



2024 EVENT SPONSORSHIPS



Guadalupe
Centers



Guadalupe
Centers

20
24

Event Sponsorships

We are excited to share our 2024 sponsorship packet with you. This year's special events include:

- Cinco de Mayo Fiesta
- Bob Soltero Golf Tournament
- Blanco y Negro
- Dia de los Muertos (Day of the Dead) Celebration

These events help raise funds and build awareness about Guadalupe Centers' mission to improve the lives of Latinos in the Kansas City region.

Guadalupe Centers was established in 1919 and was one of the first social service organizations for Latinos and, today, remains dedicated to providing a full range of services to over 20,000 individuals each year. Guadalupe Centers, Inc. (GCI) supports individuals and families in the areas of health & social services, workforce development, education and youth development. Additionally, GCI operates a full pre-k-12 charter school system of the same name.

GCI's Impact in 2023:

- Through a grant from Google Fiber, GCI's Workforce Development and Adult Education program established a mobile computer lab with 25 state-of-the-art Chromebooks and all essential supplies.
- The Guadalupe Centers Charter Schools has grown to become one of the best-established charter school systems in the city, serving over 1600 students from Pre-Kindergarten through 12th grade with an additional 500 on the waiting list.

Please consider helping these families by becoming an event sponsor this year. The work that we do together will make an even bigger impact on the communities we live in for the years to come. For information or questions, please contact:

Ms. Alyx Bartrom
Vice President of Development & Marketing
abartrom@guadalupecenters.org
T. 816-589-1983
www.guadalupecenters.org

PREMIER ANNUAL SPONSORSHIPS

20 24

Premier sponsorship is a commitment to sponsoring Guadalupe Centers at the Presenting, Platinum, Gold or Silver levels on an annual basis. Those who choose to become Premier Sponsors will enjoy the benefits of Special Investor Recognition in addition to all of the benefits of the individual event sponsorships.



ANNUAL SPONSORSHIP	PREMIER PRESENTING Sponsor (\$50,000)	PREMIER PLATINUM Sponsor (\$35,000)	PREMIER GOLD Sponsor (\$25,000)	PREMIER SILVER Sponsor (\$15,000)	Additional Information
	Includes Presenting Sponsorship Benefits for: Cinco (\$25,000) Golf (\$10,000) Blanco (\$25,000) Day of the Dead (\$10,000) VALUE: \$70,000	Includes Platinum Sponsorship Benefits for: Cinco (\$15,000) Golf (\$5,000) Blanco (\$15,000) Day of the Dead (8,000) VALUE: \$43,000	Includes Gold Sponsorship Benefits for: Cinco (\$10,000) Golf (\$5,000) Blanco (\$10,000) Day of the Dead (5,000) VALUE: \$30,000	Includes Silver Sponsorship Benefits for: Cinco (\$5,000) Golf (\$5,000) Blanco (\$7,500) Day of the Dead (3,000) VALUE: \$20,500	
Opportunity to speak at ALL events. Exclusive to Premier Presenting Sponsor.	•				
Verbal recognition during event program	•	•			
Have our catering department cater a meeting for up to 20 people at either Guadalupe Centers or a location of your choice! Exclusive to Premier Presenting & Platinum Sponsor.	•	•			Location must be within the Greater Kansas City Metropolitan Area. Date and menu to be mutually agreed upon. Maximum value \$400.
Corporate Logo on organization's E-Newsletter for one year (through 3/31/2025). Exclusive to All Premier Presenting Sponsors.	•	•	•	•	
Corporate logo featured on organizations website for one year (through 3/31/2025) Exclusive to All Premier Presenting Sponsors.	•	•	•	•	
Recognition in all event webpages and social media.	•	•	•	•	

Please see Individual Event Sponsorships for additional information regarding those benefits.

CINCO DE MAYO FIESTA

MAY 3 - 5, 2024



Our Cinco de Mayo Fiesta is the oldest celebration of its kind in the region. This cultural event is filled with attractions for all ages, great authentic food, live entertainment, local vendors, artists, a petting zoo, carnival rides, face painters, contests, raffles and more!



	PREMIER Sponsor (\$25,000)	PLATINUM Sponsor (\$15,000)	GOLD Sponsor (\$10,000)	SILVER Sponsor (\$5,000)	BRONZE Sponsor (\$2,500)
Verbal recognition during live event	•				
Sponsor "Shout-Out" on Social Media video	•	•			
Logo on event billboard(s)	•	•			
Company logo on Save-The-Date (print & digital)	•	•	•		
Logo on event swag	•	•	•		
Option to include one-time ad in our community e-newsletter	•	•	•	•	
Booth space	•	•	•	•	
Banner displayed at event <i>Provided by sponsor</i>	•	•	•	•	•
Company logo on print advertisement and publications	•	•	•	•	•
Sponsor recognition on Guadalupe Centers website	Logo	Logo	Logo	Name	Name
Logo featured on event Facebook Page	•	•	•	•	•
Recognition in post-event e-mail	Logo (Premier Placement)	Logo	Logo	Name	Name

ATTENDEES: Between 10,000 and 18,000

LOCATION: Guadalupe Centers - Historic Westside KCMO

HIGHLIGHTS: Family Friendly Event, Cultural Experience

SOCIAL MEDIA REACH: Facebook 57,767 Instagram 2,464 Website 10,208

GOLF TOURNAMENT

JUNE 17, 2024



The Guadalupe Centers Golf Tournament was first established in 2004 to raise funds for scholarships. As both Guadalupe Centers and our golf tournament continue to grow, we have decided to direct the funds from this year's tournament towards the organization's core mission-based programs and services while still continuing to provide scholarships to students.



	PRESELECTION Sponsor (\$10,000)	BREAKFAST Sponsor (\$5,000)	LUNCHEON Sponsor (\$5,000)	BEVERAGE Sponsor (\$5,000)	HOLE Sponsor (\$2,500)
Logo on event brochure cover	•				
Corporate banner displayed	•	•	•		
Logo on player score cards	•				
Hole signage	•				•
Signage on all beverage carts	•			•	
Logo on event webpage and Facebook event page	•	•	•	•	
Recognition in event program	•	•	•	•	•
Prizes package	•	•	•	•	•
Players	8	4	4	4	4
Player packet	•	•	•	•	•
Premium Swag	•	•	•	•	•
Recognition in post-event e-mail	Logo (Premier Placement)	Logo	Logo	Logo	Name

ATTENDEES: Between 140 - 200

LOCATION: Shoal Creek Golf Course

HIGHLIGHTS: Great Networking Event, Unique Player Experiences

SOCIAL MEDIA REACH: Facebook 17,007 Instagram 2,127 Website 4,378

BLANCO Y NEGRO

OCTOBER 5, 2024

Blanco y Negro is traditionally held during Hispanic Heritage Month and is the premier fundraising event for Guadalupe Centers.



EVENT NIGHT BENEFITS	PRESENTING Sponsor (\$25,000)	PLATINUM Sponsor (\$15,000)	GOLD Sponsor (\$10,000)	SILVER Sponsor (\$7,500)	BRONZE Sponsor (\$5,000)	COLOR Sponsor (\$3,000)
Event tickets	20	10	10	10	10	10
Premium parking	•	•				
Access to patron's party	•	•	•			
BRAND RECOGNITION AT EVENT						
Opportunity to show company video at event (1:00 minute max)	•					
Opportunity to speak at event	•	•				
Company signage at event	•	•	•			
Sponsor recognition on event slideshow	Advertisement	Advertisement	Group Logo	Group Logo	Group Logo	
Verbal recognition during program	•	•	•	•		
Ad in event program	Full Page	Full Page	Half Page	Quarter Page	Quarter Page	Group Name
Recognition in event program (by sponsorship level)	•	•	•	•	•	•
COMPANY PROMOTION PRE/POST EVENT						
Recognition in pre-event communication to guests	Logo (Premier Placement)					
Company logo on event Save-The-Date	•					
Option to include one time ad or video in our community e-newsletter	Ad or Video	Advertisement				
Company recognition by sponsorship in event e-newsletter	Logo (Premier Placement)	Logo	Logo	Logo	Name	Name
Company logo on print advertisement and publications	•	•	•	•		
"Sponsor shout-out" in social media video	•	•	•			
Company recognition on Guadalupe Centers webpage	•	•	•	•	•	
Company logo on event website (BetterUnite)	•	•	•	•	•	
Company logo on event Facebook Page	•	•	•	•	•	•
Recognition on all our social media platforms (Facebook, Twitter, Instagram & LinkedIn)	1 Dedicated Post	1 Dedicated Post	1 Dedicated Post	1 Group Post	1 Group Post	1 Group Post
Recognition in post-event e-mail	Logo (Premier Placement)	Logo	Logo	Logo	Name	Name

ATTENDEES: Between 500 - 700

LOCATION: Guadalupe Centers - Historic Westside KCMO

HIGHLIGHTS: Cultural immersion, Great Networking & Social Engagement

SOCIAL MEDIA REACH: Facebook 12,284 Instagram 2,115 Website 5,272

DAY OF THE DEAD CELEBRATION

NOVEMBER 1, 2024



Guadalupe Centers' Dia de los Muertos Celebration is the original Day of the Dead event in KCMO! This event originated as a way of sharing the traditions and cultural significance of the Mexican holiday Dia de los Muertos. This celebration allows us to share the history of this colorful holiday while allowing guests to experience a traditional altar (which remembers loved ones that have passed on), kids activities, live entertainment, ceremonial dancers, face painting, vendors, food trucks and much more!

	PRESENTING Sponsor (\$10,000)	PLATINUM Sponsor (\$8,000)	GOLD Sponsor (\$5,000)	SILVER Sponsor (\$3,000)	BRONZE Sponsor (\$1,500)
Verbal recognition during live event	•				
Sponsor recognition on all social media pages	•				
Option to include one-time ad in our event e-newsletter	•	•			
Company logo on Save-The-Date (print & digital)	•	•			
Logo on event swag	•	•			
Booth space	•	•	•		
Company logo on print advertisement and publications	•	•	•	•	
Banner displayed at event <i>Provided by sponsor</i>	•	•	•	•	•
Company recognition on Guadalupe Centers website	Logo	Logo	Logo	Name	Name
Logo featured on Event Facebook Page	•	•	•	•	•
Recognition in post-event e-mail	Logo (Premier Placement)	Logo	Logo	Name	Name

ATTENDEES: Between 1,500 - 2,000

LOCATION: Guadalupe Centers - Historic Westside KCMO

HIGHLIGHTS: Family Friendly Event, Cultural Experience

SOCIAL MEDIA REACH: Facebook 18,129 Instagram 2,121 Website 11,940

SPONSORSHIP COMMITMENT FORM

Please select how you would like to sponsor our organization from the following options:

Premiere Annual Sponsorships:

- ☒ Premier Presenting Sponsor ~~\$50,000 (\$70,000 Value) SOLD~~
- ☐ Premier Platinum Sponsor \$35,000 (\$43,000 Value)
- ☐ Premier Gold Sponsor \$25,000 (\$30,000 Value)
- ☐ Premier Silver Sponsor \$15,000 (\$20,500 Value)



INDIVIDUAL EVENT SPONSORSHIPS

CINCO DE MAYO FIESTA	<input checked="" type="checkbox"/> Presenting Sponsor (\$25,000)	<input type="checkbox"/> Platinum Sponsor (\$15,000)	<input type="checkbox"/> Gold Sponsor (\$10,000)
	<input type="checkbox"/> Silver Sponsor (\$5,000)	<input type="checkbox"/> Bronze Sponsor (\$2,500)	
BOB SOLTERO GOLF TOURNEY	<input checked="" type="checkbox"/> Presenting Sponsor (\$10,000)	<input type="checkbox"/> Breakfast Sponsor (\$5,000)	<input type="checkbox"/> Luncheon Sponsor (\$5,000)
	<input type="checkbox"/> Beverage Sponsor (\$5,000)	<input type="checkbox"/> Hole Sponsor (\$2,500)	
BLANCO Y NEGRO	<input checked="" type="checkbox"/> Presenting Sponsor (\$25,000)	<input type="checkbox"/> Platinum Sponsor (\$15,000)	<input type="checkbox"/> Gold Sponsor (\$10,000)
	<input type="checkbox"/> Silver Sponsor (\$7,500)	<input type="checkbox"/> Bronze Sponsor (\$5,000)	<input type="checkbox"/> Table Sponsor (\$3,000)
DAY OF THE DEAD CELEBRATION	<input checked="" type="checkbox"/> Presenting Sponsor (\$25,000)	<input type="checkbox"/> Platinum Sponsor (\$8,000)	<input type="checkbox"/> Gold Sponsor (\$5,000)
	<input type="checkbox"/> Silver Sponsor (\$3,000)	<input type="checkbox"/> Bronze Sponsor (\$1,500)	

TOTAL COMMITMENT AMOUNT \$ _____

☐ In lieu of sponsoring events, we would like to make a donation of \$ _____

Company Name: _____ Contact Name: _____

Mailing Address: _____ City: _____ State: _____ Zip Code: _____

Phone Number: (_____) _____ Fax Number: (_____) _____

E-Mail Address: _____

Payment Options: ☐ Invoice Me ☐ Payment Enclosed (please make checks payable to Guadalupe Centers)

☐ Credit Card (please fill out info below)

Card Number: _____ Exp: ____/____/____ 3-4 digit code: _____

Signature: _____ Date: ____/____/____

Please return form and payment to: **Ms. Alyx Bartrom 1015 Avenida Cesar E. Chavez KCMO 64108**

Questions: **816-589-1983 or abartrom@guadalupecenters.org**