



2019 Event Sponsorship Guidelines



Who We Are

Familias Unidas exists to improve wellness and self-sufficiency in Latino and other communities. We accomplish this by delivering quality mental health counseling, service advocacy, and information/referral services.

Investing in the Individual

Our programs use the “Health Model” to provide preventive health education and outreach, psychosocial case management support and psychotherapy. We strive to integrate individual, family and community to our treatment plans to increase the well-being, empowerment, and self-sufficiency of our clients.

Our service approach is based on the premise of “La Cultura Cura” (recognition and validation of the inherent ability and power of individual’s cultural values to sustain and heal). This approach includes the operating principles of “Conocimiento” (knowledge of the persons served) including the cultural diversity of Latinos, “Confianza” (building trust) with Latinos at risk, and “Unidad” (the unification of families and communities) that will enhance the movement towards needed change and “Poder” or empowerment.

Why Sponsor Our Event?

Our programs really help people! This is Ricardo's story.

Ricardo, an 8-year boy who suffers from schizophrenia. He was failing in school and was often in trouble for his behavior and was at-risk of being expelled. Both his parents are low-income workers and are seldom home. His older sibling took care of him after-school including his two younger sisters. After entering our program, Ricardo and his family are receiving the support they need to be successful. The children are enrolled in after-school programs, the family is receiving food assistance that allows his parents to work less and spend more time at home, and Ricardo is receiving counseling and medication support to help him with his illness.

These are the stories that happen every day at Familias Unidas. With your help, we can do more.

- **JOIN THE MOVEMENT** to change lives and make a real impact for children & families.
- **GIVE BACK** to your community by helping those who need it most.
- **INCREASE** your brand exposure and elevate your corporate identity within the community.
- **STRENGTHEN** your company’s reputation as a good corporate citizen to your customers, employees and local residents.

Event Sponsorship Opportunities

LEVEL	AMOUNT
HERO	\$50,000
CHAMPION	\$30,000
ADVOCATE	\$20,000
STAR	\$10,000
SUPPORTER	\$5000
FRIEND	\$2500

HERO SPONSOR - \$50,000

Recognition as a **HERO SPONSOR** promoted throughout the event

Name and Logo Recognition as Follows:

- Logo with direct link to company's website featured on Community Event Page⁺
- Recognition on all event-related promotional collateral including invitations, flyers and email
- Posters displayed at company and community-related locations

On/Off Site Exposure:

- Opportunity to have two Sponsor banners displayed at the event^{*}
- Recognition as a Sponsor on event "Thank You" signage
- On-stage recognition as Sponsor during event via two PA announcements
- Opportunity for large check presentation^{*}
- Certificate of Sponsorship Acknowledgment

CHAMPION SPONSOR - \$30,000

Recognition as a **CHAMPION SPONSOR** promoted throughout the event

Name and Logo Recognition as Follows:

- Logo with direct link to company's website featured on Community Event Page⁺
- Posters displayed at company and community-related locations

On/Off Site Exposure:

- Opportunity to have one Sponsor banner displayed at the event^{*}
- Recognition as a Sponsor on event "Thank You" signage
- On-stage recognition as Sponsor during event via one PA announcement Certificate of Sponsorship Acknowledgment

ADVOCATE SPONSOR - \$20,000

Recognition as an **ADVOCATE SPONSOR** promoted throughout the event

Name and Logo Recognition as Follows:

- Company logo and name featured on Community Event Page⁺
- Posters displayed at company and community-related locations

On/Off Site Exposure:

- Recognition as Sponsor on event “Thank You” signage
- On-stage recognition as Sponsor during event via one PA announcement Certificate of Sponsorship Acknowledgment

STAR SPONSOR - \$10,000

Recognition as a **STAR SPONSOR** promoted throughout the event

Name and Logo Recognition as Follows:

- Company logo and name featured on Community Event Page⁺

On/Off Site Exposure:

- Recognition as Sponsor on event “Thank You” signage
- Certificate of Sponsorship Acknowledgment

SUPPORTER SPONSOR - \$5,000

Recognition as a **SUPPORTER SPONSOR** promoted throughout the event

Name and Logo Recognition as Follows:

- Company logo and name featured on Community Event Page⁺

On/Off Site Exposure:

- Recognition as Sponsor on event “Thank You” signage
- Certificate of Sponsorship Acknowledgment

FRIEND SPONSOR - \$2500

Recognition as a **FRIEND SPONSOR** promoted throughout the event

Name and Logo Recognition as Follows:

- Company name displayed on Community Event Page⁺

Recognition and benefits outlined above is at the discretion of the local Volunteer Event Organizer to implement to the extent of their local resources and capabilities.

(+) Logo recognition on the website is not delineated by sponsor level.

() These benefits will be delivered to the sponsor at their own expense.*

Please contact me for Event Sponsorship:

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