



**Dear Business Owner,**

We are excited to announce our *6<sup>th</sup> Annual Gala de Oro (Golden Gala)* **AND our 20<sup>th</sup> anniversary serving Latinos in Central Oregon.** This annual event is a vital component of our strategic fundraising plan aimed at galvanizing our community's support and passion for our mission ...

*to empower our Latino families to thrive by creating opportunities for advancement and building bridges that unite and strengthen our communities.*

The Latino Community Association provides critical services that strengthen families in our community who face multiple barriers to accessing services. Our programs help create equity for all Central Oregon families by increasing access to resources and opportunities that help them **thrive**. With a history of serving Latino families since 2000, we have built a network of community organizations, businesses, and volunteers who support our work in providing innovative solutions to our clients' highest priority needs and aspirations. Our efforts positively impact the lives of over 9,000 people every year.

**On April 4, 2020** we aim to gather two hundred fifty people come together in support of the Latino Community Association's mission. We plan to host a **plated dinner for up to 250 people** from 6-7:30pm. All of our sponsors and dinner guests will enjoy a delicious dinner, a complimentary drink, performances, an auction, and a guest speaker.

This will be followed by a dance party featuring unique Latin American-inspired appetizers, a no-host bar, and a live Latin social band from Portland. The night will also include some special surprises that highlight and celebrate the cultural diversity that the Latino Community Association strives to bring awareness to in our community.

**We'd like to invite you to invest in the success of the Gala de Oro as one of our treasured sponsors** and a vital part of this very important evening. Your participation as a sponsor will ensure that every dollar raised through ticket sales and at the event itself, goes directly to support our life-changing services. With the generous support of contributors like you, we will continue to transform the lives of Central Oregon families.

**Please include us in your 2020 budget!** You can make payment right away or pledge your sponsorship to be paid before the event by March 1<sup>st</sup>, whatever makes the most sense for you and your business. Our sponsors are proudly and publicly acknowledged in our media campaign, web-presence, and at the event as outlined in our sponsorship materials. We are happy to work with you individually to put together a custom sponsorship package as well. The success of this event is a critical fundraising priority and we are committed to making it the best possible experience for our sponsors.

We look forward to the opportunity to collaborate with you on this extremely important event. Please call Cynthia Jurgensen at the Latino Community Association if you have any questions or ideas to share at **(541) 815.2401**.

With great respect and gratitude,

Cynthia L. Jurgensen, Development Manager  
Email: [cynthia@latca.org](mailto:cynthia@latca.org) mobile: 541.815.2401  
[www.GalaDeOro.org](http://www.GalaDeOro.org)





*April 4, 2020*

## **Sponsorship Opportunities**

### **ORO/GOLD Sponsor (\$5,000) exclusive**

❖ You will receive:

- 150-word featured support statement in event program (optional)
- Name mention in a minimum of 25 recorded :15 promotional radio spots per station over the four-week period prior to the Gala
- Social media posts to run in March through the day of the event
  - Gala de Oro Facebook event page/ LCA Facebook page in addition to LIVE Facebook feeds
  - Email blasts
- Public acknowledgement from the stage during the event
- 8 seats in a prime location reserved for you and your guests
- All printed promotional materials (pre—event and day of event)
- Signage at your reserved table

### **PLATA/SILVER Sponsor (\$2,500)**

- Your business name and logo in the event program
- Social media posts to run in March
  - Gala de Oro Facebook event page/ LCA Facebook page
- Public acknowledgement from the stage during the event
- 8 tickets reserved for you and your guests
- Listing on official Gala de Oro webpage, including a link to your business
- Multiple social media postings and email blasts
- Signage at table

### **COBRE/COPPER Sponsor (\$1,000)**

- Your name in the event program as an honored sponsor
- 8 tickets reserved for you and your guests
- Listing on official Gala de Oro webpage, including a link to your business
- Social Media promotion
- Signage at table

### **HIERRO/IRON Sponsor (\$500)**

- 4 tickets reserved for you and a guest
- Listing on official Gala de Oro webpage, including a link to your business
- Social Media promotion

### **In-Kind Sponsor**

- Please call us if you are interested in donating an in-kind product or service.
- Common in-kind sponsorships include print media, radio promotion, sound and stage elements, décor, etc.

**GRACIAS for your support amigos!**

**YES, count us in as a sponsor**



Company/Sponsor Name:

\_\_\_\_\_

\_\_\_\_\_

*Please list as you would like it to read on all published materials.*

Sponsorship Level/Description: \_\_\_\_\_

\_\_\_\_\_

Corresponding Dollar Amount or In-Kind Value: \$ \_\_\_\_\_

- A check for my full sponsorship commitment is enclosed, payable to Latino Community Association
- We would like to make a pledge now and reserve our sponsorship, but please send me an invoice for payment in (month) \_\_\_\_\_, 2020. (before March 1<sup>st</sup>)
- We'd like to be an In-Kind Sponsor of the service described above. Please contact us.
- We are unable to sponsor your event at this time, however, we would like to support the work of the Latino Community Association with the enclosed check. Value: \$ \_\_\_\_\_
- Please contact us! We have other ideas for how we can help make your event a great success.

Please mail your form and/or check to:

Latino Community Association  
2445 NE Division St., Suite 200  
Bend, OR 97703

You may also email your form to [cynthia@latca.org](mailto:cynthia@latca.org)

**Contact Information:**

Name \_\_\_\_\_ Title \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

*My signature indicates authorization to make this commitment on behalf of my company*

**Contact for day-to-day questions, if different from above:**

Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Our event staff will be in contact with you to obtain logos or other information necessary to ensure your sponsorship benefits are distributed in full.

**Thank you for your support of the Latino Community Association!**

(541) 815-2401 // [cynthia@latinocommunityassociation.org](mailto:cynthia@latinocommunityassociation.org) // [www.GalaDeOro.org](http://www.GalaDeOro.org) Tax ID# 93-1260288