing as "Friend Sponsor" on all event promotion materials including signage, press releases, web page, e-blasts, & event program
- Business booth at event and unlimited entries to event

Heart Healthy Supporter.....$1,000

- Name listing as "Heart Healthy Supporter" on all event promotion materials including signage, press releases, web page, e-blasts, & event program
- Business booth at event and unlimited entries to event

Physically Fit Supporter.....$500

- Name listing as "Physically Fit Supporter" on all event promotion materials including signage, press releases, web page, e-blasts, & event program
- Business booth at event and unlimited entries to event

Mentally Strong Supporter.....$250

- Name listing as "Mentally Strong Supporter" on all event promotion materials including signage, press releases, web page, e-blasts, & event program

About La Casa de Don Pedro

Since its founding in 1972 in Newark, New Jersey, La Casa de Don Pedro's values have been driven by a mission to foster self-sufficiency, empowerment, and neighborhood revitalization, and a deep-rooted history of shared experiences with the community. Recognizing the greater Newark community's adversity, La Casa emphasizes, celebrates, and nurtures core values of advocacy, responsibility (civic, personal, financial), education, home, diversity, and creativity in a culturally sensitive and caring environment.

La Casa de Don Pedro offers a comprehensive, nurturing, proven solution that addresses the social determinants of health, providing safety, stability, tools, resources, and opportunities that enrich peoples' lives and builds social capital, helping them overcome their adverse experiences and become economically prosperous.

To learn more, visit us at www.lacasanwk.org, Facebook.com/lacasadedonpedro, Instagram.com/lacasanwk, or twitter.com/lacasanwk.

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