

BLANCO Y NEGRO

SEPTEMBER 27, 2025

Arrowhead Stadium
1 Arrowhead Dr, Kansas City, MO 64129

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 Table (10 seats)	2	1	1	1	1	1
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 8/1/2025

ATTENDEES: 450 Total

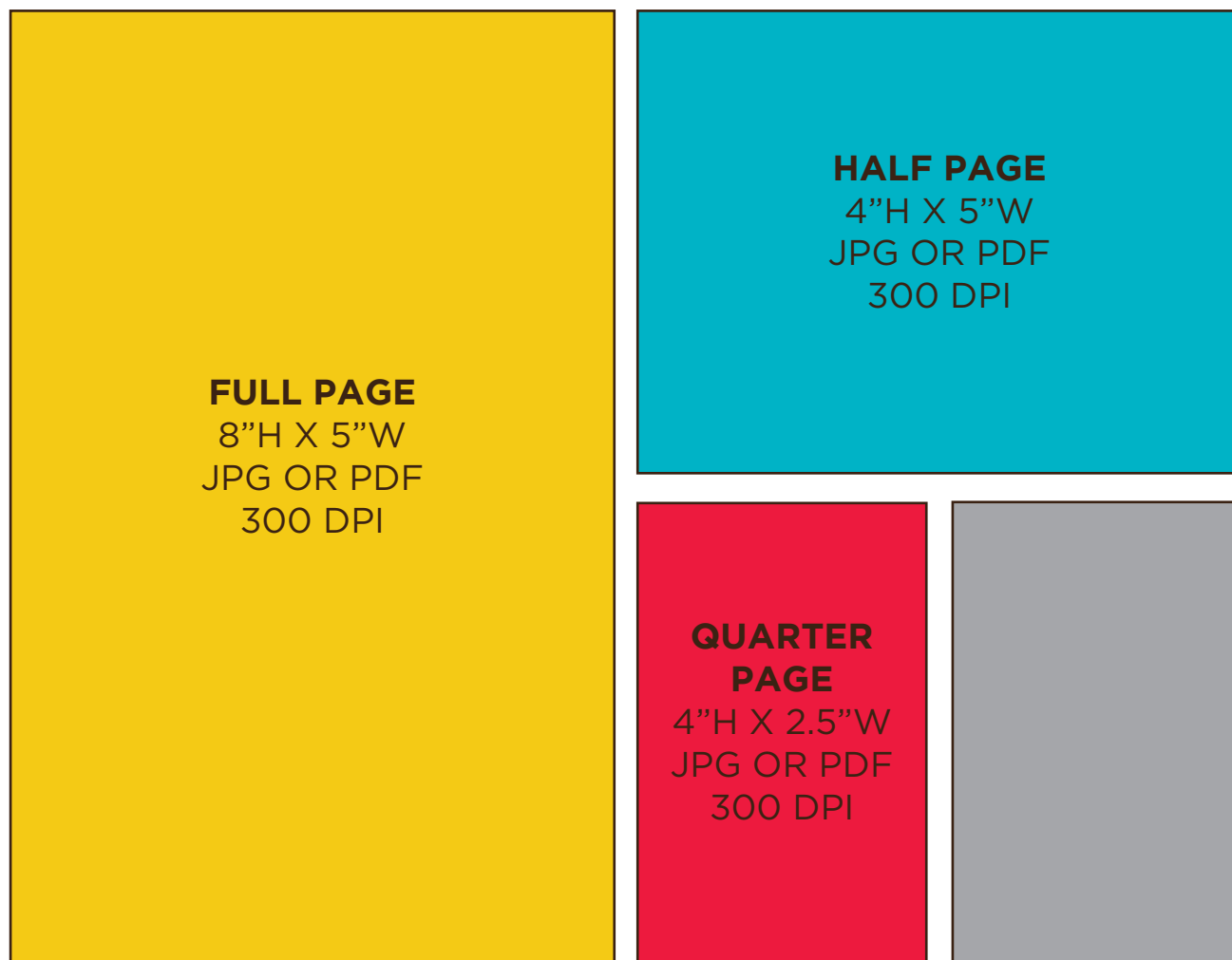
HIGHLIGHTS: Cultural immersion, Great Networking & Social Engagement

SOCIAL MEDIA REACH: Facebook 5.3K Instagram 3.6K

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