



CONGRESO SIXTH ANNUAL GALA LATINA | SATURDAY, MARCH 17, 2012 | HYATT AT THE BELLEVUE | PHILADELPHIA

## INVEST IN CONGRESO'S GALA AND BECOME OUR PARTNER IN CULTIVATING FUTURES

### ABOUT CONGRESO'S ANNUAL GALA LATINA

Congreso's Gala Latina has become one of the premier fundraising events in the City of Philadelphia, receiving widespread media coverage. The Gala brings together 500 of the area's most prominent leaders, partners and supporters of the Latino community to connect, celebrate, and support Congreso's mission to strengthen Latino communities. Each year Congreso's Gala Latina displays the tastes, sights and sounds from a Latin American country.

### THIS YEAR'S SIXTH ANNUAL GALA THEME: *EN MI VIEJO SAN JUAN*

As Congreso approaches its 35<sup>th</sup> Anniversary in 2012, we are taking the opportunity to highlight the sights, sounds and cuisine of Old San Juan, Puerto Rico. Congreso was founded in 1977 by Puerto Rican activists, and today, Puerto Ricans comprise Philadelphia's largest Latino group, and has the highest percentage of Puerto Ricans of any major city in the nation. By supporting our 2012 Gala Latina, you also celebrate our rich history.

### PAST CORPORATE GALA SUPPORTERS

American Airlines, Bank of America, Comcast, Independence Blue Cross, Office Depot, PECO, State Farm, Sunoco, and Wells Fargo are among the many companies who continue their annual support.

### BENEFITS TO SUPPORTING CONGRESO'S GALA LATINA:

- Ensure innovative programming and quality education, employment, health, and social services
- Enhance corporate exposure and partnerships in the region
- Gain broader reach into the Latino market
- Access 500 of the region's most prominent private and public sector leaders

### ABOUT CONGRESO

Congreso is a nationally recognized, community-based, nonprofit organization that has been strengthening Latino communities in Philadelphia for over 30 years through social, economic, education and health services, leadership development, and advocacy.

### HIGHLIGHT OF ACCOMPLISHMENTS:

- More than 15,000 unique individuals served through our programs
- Congreso Headquarters now houses a Federally-Qualified Health Center (FQHC)
- In 2012, Congreso will open the doors to the third building on its North American Street Campus
- Helped 374 clients prevent foreclosure

FOR ALL TICKET SALES

PLEASE VISIT: [www.congreso.net/gala](http://www.congreso.net/gala)

Tickets available **now** for online purchases **only**



CONGRESO SIXTH ANNUAL GALA LATINA | SATURDAY, MARCH 17, 2012 | HYATT AT THE BELLEVUE | PHILADELPHIA

## SPONSORSHIP OPPORTUNITIES AND TICKET PRICING

### CONGRESO'S THIRTY-FIFTH ANNIVERSARY DIAMOND SPONSOR (\$35,000)

- Recognition as a Congreso 35<sup>th</sup> Anniversary Sponsor throughout 2012
- Corporate name/logo on Gala Latina invitation\* & materials and media coverage (i.e. *Gala Latina Sponsored by...*)  
*\*Sponsor must be confirmed by Friday, January 13<sup>th</sup> for this benefit*
- Twenty tickets for dinner and full program\* (2 VIP Tables) & Valet Parking
- Back Cover: Full-page color advertisement in gala program book and virtual display of logo during event program
- Recognition from Congreso Board Chair
- Two minute time slot on stage to Gala guests (optional)
- Photo opportunity with Congreso for listing in various media and Latino media outlets
- Acknowledgement as community partner in Congreso's TV commercials on Spanish-language television
- Congreso 2012 Golf Tournament Foursome

### PLATINUM DINNER SPONSOR (\$25,000)

- Company name on Menu in program book
- Ten tickets for dinner, full program & valet parking
- Full-page color advertisement in gala program and virtual display during gala program
- Logo and link to your business on Congreso's website through March 2012
- Corporate logo listing on Gala event signage
- Photo opportunity with Congreso for listing in Latino media outlets

### SILVER TASTING SPONSOR (\$10,000)

- Ten tickets for dinner, full program & valet parking
- Half page color advertisement in gala program
- Logo listing on Congreso's website
- Corporate name listing on Gala event signage

### BRONZE BAILE DANCE LESSON SPONSOR (\$5,000)

- Four tickets for dinner, full program and valet parking
- Logo listing in gala program
- Logo listing on Congreso's website
- Corporate name listing on Gala event signage during dance lesson

### GOLD GIFT SPONSOR (\$15,000)

- Company name included on every Guest Gift Bag
- Ten tickets for dinner, full program & valet parking
- Full-page color advertisement in gala program and virtual display during gala program
- Logo listing on Congreso's website
- Corporate logo listing on Gala event signage
- Photo opportunity with Congreso for listing in various media outlets

### \*FULL PROGRAM INCLUDES:

- Dance lesson prior to event
- Cocktail hour
- Five course dinner
- Live entertainment
- Open Bar during Gala main event

TABLE PURCHASE.....\$3,500

Includes a Table for 10 tickets with valet parking & full program

PATRON..... \$500

Includes one ticket with valet parking, an additional \$150 donation, priority seating and full program

INDIVIDUAL PURCHASE.....\$350

YOUNG PROFESSIONAL (35 AND UNDER; LIMITED SEATING AVAILABLE).....\$175

Both Individual and Young Professional includes one ticket with valet parking and full program\*

FOR ALL TICKET SALES

PLEASE VISIT: [www.congreso.net/gala](http://www.congreso.net/gala)

Tickets available **now** for online purchases **only**



CONGRESO SIXTH ANNUAL GALA LATINA | SATURDAY, MARCH 17, 2012 | HYATT AT THE BELLEVUE | PHILADELPHIA

## RESPONSE FORM

CONTACT NAME: \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY, STATE, ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

GUEST NAMES:  
(Required) \_\_\_\_\_

---

### SPONSORSHIP PACKAGE SELECTED:

- DIAMOND \$35,000  PLATINUM \$25,000  GOLD \$15,000  SILVER \$10,000  BRONZE \$5,000
- I would like to buy individual tickets in addition to the sponsorship package: \_\_\_\_ number of people @ \$350/ticket
- I would like to buy only the individual tickets: \_\_\_\_ number of people @ \$350/ticket
- I will not attend the Gala Latina but would like to sponsor \_\_\_\_ number of young professional(s) to attend at \$175.00
- I will not attend the Gala Latina but I would like to make the following contribution:
- \* Enclosed is a check in the amount of \$ \_\_\_\_\_

PLEASE RETURN FORM BY FRIDAY, JANUARY 13, 2012  
ATTN: YVETTE NÚÑEZ

**PLEASE MAKE CHECK PAYABLE TO:  
CONGRESO DE LATINOS UNIDOS  
216 WEST SOMERSET STREET  
5TH FLOOR  
PHILADELPHIA, PA 19133**

FOR ALL TICKET SALES  
PLEASE VISIT: [www.congreso.net/gala](http://www.congreso.net/gala)  
Tickets available **now** for online purchases **only**



CONGRESO SIXTH ANNUAL GALA LATINA | SATURDAY, MARCH 17, 2012 | HYATT AT THE BELLEVUE | PHILADELPHIA

## AD AND LOGO SUBMISSION GUIDELINES

### AD SPECIFICATIONS:

Half Page: 4.75W x 3.75H  
Full Page: 4.75W x 7.5H  
High resolution PDF or .tiff files only  
No bleeds  
Color choices must be in CMYK format  
No images below a resolution of 300 dpi will be accepted

### LOGO SPECIFICATIONS:

.eps files are highly preferred for print representation and .png highly preferred for digital representation  
.tiff and .jpeg files accepted ONLY at a resolution of 300 dpi or higher  
Transparent backgrounds preferred

### PROCEDURE FOR SUBMITTING ADS AND LOGOS:

Ads and logos must be submitted to:  
[gala@congreso.net](mailto:gala@congreso.net)  
Subject line: "(Your company name): (sponsor level): ad (or logo) attached"

## PLEASE SUBMIT MATERIALS BY FRIDAY, JANUARY 13, 2012

QUESTIONS ABOUT SPECIFICATIONS AND/OR AD CREATION CAN BE DIRECTED TO:

[gala@congreso.net](mailto:gala@congreso.net)

FOR ALL TICKET SALES  
PLEASE VISIT: [www.congreso.net/gala](http://www.congreso.net/gala)  
Tickets available **now** for online purchases **only**



CONGRESO SIXTH ANNUAL GALA LATINA | SATURDAY, MARCH 17, 2012 | HYATT AT THE BELLEVUE | PHILADELPHIA

---

### GALA PROGRAM SCHEDULE:

**6:30 PM**

Dance Lesson

**7:00 PM**

Cocktail Reception

**8:00 PM**

Dinner and Entertainment

**9:00 PM**

Dancing

FOR ALL TICKET SALES

PLEASE VISIT: [www.congreso.net/gala](http://www.congreso.net/gala)

Tickets available **now** for online purchases **only**