



2025 Congreso Gala Latina Sponsorship Package

18th Annual Congreso Gala Latina

Saturday, March 22, 2025 at 6pm
The Bellevue Hotel

It is our honor to welcome you to celebrate Congreso's 48 years of serving Philadelphia's Latino community and to experience the sights, sounds and culture of Nicaragua at our 18th Annual Gala Latina!

We cordially invite you to join us on Saturday March 22, 2025 at the historic **Bellevue Hotel in Philadelphia** for an evening filled with impactful stories, entertainment, and networking all while supporting Congreso's mission to enable economic self-sufficiency and well-being. For over 47 years, Congreso has been a beacon of light in the Eastern North Philadelphia area dedicated to empowering individuals and families to overcome economic, social and health challenges and step into thriving futures.

Take advantage of this opportunity to join Congreso and over 300 individuals from across Greater Philadelphia's corporate, private, government, community, and public sectors for this black-tie event to build and strengthen relationships and enjoy an evening together in support of the over 13,000 community members served by Congreso.

This premier event will be marketed using various communication channels to meet our audiences. Congreso's goal is to not only attract people to our Gala Latina, but to engage people in our mission so they become well-connected, lifelong supporters of our community. We will accomplish this through the strategic public relations, digital and traditional marketing efforts outlined below:

- We will publish a press release and media advisory to local media outlets, including a psa on local radio.
- We will utilize our social media channels to engage our over 10,000 followers (Instagram, Facebook, X, and LinkedIn) with dynamic posts and video content, as well as deploy social media advertisements to expand reach. In 2024, our following grew by over 1,400 individuals and reached over 375,000.
- We will leverage our email marketing platform to create drip campaigns and automated follow ups to consistently engage with our 3,000+ contacts.
- We will create a customized event website to promote all sponsorships and event information.
- The Gala Latina will be featured on the home page of www.congreso.net for 3 months prior to the event which had over 100,000 views by over 60,000 visitors in 2024.
- We will be offering exclusive opportunities to have companies included in the program agenda, branded print and digital signage, branded step & repeat, branded activations, and a printed program book.



SPONSORSHIP LEVELS

Please reach out to Julia Rivera, Chief External Affairs Officer, for exclusive sponsorship packages – riveraju@congreso.net.

Platinum Sponsor (\$25,000)

- Full Gala Latina program for 20 guests with premium floor seating
- Free valet parking for all guests
- Name/Company logo recognition as platinum sponsor in event marketing materials, program book, event signage and virtual displays
- Full-page color advertisement in inside cover of gala program book
- Two stand-alone recognitions as platinum sponsor on Congreso's social media outlets
- Logo and link to your business on Congreso's website for 12 months
- Photo opportunity with Congreso leadership for listing in various media outlets
- Recognition as platinum sponsor in event press release and media advisories
- Recognition in Congreso's FY24 Annual report

Gold Sponsor (\$15,000)

- Full Gala Latina program for 10 guests with premium floor seating
- Free valet parking for all guests
- Name/ Company logo recognition in event marketing materials, program book, event signage and virtual displays
- Full-page color advertisement in gala program book
- One stand-alone recognition as gold sponsor on Congreso's social media outlets
- Logo and link to your business on Congreso's website for 12 months
- Recognition as gold sponsor in event press release and media advisories
- Recognition in Congreso's FY24 Annual report

Cocktail Hour Sponsor (\$12,000) – Exclusive Sponsorship

- Exclusive recognition as cocktail hour sponsor
- Prominent display of company name/logo at all bar locations throughout the cocktail hour
- Full Gala Latina program for 10 guests
- Half-page color advertisement in gala program book
- Recognition as cocktail hour sponsor in event press release and media advisories
- Recognition in Congreso's FY24 Annual report



Dessert Hour Sponsor (\$12,000) – Exclusive Sponsorship

- Exclusive recognition as dessert hour sponsor
- Prominent signage of logo and branding at all dessert stations throughout the dessert hour
- Full Gala Latina program for 10 guests
- Half-page color advertisement in gala program book
- Recognition as dessert hour sponsor in event press release and media advisories
- Recognition in Congreso's FY24 Annual report

Silver Sponsor (\$10,000)

- Full Gala Latina program for 10 guests with premium floor seating
- Free self-parking for all guests
- Name/ Company logo recognition in event marketing materials, program book, event signage and virtual displays
- Full-page color advertisement in gala program book
- One Congreso social media post recognizing company as silver sponsor
- Logo and link to your business on Congreso's website for 12 months
- Recognition as silver sponsor in event press release and media advisories
- Recognition in Congreso's 2025 Annual report

Bronze Sponsor (\$5,500)

- Full Gala Latina program for 10 guests
- Free self-parking for all guests
- Half-page color advertisement in gala program book
- Name/ Company logo recognition in event marketing materials, program book, event signage and virtual displays
- Recognition in Congreso's 2025 Annual report

Media Sponsorships Available: *Please reach out to Julia Rivera, Chief External Affairs Officer, at riveraju@congreso.net or 267-475-8460 to discuss media sponsorship packages and opportunities.*



TABLE & TICKET INFORMATION

TABLE PURCHASE (\$4,000)

Includes full Gala Latina program for 10 guests

PATRON TICKET (\$500)

Includes parking, preferred seating and full program for (1) individual

INDIVIDUAL TICKET (\$400)

Includes full program for (1) individual

YOUNG PROFESSIONAL TICKET (\$250)

Requires valid photo ID confirming age 35 and under
Includes full program for (1) individual

**Full Gala Latina program includes cocktail reception, silent auction, open bar, three-course dinner, entertainment.*

ADVERTISING OPPORTUNITIES

FULL PAGE AD (\$1,000)

4.75 W x. 7.5 H

High resolution PDF, JPG, or TIFF files only

No bleeds

Color choices must be in CMYK format

No images below a resolution of 300 dpi will be accepted

HALF PAGE AD (\$500)

Half Page: 4.75 W x 3.75 H

High resolution PDF, JPG, or TIFF files only

No bleeds

Color choices must be in CMYK format

No images below a resolution of 300 dpi will be accepted



All logos and ads must be submitted by Friday, February 28, 2025 to Marketing & Social Media Manager Andy Moran at morana@congreso.net.

REPLY FORM

Submit form and payment, made payable to:

Congreso de Latinos Unidos, please reference "Gala Latina 2025"

216 W. Somerset St.
Philadelphia, PA 19133 -3534

For online payment options, please reach out to Fundraising & Special Events Manager Erica Avery – averye@congreso.net.

Contact Name: _____

Company Name: _____

Address: _____

Phone: _____

Email: _____

Sponsorship Level (please circle one):

Platinum (\$25,000) Cocktail Hour (\$12,000) Dessert Hour (\$12,000)
Gold (\$15,000) Silver (\$10,000) Bronze (\$5,500) Media Sponsorship

Tables & Ticket (s):

Table (s) # _____ (\$4,000) Individual Ticket (s) # _____ (\$400)

Young Professional Ticket (s) # _____ (\$250)

Ad Purchase:

Full Page Ad _____ (\$1,000) Half Page Ad _____ (\$500)

Please contact Congreso's Chief External Affairs Officer, Julia Rivera, at riveraju@congreso.net | 267-475-8460 for assistance with sponsorships.

