



Guadalupe
Centers

2025 SPECIAL EVENTS Sponsorship Packet

WELCOME

Dear Valued Partner,

As we step into 2025, we invite you to partner with Guadalupe Centers by sponsoring our signature events:

- Cinco de Mayo Fiesta
- Bob Soltero Golf Tournament
- Blanco y Negro Gala
- Día de los Muertos Celebration

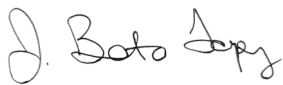
For over 100 years, Guadalupe Centers has been a trusted leader in empowering individuals and families through education, workforce development, health and social services, and youth programs. In 2024 alone, we prepared 152 children for kindergarten, trained 300 adults with career skills, provided housing stability for families in need, and served over 451,000 meals. Your support makes these life-changing programs possible.

By sponsoring our events, you will join a legacy of impact, connect your brand to one of Kansas City's most respected organizations, and help transform lives in our community. Together, we can celebrate culture, build opportunities, and create a stronger future for all.

We invite you to review the enclosed sponsorship package and join us as a 2025 event sponsor. Thank you for considering this meaningful opportunity to partner with Guadalupe Centers and make a lasting difference.

Warm regards,

Beto Lopez



Chief Executive Officer
Guadalupe Centers



To reserve sponsorship, please contact:

Brooke Brown
Vice President, Philanthropy
bbrown@guadalupecenters.org
T. 816-541-1464

Gladys Esmeralda Jagers
Director of Special Events
gjagers@guadalupecenters.org
T. 816-949-9013

CINCO DE MAYO FIESTA

MAY 2 & 3, 2025

Guadalupe Centers Admin Center
1015 Avenida Cesar E. Chavez, KCMO 64108



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!

| | BANDERA Sponsor (\$40,000) 1 of 3 Non-Competing Industries | MARIACHI Sponsor (\$25,000) | ZARAPE Sponsor (\$15,000) | FOLKLORE Sponsor (\$10,000) | AGUILA Sponsor (\$5,000) | PAPEL PICADO Sponsor (\$2,500) |
|---|--|--|--|--|---|---|
| BRAND RECOGNITION AT EVENT | | | | | | |
| Verbal recognition during live event | • | • | | | | |
| Banner displayed at event <i>Provided by sponsor</i> | • | • | | | | |
| Booth space | • | • | • | • | • | • |
| Logo on event swag* | • | • | • | | | |
| Logo included on sponsor event signage | • | • | • | • | • | • |
| COMPANY PROMOTION PRE/POST EVENT | | | | | | |
| Company logo on Save-The-Date | • | | | | | |
| Sponsor "Shout-Out" on Social Media video | • | • | | | | |
| Logo on event billboard* | • | | | | | |
| Option to include one-time ad in our community e-newsletter (6in x 4in JPG) | • | • | | | | |
| Company logo on print advertisement and publications | • | • | • | • | | |
| Sponsor recognition on Guadalupe Centers website | Logo | Logo | Logo | Name | Name | Name |
| Logo featured on event Facebook Page | • | • | • | • | • | |
| Recognition in post-event e-mail | Logo | Logo | Logo | Name | Name | Name |

*Secured by 3/1/2025

ATTENDEES: Between 10,000 and 18,000

HIGHLIGHTS: Family Friendly Event, Cultural Experience

SOCIAL MEDIA REACH: Facebook 47.8K Instagram 2.4K

ACTIVATION SPONSORS CINCO DE MAYO FIESTA

*Benefits aligned with sponsorship package levels

Music Stage Sponsor: \$40,000

- **Brand Dominance:** Naming rights for the music stage with prominent branding in all signage and performances.
- **On-Stage Branding:** Custom banners, digital displays, and branded backdrops.
- **Live Mentions:** Your brand is verbally acknowledged during every performance.



Tequila & Beer Garden: \$25,000

- **High Traffic Exposure:** Branding in a vibrant, social space with logo placement on banners, cups, and napkins.
- **Engagement Opportunities:** Provide samples, branded swag, and interact with attendees.

Kids Zone: \$15,000

- **Exclusive Naming Rights:** “Kids Zone Presented by [Your Brand].”
- **Interactive Space:** On-site branded booth for promotions, giveaways, or activities.
- **Logo Placement:** Prominent signage in a family-friendly area.



Petting Zoo: \$10,000

- **Interactive Branding:** Logo featured around the zoo, with opportunities for branded photo ops and activities.
- **On-Site Presence:** Set up a branded activation booth adjacent to the zoo.

Mercado Lounge Sponsor: \$10,000

- **Market Visibility:** Logo on signage in a high-traffic shopping area.



Photo Booth Sponsor: \$5,000

- **Engaging Experience:** Branding in a fun photo booth with personalized prints and props, creating lasting impressions.

Each tier offers unique engagement and visibility opportunities, tailored to reach specific event audiences.

GOLF TOURNAMENT

JULY 14, 2025

Staley Farms Golf Club
10310 N. Olive Ave., KCMO 64155



The Guadalupe Centers Bob Soltero 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.

| | ACE Sponsor (\$15,000) 1 of 3 Non-Competing Industries | EAGLE Sponsor (\$10,000) | BIRDIE Sponsor (\$7,500) | CADDIE Sponsor (\$5,000) | HAPPY GILMORE Hole Sponsor (3,000) |
|---|--|---------------------------------|---------------------------------|---------------------------------|---|
| BRAND RECOGNITION AT EVENT | | | | | |
| Opportunity to speak at event | • | | | | |
| Verbal recognition at awards ceremony | • | | | | |
| Logo included on sponsor signage | • | • | • | • | • |
| Corporate banner displayed | • | • | • | | |
| Logo on player score cards | • | | | | |
| Hole signage premium location | • | | | | • |
| Recognition in event program | Logo | Logo | Logo | Logo | Name |
| Logo on slideshow | • | • | • | | |
| EVENT DAY BENEFITS | | | | | |
| Players | 8 | 4 | 4 | 4 | 4 |
| Premium Swag | • | • | • | • | • |
| COMPANY PROMOTION PRE/POST EVENT | | | | | |
| Logo on Save-The-Date* | • | | | | |
| Logo on event webpage and Facebook event page | Logo | Logo | Logo | Logo | Name |
| Recognition in post-event e-mail | Logo | Logo | Logo | Logo | Name |

*Secured by 3/1/2025

ATTENDEES: Between 140 - 200

HIGHLIGHTS: Great Networking Event, Unique Player Experiences

SOCIAL MEDIA REACH: Facebook 20.9K Instagram 4K

**4 AMIGOS TEAM PACKAGE
GOLF ONLY (LIMITED): \$1,500**

ACTIVATION SPONSORS BOB SOLTERO GOLF TOURNAMENT

*Benefits aligned with sponsorship package levels

VIP Swag Sponsor: \$15,000

- **Exclusive Swag Bags:** High-quality, reusable bags with your logo, filled with curated premium items.
- **Recognition:** Acknowledgment as the exclusive VIP Swag Sponsor in the program, signage, and reception.
- **Brand Visibility:** Custom branding on all swag items. (additional fee for premium custom items)



Awards Lunch Sponsor: \$10,000

- **Branding During Lunch:** Prominent logo placement at lunch stations and dining areas.
- **Event Recognition:** Acknowledgment as the sponsor in the event program.

Hole-in-One Sponsor: \$10,000

- **High Visibility:** Branding at the designated hole with signage, flags, and tee boxes.
- **Prize Sponsor:** Option to provide the prize for a hole-in-one (e.g., car, vacation).
- **Recognition:** Acknowledgment during the awards ceremony and in the program.

Beverage Cart Sponsor: \$7,500

- **Cart Branding:** Logo featured on beverage carts circulating throughout the tournament.
- **Branded Drinkware:** Custom logos on cups, napkins, and sleeves.
- **Continuous Visibility:** Sponsorship acknowledged in the program.



Breakfast or Snack Sponsor: \$5,000

- **Breakfast Branding:** Logo displayed at breakfast stations and on donated branded items.
- **Event Program Recognition:** Listed as the Breakfast or Snack Sponsor in the program.

Chipping Contest Sponsor: \$5,000

- **Contest Branding:** Exclusive logo placement at the contest area.
- **Prize Opportunity:** Sponsor the prize for the contest winner.
- **Acknowledgment:** Recognition in the event program.

Putting Contest Sponsor: \$5,000

- **Green Branding:** Prominent visibility on the putting green and surrounding areas.
- **Contest Prize:** Opportunity to provide the prize for the winner.
- **Program Recognition:** Featured as the Putting Contest Sponsor.



Each tier offers unique engagement and visibility opportunities, tailored to reach specific event audiences.

BLANCO Y NEGRO

SEPTEMBER 27, 2025

Guadalupe Centers Admin Center
1015 Avenida Cesar E. Chavez, KCMO 64108

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



| | DIAMOND PRESENTING Sponsor (\$30,000) <small>1 of 3 Non Competing Industries</small> | PLATINUM Sponsor (\$20,000) | GOLD Sponsor (\$15,000) | SILVER Sponsor (\$10,000) | BRONZE Sponsor (\$7,500) | RUBY Sponsor (\$5,000) |
|--|--|------------------------------------|--------------------------------|----------------------------------|---------------------------------|-------------------------------|
| EVENT NIGHT BENEFITS | | | | | | |
| Event tickets | 20 | 16 | 10 | 10 | 8 | 8 |
| Premium parking | • | • | | | | |
| Reserved seating | • | • | • | • | • | • |
| BRAND RECOGNITION AT EVENT | | | | | | |
| Opportunity to show company video at event (1:00 minute max) | • | | | | | |
| Opportunity to speak at event | • | | | | | |
| Sponsor recognition on event slideshow | Advertisement | Advertisement | Group Logo | Group Logo | Group Logo | Group Logo |
| Verbal recognition during program | • | • | • | | | |
| Ad in event program (see specs page) | Full Page | Full Page | Half Page | Quarter Page | Quarter Page | |
| Recognition in event program (by sponsorship level) | • | • | • | • | • | • |
| Company logo included on sponsor signage at event. | • | • | • | • | • | • |
| COMPANY PROMOTION PRE/POST EVENT | | | | | | |
| Company logo in pre-event communication to guests | • | | | | | |
| Company logo on event Save The Date* | • | | | | | |
| Company logo on e-invitation | • | • | • | • | | |
| Option to include a one time ad in our community e-newsletter (see specs page) | • | • | | | | |
| Company recognition by sponsorship in event e-newsletter | Logo | Logo | Logo | Logo | Name | Name |
| Company logo on print advertisement and publications | • | • | • | | | |
| “Sponsor shout-out” in social media video | Logo | Logo | Logo | Logo | Name | |
| Company recognition on Guadalupe Centers webpage | • | • | • | • | • | |
| Company recognition on event website | Logo | Logo | Logo | Logo | Name | Name |
| Recognition on all our social media platforms | 1 Dedicated Post | 1 Dedicated Post | 1 Dedicated Post | 1 Group Post | 1 Group Post | |
| Recognition in post-event e-mail | • | • | • | • | • | • |

*Secured by 7/1/2025

ATTENDEES: Between 500 - 700

HIGHLIGHTS: Cultural immersion, Great Networking & Social Engagement

SOCIAL MEDIA REACH: Facebook 19.2K Instagram 6K

ACTIVATION SPONSORS BLANCO Y NEGRO

*Benefits aligned with sponsorship package levels

Red Carpet Sponsor: \$30,000

- Branding on entryway doors and on step and repeat photography area.
- Featured on the sponsor slideshow and throughout the event.

Rooftop Sponsor: \$15,000

- Branding on entryway doors and custom rooftop signage.
- Highlighted on the sponsor slideshow and event materials.

Bar Sponsor: \$10,000

- Custom cocktail napkin and bar signage.
- Recognition in sponsor slideshow and event.

Shuttle Sponsor: \$7,500

- Branding on event shuttles and parking area, with take-away item placement.
- Included in the sponsor slideshow and event materials.

Late Night Food Truck Sponsor: \$7,500

- Logo on food truck signage.
- Acknowledged in the event program, website, and thank-you materials.



Mujeres Lounge & Mercado Sponsor: \$5,000

- Branding on entrance doors and lounge signage.
- Supports Latino culture and women's entrepreneurship.

Cigar Lounge Sponsor: \$5,000

- Branding in the cigar lounge, attracting a professional audience.
- Highlighted in event materials and slideshow.

Dessert Sponsor: \$5,000

- Branding at the sweets table.
- Recognition in the sponsor slideshow and throughout the event.

Fresh Seafood "Ceviche" Bar Sponsor: \$5,000

- Branding at the ceviche bar.
- Included in event materials and slideshow.

Welcome Cocktails Sponsor: \$5,000

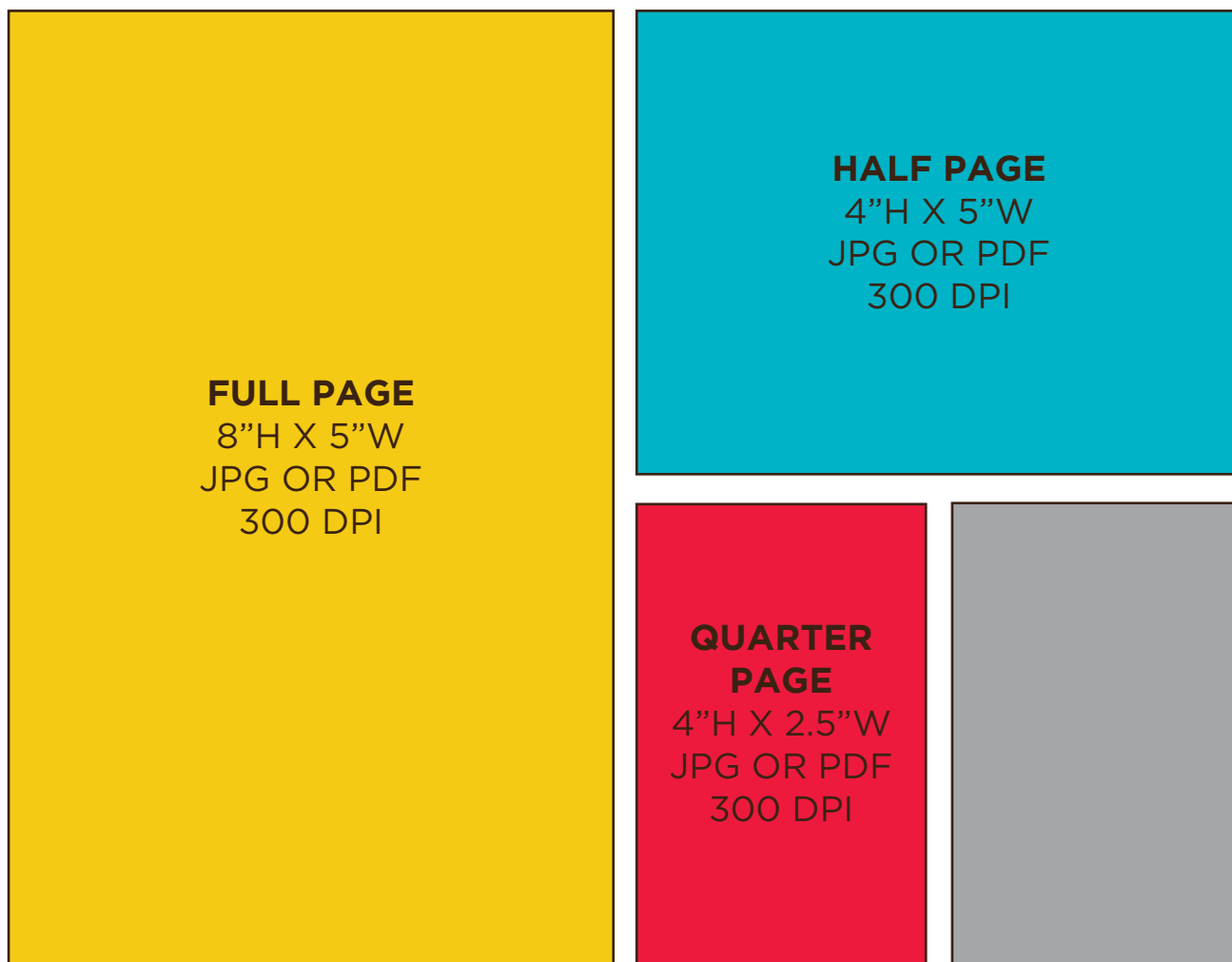
- Naming rights for a signature cocktail and custom-branded station.
- Enhanced brand visibility at the event.



MARKETING SPECS BLANCO Y NEGRO

EVENT PROGRAM

As a marketing benefit to our sponsors **BRONZE** and above, you have the option to submit an ad created by your marketing team, to be featured on our event program the night of the event that will be handed out to all our guests. Please make sure to submit your artwork no later than **September 19, 2025** using the specs below.



E-NEWSLETTER AD

Our **PLATINUM & DIAMOND** sponsors have the option to include a one time company ad in the Blanco y Negro electronic newsletter. The ad specs are 6” x 4” JPG 150 DPI

COMPANY LOGO

All sponsors must submit a company logo in high resolution and transparent background in either PNG or PDF format for marketing purposes.

For questions, please reach out to Tania Casas, Marketing Specialist at tcasas@guadalupecenters.org

DIA DE LOS MUERTOS CELEBRATION OCTOBER 31, 2025

Guadalupe Centers Cultural Center
1015 Avenida Cesar E. Chavez., KCMO 64108



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!

| EVENT NIGHT BENEFITS | CATRINA Sponsor (\$10,000) | MARIGOLD Sponsor (\$7,500) | ALTAR Sponsor (\$5,000) | OFRENDA Sponsor (\$3,000) | CALACA Sponsor (\$1,500) |
|---|----------------------------|----------------------------|-------------------------|---------------------------|--------------------------|
| Verbal recognition during program | • | | | | |
| Recognition on sponsor signage at event | Logo | Logo | Logo | Logo | Name |
| Booth space | • | • | • | • | • |
| Sponsor recognition on event slideshow | Logo | Logo | Logo | Logo | Name |
| COMPANY PROMO PRE/POST EVENT | | | | | |
| Logo on Save-The-Date* | • | | | | |
| Option to include one-time ad in event promo e-newsletter 6in x 4in JPG | • | • | • | | |
| Recognition on all social media platforms | • | • | • | • | • |
| Logo on print advertisement and publications* | • | • | • | | |
| Company recognition on Guadalupe Centers website | Logo | Logo | Logo | Logo | Name |
| Recognition in post-event e-mail | Logo | Logo | Logo | Logo | Name |

*Secured by 8/1/2025

ATTENDEES: Between 800 - 1,000

HIGHLIGHTS: Family Friendly Event, Cultural Experience

SOCIAL MEDIA REACH: Facebook 5K Instagram 14.7K

ACTIVATION SPONSORS DIA DE LOS MUERTOS CELEBRATION

*Benefits aligned with sponsorship package levels

Music Stage Sponsor: \$10,000

- **Exclusive Naming Rights:** Stage branded with your logo for maximum exposure.
- **On-Stage Branding:** Custom banners, signage, displaying your brand.
- **Live Mentions:** Verbal acknowledgment of your sponsorship during every performance.

Cantina & Comida Cruisers Sponsor \$7,500

- **High Visibility:** Custom signage on trucks, tents, and vendor booths.
- **Brand Recognition:** Prominent feature in high-traffic areas of the event.



Bar Sponsor: \$5,000

- **Custom Drink Menu:** Collaborate to create holiday-themed drinks with Mexican ingredients.
- **Branded Drinkware:** Logo on cups, mugs, or shot glasses for a memorable impression.



Mercado Village Sponsor: \$5,000

- **Prime Branding:** Logo prominently displayed in a vibrant and high-traffic shopping space.

Butterfly Garden Sponsor: \$5,000

- **Interactive Branding:** Logo displayed on props and signage in the Butterfly Garden.
- **Memorable Connection:** Align your brand with a meaningful and lasting experience for attendees.

Each sponsorship provides tailored branding opportunities to connect with event-goers in high-traffic, memorable ways.



SPONSORSHIP COMMITMENT FORM

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

INDIVIDUAL EVENT SPONSORSHIPS

| | | | |
|---|---|--|--|
| CINCO DE MAYO FIESTA | <input type="checkbox"/> Bandera Sponsor (\$40,000) | <input type="checkbox"/> Mariachi Sponsor (\$25,000) | <input type="checkbox"/> Zarape Sponsor (\$15,000) |
| | <input type="checkbox"/> Folklore Sponsor (\$10,000) | <input type="checkbox"/> Aguila Sponsor (\$5,000) | <input type="checkbox"/> Papel Picado Sponsor (\$2,500) |
| BOB SOLTERO GOLF TOURNEY | <input type="checkbox"/> ACE Sponsor (\$15,000) | <input type="checkbox"/> Eagle Sponsor (\$10,000) | <input type="checkbox"/> Birdie Sponsor (\$7,500) |
| | <input type="checkbox"/> Caddie Sponsor (\$5,000) | <input type="checkbox"/> Happy Gilmore Hole Sponsor (\$3,000) | <input type="checkbox"/> 4 Amigos Team (\$1,500) |
| BLANCO Y NEGRO GALA | <input type="checkbox"/> Diamond Sponsor (\$30,000) | <input type="checkbox"/> Platinum Sponsor (\$20,000) | <input type="checkbox"/> Gold Sponsor (\$15,000) |
| | <input type="checkbox"/> Silver Sponsor (\$10,000) | <input type="checkbox"/> Bronze Sponsor (\$7,500) | <input type="checkbox"/> Ruby Sponsor (\$5,000) |
| DIA DE LOS MUERTOS CELEBRATION | <input type="checkbox"/> Catrina Sponsor (\$10,000) | <input type="checkbox"/> Marigold Sponsor (\$7,500) | <input type="checkbox"/> Altar Sponsor (\$5,000) |
| | <input type="checkbox"/> Ofrenda Sponsor (\$3,000) | <input type="checkbox"/> Calaca 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) Online (Bloomerang/QGive)

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

Signature: _____ Date: ____/____/____

Please return form and payment to: **Ms. Brooke Brown at PO Box 413086, KCMO 64141-3086**
 Questions: **816-702-7402 or bbrown@guadalupecenters.org**

Disclaimer: By contributing at any of the above sponsorship levels, you will receive the outlined benefits in return for your support. *Tax deductible amounts will be assessed with a good faith estimate of the fair market value of goods and/or services received, in accordance with law of IRS regulations.