

LA CASA DE DON PEDRO

EMPOWER AND REVITALIZE

*Special Events Series
2021*

Special Events Series 2021

Support & Engagement Opportunities

La Casa de Don Pedro

Newark, NJ 07104

www.lacasanwk.org

info@lacasanwk.org



LA CASA DE DON PEDRO

EMPOWER AND REVITALIZE

Special Events Series 2021

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!



JPMORGAN CHASE & CO.

M&T Bank



The Maher Charitable Foundation



McCarter English &



CITY OF NEWARK
Mayor Ras J. Baraka

Clara Maass Medical Center
Newark Beth Israel Medical Center

RW Barnabas HEALTH

RUTGERS
UNIVERSITY | NEWARK

withum+
AUDIT TAX ADVISORY

Horizon
Horizon NJ Health

LOTUS
EQUITY GROUP LLC



RUSSO
DEVELOPMENT

THORNTON AGENCY, INC.
Insurance

RUTGERS
BIOMEDICAL AND HEALTH SCIENCES

Capacity Benefits
& Financial Services Group
A member of The Lincoln Financial Group

LPL Financial

NCHC Newark Community Health Centers, Inc.

NPLAW
NEE PLATA LAW LLC

VIOLET PR

Assemblyman Thomas Giblin

Facility Solutions Group

L+M Development Partners

Prudential Center & The NJ Devils

Banco Popular

Greater Newark LIS

Leila Ross Wealth Management

RayZo Marketing

Bank of America

GU Barry, Inc.

Merrill Lynch Wealth Management

Richard Roper

Bayshore Family of Companies

Hackensack Meridian Health

Minno & Wasko

Security On Point

Beacon Unitarian Universalist Congregation in Summit

Hanini Group

New Jersey Performing Arts Center

ShopRite of Newark

Dawn Gammon

Joy Yagid Photography

Newark Trust for Education

Sinai Post Accute Care

Dr. Gayle Griffin

Julio Colon

Nicholas Scalera

The Basile Family

Driscoll Foods

JW Pierson

NJIT

The Diloné Family

Edison Properties

KIPP NJ

Norma Sessa

Tom Kelly

EVCO Mechanical

On-Site Technology

UnitedHealth Care



LA CASA DE DON PEDRO

EMPOWER AND REVITALIZE

Special Events Series 2021

Join La Casa de Don Pedro and support our Special Events Series 2021! Our three special events offer unique promotional opportunities targeting a variety of constituents.

Special Events Series 2021 Lineup

La Casa en su Casa, "Silver Linings" June 17th, 2021, 5:30-6:30PM. A virtual wine & cheese fundraiser that honors Newark's and La Casa de Don Pedro's unsung heroes throughout this unprecedented pandemic.

Project Backpack, July 12th – August 13th, 2021. An annual back to school drive to support Newark's children as they get ready to go back to school.

Burgers and Brew Week, September 20th – September 26th, 2021. An interactive week of supporting local and minority-owned food and drink establishments.

PREMIER SPONSORSHIP OPPORTUNITY!

A **\$15,000 donation** sponsors all three events with maximum exposure and benefit for your promotional needs, all while supporting La Casa. Benefits:

- ✓ Full size color advertisement displayed prominently for all three events
- ✓ Prominent logo placement & ad promotion on all marketing materials and social media
- ✓ Personalized marketing report that measures social media event promotion engagement & awareness
- ✓ Up to eight wine and cheese packages for La Casa en Su Casa



LA CASA DE DON PEDRO

EMPOWER AND REVITALIZE

Special Events Series 2021

La Casa en su Casa 2021 Sponsorship Opportunities & Benefits

Premier Sponsor.....\$15,000

- Premier sponsor of La Casa en su Casa, #ProjectBackpack Back to School Drive, and Burgers & Brew Week.
- Full size color advertisement displayed prominently for all three events and in event programs.
- Prominent logo placement and advertisement promotion on all marketing materials and social media (Facebook, Twitter, Instagram, & LinkedIn).
- Individualized marketing report that measures social media event promotion engagement (likes, comments, shares, and clicks) and awareness (impressions and reach).
- Up to eight wine & cheese packages. Stay tuned for pick up or delivery instructions.

Gold Sponsor.....\$10,000

- Full size color ad shared during event and in program.
- Logo placement and advertisement promotion on all marketing materials and social media (Facebook, Twitter, Instagram, LinkedIn).
- Up to six wine & cheese packages. Stay tuned for pick up or delivery instructions.

Silver Sponsor.....\$ 5,000

- Full size color ad shared during event and in program.
- Logo listing on all marketing materials.
- Up to five wine & cheese packages. Stay tuned for pick up or delivery instructions.

Bronze Sponsor.....\$ 2,500

- Half page color advertisement shared during event and in program.
- Logo listing on all marketing materials.
- Up to four wine & cheese packages. Stay tuned for pick up or delivery instructions.



LA CASA DE DON PEDRO

EMPOWER AND REVITALIZE

Special Events Series 2021

La Casa en su Casa 2021

Friendship Opportunities & Benefits

Champion.....\$ 1,000

- Half page black and white advertisement shared during event and in program.
- Name listing on event webpage.
- Up to three wine & cheese packages. Stay tuned for pick up or delivery instructions.

Benefactor.....\$ 500

- Quarter page black and white advertisement shared during event and in program.
- Name listing on event webpage.
- Up to two wine & cheese packages. Stay tuned for pick up or delivery instructions.

Patron.....\$ 250

- Name listing shared during event and in program.
- Name listing on event webpage.
- One wine & cheese package. Stay tuned for pick up or delivery instructions.

Wine & Cheese Purchase Options

Wine Package.....\$ 100

- Three quality wines hand selected by wine connoisseur Hank Zona showcasing. Perfect for a group.

Cheese Package.....\$ 50

- Assortment of artisanal cheeses and charcuterie from Maplewood Wheelhouse. Perfect for a group.

Single Bottle of Wine.....\$ 40

- One quality bottle of wine of your choice from the three hand selected by wine connoisseur Hank Zona. Perfect for an individual or couple.



LA CASA DE DON PEDRO

EMPOWER AND REVITALIZE

Special Events Series 2021

Project Backpack Sponsorship Opportunities & Benefits

Above & Beyond Supporter.....\$1,000

- Your donation will purchase 40 quality backpacks for Newark children.
- Name listing on event webpage

Excellence Supporter.....\$ 500

- Your donation will purchase 20 quality backpacks for Newark children.
- Name listing on event webpage

Star Supporter.....\$ 250

- Your donation will purchase school supplies such as notebooks, pencils, pens, calculators, and art supplies for quality backpacks for ten Newark children.
- Name listing on event webpage

Helping Hand Supporter.....\$ 100

- Your donation will purchase school supplies such as notebooks, pencils, pens, calculators, and art supplies for quality backpacks for four Newark children.
- Name listing on event webpage

Volunteer..... Free

- Organize a drive, help stuff backpacks and more! Contact us at info@lacasanwk.org to volunteer.

In-Kind Donation..... Your Choice

- See Amazon Wish List for donation ideas: [tinyurl.com/projectbackpackwishlist](https://www.tinyurl.com/projectbackpackwishlist)



LA CASA DE DON PEDRO

EMPOWER AND REVITALIZE

Special Events Series 2021

Burgers and Brew Week Sponsorship Opportunities & Benefits

For Businesses & Families:

Burgers & Brew Week 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 during video and preferred logo placement on event web page and e-blasts.
- Direct link to company website from event web page and e-blasts.
- Three wall posts and five story posts on social media (Facebook, Instagram, Twitter).

2021 Special Events Series Premier Gold Sponsor.....\$15,000

- Name and logo listing as “Presenting Sponsor” on all 2020 Special Event season promotion materials including signage, press releases, web page, e-blasts, & event program.
- Preferred logo placement on event web page and e-blasts. Direct link to company website from event web page and e-blasts.
- Two wall posts and four story posts on social media (Facebook, Instagram, Twitter).

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.
- Two wall posts and three story posts on social media (Facebook, Instagram, Twitter).

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.
- One wall post and three story posts on social media (Facebook, Instagram, Twitter).

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.
- One shared group wall post with all \$1,000 and under supporters and two story posts on social media (Facebook, Instagram, Twitter).



LA CASA DE DON PEDRO

EMPOWER AND REVITALIZE

Special Events Series 2021

Burgers and Brew Week Sponsorship Opportunities & Benefits

Sunset Supporter.....\$ 500

- Name listing as "Sunset Supporter" on all event promotion materials including signage, press releases, web page, e-blasts, & event program.
- One shared group wall post with all \$1,000 and under supporters and one story post on social media (Facebook, Instagram, Twitter).

Dusk Supporter.....\$ 250

- Name listing as "Dusk Supporter" on all event promotion materials including signage, press releases, web page, e-blasts, and event program.
- One shared group wall post with all \$1,000 and under supporters on social media (Facebook, Instagram, Twitter).

For Food & Drink Establishments:

Food & Drink Sponsor (In-Kind Donation)

- Must make a financial contribution to La Casa: Options negotiable and may include:
 - Prefix "La Casa de Don Pedro" menu item to sell or promote general menu during Burgers & Brew week.
 - Making an in-kind gift certificate contribution.
 - Making a financial contribution based around a determined percentage of sales during Burgers & Brew week.
- Logo listing as "Food & Drink Sponsor" on all event promotion materials including signage, press releases, web page, e-blasts, and advertising.
 - Two group wall posts and three story posts on La Casa's social media pages (Facebook, Instagram, Twitter) leading up to and during Burgers and Brew Week.
- Opportunity to manage Burgers & Brew Week Facebook Group and promote business for two select days.
- Business agrees to promote Burgers & Brew event flyer on social media and at establishment where applicable (Materials will be provided by La Casa de Don Pedro).

Food & Drink Partner (No financial contribution necessary)

- Name listing as "Food & Drink Partner" on all event promotion materials including signage, press releases, web page, e-blasts, and advertising.
- One group wall post and two story posts on La Casa's social media pages (Facebook, Instagram, Twitter) leading up to and during the week.
- Business agrees to promote Burgers & Brew event flyer on social media and at establishment where applicable (Materials will be provided by La Casa de Don Pedro).



LA CASA DE DON PEDRO

EMPOWER AND REVITALIZE

Special Events Series 2021

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 or follow us on social media at @lacasanwk (Facebook, Instagram, Twitter, LinkedIn).

BOARD OF DIRECTORS:

Arcelio Aponte, President
Rita E. Robles, Vice President
Daniel Czerniawski, Treasurer
Antonio Valla, Secretary
Jesus Mercado, Jr., At-Large
Jossue Bonilla
Margaret Cammarieri
Enrique Diloné
Eltia Montano Galarza

Dawn Gammon
Dr. Gayle Griffin
Steven Gomez
Lanny Kurzweil
Zoraya E. Lee-Hamlin
Richard W. Roper
Ivette Rosario
Haydee Santana
Grizel Ubarry, Board Advisor

Raymond Ocasio, Executive Director



LA CASA DE DON PEDRO

EMPOWER AND REVITALIZE

Special Events Series 2021

Sponsorship Response Form

Please check box to indicate Special Events Series Premier Sponsor Support Level:

Premier Sponsorship.....\$15,000

Please check box(s) to indicate La Casa en Su Casa Support Level:

Gold Sponsor.....\$10,000

Silver Sponsor.....\$ 5,000

Bronze Sponsor\$ 2,500

Champion Supporter\$ 1,000

Benefactor Supporter\$ 500

Patron Supporter\$ 250

I would like to make a donation of \$ _____ to support La Casa es Su Casa.

Please check box(s) to indicate Project Backpack Support Level:

Above & Beyond Supporter.....\$ 1,000

Excellence Supporter.....\$ 500

Star Supporter\$ 250

Helping Hand Supporter.....\$ 100

I would like to make a donation of \$ _____ to support Project Backpack.

Please check box(s) to indicate Burgers & Brew Support Level:

Presenting Sponsor.....\$15,000

Premier Gold Sponsor.....\$15,000

Bronze Sponsor\$ 5,000

Friend Sponsor\$ 2,500

Fall Equinox Supporter\$ 1,000

Sunset Supporter\$ 500

Dusk Supporter\$ 250

I would like to make a donation of \$ _____ to support Burgers & Brew.

Contact Information:

Contact Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Email Address: _____

**Prefer to pay by check? Make check payable to La Casa de Don Pedro and mail it along with this contribution form to:
Julia Ochoa, C/O 2021 Special Events, 159 Tappan Ave., Belleville, NJ 07109**

For more information, please contact info@lacasanwk.org or call 973-868-1007. La Casa de Don Pedro is a 501(c)3 nonprofit organization. All contributions are tax deductible to the extent allowed by law.

