



**THE CONCILIO
BIG DREAMS
FRIDAY, NOVEMBER 1, 2024**

Dia de los Muertos:
Honoring Our Ancestors

► **SPONSORSHIP OPPORTUNITIES**

THE CONCILIO BIG DREAMS



THE CONCILIO

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Florencia Velasco Fortner
President and CEO

Dear Friend,

I have been CEO of The Concilio for eighteen years and am more excited than ever to empower Latinos in North Texas! We continue to deliver a spectrum of innovative programs, from parental engagement to equipping organizations to use culturally intelligent strategies and developing the next generation of young Latino professionals.

Now, more than ever, our Latino community needs your support to make a change in North Texas. Latinos now make up 40% of the Texas population. While this is a noteworthy milestone, the reality is that there are some major challenges facing our communities. The Latino graduation rate at four-year institutions was 12%-points lower than that of their non-Hispanic, Caucasian peers. The median Latino household income in Texas is \$60,504 compared to the state median income of \$72,284. In 2022, 31% of Hispanic working-age Texas adults (19-64) were uninsured, more than three times the rate of non-Hispanic, Caucasian working-age Texans (10%). The statistics are alarming and will have social and economic implications for our region.

We are at a crucial moment for our communities, and I believe this presents a great opportunity for growth. With your support, we can close these gaps to eradicate barriers and make a brighter future for all families.

The 2024 “Inspiring Families to Achieve Big Dreams” Gala is Friday, November 1, 2024, on the first day of Día de los Muertos. Join us to celebrate the tradition of honoring those who have passed and remain near and dear to us. We look forward to highlighting the contributions of the Latino community and those of our ancestors with our families and friends.

Enclosed you will find details about the event and sponsorship opportunities. If you have any questions about our latest work at The Concilio or the sponsorship packages, please contact Michelle Wilner at mwilner@theconcilio.org or 214-818-0481. More information about The Concilio can be found at www.theconcilio.org.

Thank you for your consideration.

Sincerely,

Florencia Velasco Fortner

Florencia Velasco Fortner



OUR STORY

Our Mission: To build stronger communities by unlocking opportunities for Latino families with the vision of equity and opportunity for every family.

Challenges We Address: Achievement and health disparities faced by low-income families in DFW.

How We Address the Challenges: Tailor each program to the specific needs and challenges of children at various ages and phases of development. Use data-driven programs that allow families to break the cycle of intergenerational poverty and issues related to racial inequities.



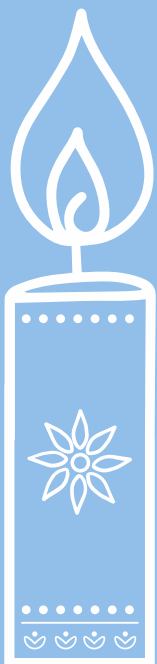
FAMILIES STORIES

“In the PASE class, I learned several important topics that I can now apply in my household. I learned about the education system and who and where to ask for help. I learned that the most valuable thing is the time we as parents dedicate to our children’s education. I wish with all my heart that my children will become professionals with a college degree, to develop a good reputation. And with God’s help, we will accomplish this. The team from The Concilio has helped me start my journey to change my life. Blessings to all!” - Kathy

“The Healthy Kids, Healthy Families program is the best thing that has happened to me and my family as a whole. We have been living in times filled with lots of uncertainty and fear. However, this program has given us the tools necessary to keep pushing through. Thanks to this health program and to Maria Castillo, I have been able to rise above any obstacles that come my way. This motivation has also helped better my health in all aspects including mentally, emotionally, spiritually, and physically. - Griselda V.

DÍA DE LOS MUERTOS STORY

At The Concilio, we're thrilled to intertwine tradition with celebration at our 2024 Big Dreams Gala. This year, our event coincides with Dia de los Muertos, a Latino tradition that resonates deeply with our commitment to honoring the past while building a brighter future. The Gala will be a vibrant tapestry of cultural richness, where we pay homage to those who came before us, celebrating their lives and contributions. Join us on November 1st for a night that fuses the spirit of Dia de los Muertos with our dedication to help families achieve big dreams, family, and community.



SPONSORSHIP LEVELS

OFRENDA PRESENTING SPONSOR | \$30,000

- Social media and website recognition: Facebook and Instagram posts recognizing your support; digital banner on our home page and event page with link to your website
- Your company logo in e-blasts
- Recognition on all printed materials
- Recognition in press releases
- Recognition of your company during the event
- Recognition of your company logo projected on the video loop during the event
- Logo to appear on stage altar and entrance
- TWO complimentary PREMIER tables to the event (twenty seats)

LA CATRINA SPONSOR | \$20,000

- Social media and website recognition: Facebook and Instagram posts recognizing your support
- Your company logo in e-blasts
- Recognition on all printed materials
- Recognition in press releases
- Recognition of your company logo projected on the video loop during the event
- Recognition of your company from the microphone once during the event
- TWO complimentary Exceptional tables to the event (twenty seats)

CALAVERAS (SUGAR SKULL) | \$10,000

- Social media and website recognition: Facebook and Instagram posts recognizing your support
- Your company logo in e-blasts
- Recognition on all printed materials
- Recognition of your company logo projected on the video loop during the event
- ONE complimentary Exceptional table to the event (ten seats)

MARIGOLD FLOR DE MUERTO SPONSOR | \$5,000

- Social media recognition on Facebook and Instagram
- Recognition of your company logo projected on the video loop during the event
- Recognition on invitations and program
- ONE complimentary table to the event (ten seats)



UNDERWRITING OPPORTUNITIES

Underwriting Opportunities will receive custom recognition that reflects each unique sponsorship and will be listed in all promotional materials prior to and at the event. The following opportunities include branding recognition only and do not include entrance to the event.

Catering & Beverage Sponsor | \$25,000

This generous contribution will pay for all food expenses associated with Big Dreams. The Food Underwriter will be listed as such in all promotional materials prior to and at the event.

Entertainment Sponsor | \$15,000

This generous contribution will pay for all entertainment costs associated with Big Dreams. The Entertainment Underwriter will be listed as such in all promotional materials prior to and at the event.

Digital Ofrenda Sponsor | \$10,000

This generous contribution will pay for our unique holographic tribute to family members of guests at the event. This Underwriter will be listed as such in all promotional materials prior to and at the event.

Decor Sponsor | \$10,000

This generous contribution will pay for all decor costs associated with Big Dreams. The Decor Underwriter will be listed as such in all promotional materials prior to and at the event.

Photobooth Sponsor | \$7,500

This generous contribution will pay for the photo booth at the Big Dreams event. The Underwriter will be listed as such in all promotional materials prior to and at the event.

Valet Sponsor | \$5,000

This generous contribution will pay for all our guests to enjoy complimentary valet during the event. The Valet Underwriter will be listed as such in all promotional materials prior to and at the event.

Step and Repeat Sponsor | \$2,500

This generous contribution will pay for the step and repeat at the Big Dreams event. The Underwriter will be listed as such in all promotional materials prior to and at the event.



HOW YOUR CONTRIBUTIONS SUPPORT THE CONCILIO

The Concilio's mission is to build strong communities by unlocking opportunities for Latino and other diverse families with a vision of equity and opportunity for all. There are many ways to support The Concilio's programs and services in action to impact thousands of parents, students, and families in North Texas.

PARENTAL ENGAGEMENT & EDUCATION

We equip families to maximize educational opportunities from cradle to career.

\$17,500 – Parents Advocating for Student Excellence (PASE) is a 9-week institute to equip families with the knowledge and tools to achieve academic success and ultimately help their children go on to college or other higher education. Parents learn about the public school system, communicate with teachers and counselors, and promote learning at home.

IMPACT: 80 INDIVIDUALS – PARENTS & CHILDREN

HEALTH & BENEFITS

We provide information and access to affordable resources so families can manage their health and well-being.

\$17,000 - In our 5-week Healthy Kids, Healthy Families institute, families vulnerable to obesity, high blood pressure, diabetes, and heart disease are encouraged to change from the inside out by learning how to nourish their bodies and minds in a healthy way. Participants also receive 1-on-1 assistance enrolling into federal programs such as CHIP/Medicaid and SNAP.

IMPACT: 80 INDIVIDUALS – PARENTS & CHILDREN

WRAP-AROUND SERVICES & SUPPORT

\$5,000 - SNAP/CHIP/Medicaid enrollment, utility and rental assistance, school supplies, holiday food, and toy drive. **IMPACT: 20 FAMILIES**

LATINO CAPACITY BUILDING

Our goal is to increase cultural intelligence by providing data-driven training, strategies, and resources that build capacity in organizations that work with Latino and Hispanic populations. We train in culturally sensitive strategies and provide concrete resources to help non-Latinos engage in a respectful and productive way with Latinos, Hispanics, and their communities.

THINK TANKS SERIES

A space for decision-makers on the topics of Education, Health, and Wealth to discuss and ideate solutions on issues affecting the Latino population in North Texas.

\$10,000 – PER SERIES SPONSOR

YOUNG LATINO PROFESSIONALS NETWORK

To provide a space for professional development, access to resources, and power connections for Young Latino Professionals in the DFW region.

\$10,000 – SPONSOR A NETWORKING RECEPTION



BIG DREAMS PAYMENT FORM

Sponsor name, as it should appear in print: _____ Contact person: _____

Telephone: _____ Phone type: _____ Email: _____

Address: _____ City: _____ State: _____ ZIP: _____

I prefer my gift to remain anonymous, waiving any name recognition in print or electronic materials.

OFRENDA PRESENTING SPONSOR | \$30, 000

- Social Media and Website Recognition: Digital scrolling banner on our Home Page with a link to your website
- Your Company logo in e-blasts
- Recognition on all printed materials
- Recognition in press releases
- Recognition of your company during the event
- Recognition of your company logo projected on the video loop during the event
- Logo to appear BIG on Ofrenda wall
- TWO complimentary PREMIER tables to the event (20 tickets)

LA CATRINA SPONSOR | \$20, 000

- Social Media and Website Recognition
- Your Company logo in e-blasts
- Recognition on all printed materials
- Recognition in press releases
- Recognition of your company logo projected on the video loop during the event
- Recognition of your company from the microphone once during the event
- TWO complimentary Exceptional tables to the event (20 tickets)

CALAVERAS (SUGARSKULL) SPONSOR | \$10, 000

- Social Media and Website Recognition
- Your Company logo in e-blasts
- Recognition on all printed materials
- Recognition of your company logo projected on the video loop during the event
- ONE complimentary Exceptional tables to the event (10 tickets)

MARIGOLD FLOR DE MUERTO SPONSOR | \$5, 000

- Social media recognition
- Recognition of your company logo projected on the video loop during the event
- Recognition on invitations and program
- ONE complimentary table to the event (ten seats)

CATERING & BEVERAGE SPONSOR | \$25,000

- ENTERTAINMENT SPONSOR | \$15,000**
- DIGITAL OFRENDA SPONSOR | \$10,000**
- DECOR SPONSOR | \$10,000**
- PHOTOBOOTH SPONSOR | \$7,500**
- VALET SPONSOR | \$5,000**
- STEP AND REPEAT SPONSOR | \$2,500**

DONATION (fully tax-deductible)

I am unable to attend but would like to make a tax-deductible gift in the amount of \$_____.

PAYMENT (Pledges, donations, and payments can also be made at concilio.org/events/events-big-dreams)

- Enclosed is my check payable to The Concilio
- Please bill me for my sponsorship by sending an invoice to my ___email address / ___mailing address, above.

Please contact Michelle Wilner at mwilner@theconcilio.org for any questions related to the Big Dreams Gala.

Signature: _____ Date: _____ Please submit form and payment to The Concilio