



**The Latin American
Community Center**

403 N. Van Buren Street
Wilmington, DE 19805
302-655-7338
302-655-7334/fax
www.thelatincenter.org

For over 55 years, the Latin American Community Center (LACC) has been a leader within Wilmington's Latino community, serving more than 7,500 individuals annually. As the largest and most trusted agency dedicated to serving the Hispanic community in Delaware, the LACC provides holistic wraparound programs and services while also advocating for low-income children, youth, and families in a bilingual, safe and culturally-appropriate environment. Our mission is to empower the Latino community through education, advocacy, partnerships and exceptional services. Our vision is a thriving Latino community.

2024 was an exciting year for the LACC between opening our La Fiesta 3 Early Learning Center in New Castle Delaware and continuing grow and meet the needs of our community through our over 30 programs. We also celebrated at our annual events. We started with the Minerva Marrero Hispanic Scholarship Program (MMHSP) which provided \$25,000 worth of scholarships to 7 incredibly talented high school seniors to support their post-secondary education. We look forward to continuing to grow this program in 2025. We also celebrated our 55th anniversary as well as Maria's 30th year as LACC President & CEO at our annual Grand Ball. It was an exciting evening of celebration as we honored not only Maria, but other outstanding leaders who have made an impact on Delaware's Latino community.

We look forward to including our community partners in these two annual events in 2025. On August 2, 2025 we will celebrate the achievements of our scholarship recipients at our Minerva Marrero Hispanic Scholarship Program Award Ceremony. Then on September 27, 2025 we will close out Hispanic Heritage Month at our Annual Grand Ball.

We invite you to be a champion to the LACC through sponsoring one, or both of these events. Your support is critical in developing our community and helping us achieve our mission. Without the opportunities provided by the LACC Early Childhood Services and Youth Development Departments, many families would be unable to provide a premium educational experience for their children. **By sponsoring these events you will impact the lives of hundreds of youth in Delaware.**

In addition to having the opportunity to sponsor these events, in celebration of our education expansion and the opening of our Wilmington La Fiesta 2 Infant and Toddler Center in 2023 and our New Castle La Fiesta 3 Early Learning Center in 2024, we have introduced a naming rights sponsorship. This sponsorship is in addition to our two signature events and gives sponsors the exclusive opportunity to secure naming rights for a classroom in one of these two early learning centers, strengthening your organization's visibility and legacy within the community.

Enclosed is our 2025 Event Sponsorship package for your consideration. Donations are tax deductible to the full extent of the law. Throughout 2025, your support of the LACC will be publicized to more than 10,000 supporters through Hispanic media, LACC publications, social media, and organization partnerships. If you have any questions please feel free to contact Kelly Scanlan, Director of Development and Communications, at (302) 655-7338 X 7734 or kscanlan@thelatincenter.org

I know I can count on you! Your support is needed now more than ever.

Sincerely,

Maria Matos
President & CEO





Latin American Community Center Sponsorship Package Proposal

Organization Background

The Latin American Community Center (LACC) was founded in 1969 by Puerto Rican immigrants and community leaders who sought to establish a resource center. Over the years, the LACC has transformed dramatically from a small, grassroots agency in a red brick row house to the largest Latino serving organization that serves more than 7,500 individuals annually. The LACC is a beacon of hope for many Hispanics in the local community, and a vital community anchor in Wilmington's Hilltop neighborhood, the most densely populated area in Delaware with one of the highest concentrations of children.

The LACC provides holistic wraparound programs and services as well as advocates for low-income children, youth and families in a bilingual, safe, and culturally-specific environment. More than 30 programs are offered in two strategically focused tracks: Lifelong Learning, which offers a broad spectrum of educational services, from ages 6-weeks to 18 years; and Life Empowerment, which helps low- and moderate- income (LMI) minority individuals and families achieve or re-establish self-sufficiency. In addition, with a staff of more than 100 employees from 17 countries (95% of whom are fluent in more than one language), the LACC has the highest concentration of professional bilingual and/or bicultural employees in Delaware.

We are committed to strengthening the community and fulfilling our mission. This important work would be impossible without the support we receive from government sources, local organizations and businesses, and families and individuals throughout Delaware.

Mission & Vision

The mission of the LACC is to empower the Latino community through education, advocacy, partnerships, and exceptional services.

Our vision is a thriving Latino community.

For more information about the LACC, or to schedule a tour, contact Kelly Scanlan, Director of Development and Communications, at kscanlan@thelatincenter.org or 302-442-7734.



Minerva Marrero Hispanic Scholarship Program

August 2nd 2025

12pm to 2pm

The Great Hall at St. Andrews

245 N Dupont Highway

Dover, DE 19901

The Latin American Community Center's Minerva Marrero Hispanic Scholarship Program provides monetary scholarships for Hispanic Seniors in the State of Delaware to support their post-secondary education. The program was named after Minerva Marrero, one of the founders of the Hispanic Student Recognition Program. It is an honor to name this program after Minerva so that her legacy of advocating for the success of Hispanic students continues each and every day.

Award recipients of the Minerva Marrero Hispanic Scholarship Program will receive funds to help finance their associates, bachelors or trade school tuition. In 2025 Scholarships will be awarded in 3 tiers: \$5,000, \$3,000; and \$2,000. The tier a student is eligible for is based on financial need. Recipients will be selected based on their academic achievement, community involvement and review of submitted supplementary materials.

| Sponsorship Level | Bronze \$1,000 | Silver \$3,000 | Gold \$5,000 |
|---|---------------------------|---------------------------|-------------------------|
| Opportunity to Speak at Event (2 minutes) | | | √ |
| Logo and/or materials on screen in LACC main building lobby | | | √ |
| 5 tickets to the Award Reception | | | √ |
| 3 tickets to the Award Reception | | √ | |
| 1 ticket to the Award Reception | √ | | |
| Listed as sponsor of one of the students' scholarships | | √ | √ |
| Opportunity to participate in photo ops with students | | √ | √ |
| Table for distribution of corporate materials at event | | √ | √ |
| Opportunity to be included in a congratulatory video to be shown at the event and shared online | √ | √ | √ |
| Display of Corporate Logo at Event | √ | √ | √ |
| Recognition in Social Media Marketing | √ | √ | √ |
| Full Page Ad in Program Book | | | √ |
| Half Page Ad in Program Book | | √ | |
| Logo in Program book | √ | √ | √ |



53rd Annual Grand Ball

Saturday, September 27, 2025

6 pm – 12am

Deerfield Golf Club

507 Thompson Station Road

Newark, DE 19711

| Sponsorship Level | Bronze \$3,000 | Silver \$6,000 | Gold \$10,000 | Diamond \$15,000 |
|---|---------------------------|---------------------------|--------------------------|-----------------------------|
| Large logo placement on the event's main stage backdrop, casino gaming area, and other prominent locations throughout the venue | | | | √ |
| Customized engagement options with the Center, such as being named as sponsor of specific programs or initiatives | | | | √ |
| Access to private tour of the LACC facilities and programs scheduled at the convenience of the sponsor | | | | √ |
| Opportunity to have marketing table at all LACC community events for the year of sponsorship | | | | √ |
| Recognition onstage at event and opportunity to speak | | | √ | √ |
| Listed as sponsor one of the casino tables with signage and option to distribute giveaways | | | √ | √ |
| Opportunity for a feature or interview on the LACC's social media | | | √ | √ |
| Logo and/or materials on screen in LACC main building lobby | | | √ | √ |
| Guaranteed up-front seating at the Grand Ball | | | √ | √ |
| 20 reserved seats (2 tables) with VIP ticket benefits for each attendee | | | | √ |
| 20 reserved seats (2 tables) | | | √ | |
| 15 reserved seats (1 ½ tables) | | √ | | |
| 10 reserved seats (1 table) | √ | | | |
| Full page ad in program book with priority placement | | | | √ |
| Full page ad in program book | | | √ | |
| Half page ad in program book | | √ | | |
| Corporate logo in program book | √ | √ | √ | √ |
| Corporate logo on LACC website | | √ | √ | √ |
| Display of corporate logo at event | √ | √ | √ | √ |
| Recognition in social media marketing | √ | √ | √ | √ |
| Opportunity to have marketing table at 3 LACC community events | | | √ | |
| Opportunity to have marketing table at 1 LACC community event | √ | √ | | |
| Custom volunteer opportunities for employees | √ | √ | √ | √ |



Classroom Naming Rights Sponsorship

La Fiesta 2 Infant and Toddler Center
402 North Van Buren Street
Wilmington, Delaware 19805

La Fiesta 3 Early Learning Center
239 Christiana Road
New Castle, Delaware 19720

For an additional **\$10,000**, sponsors have the exclusive opportunity to secure naming rights for a classroom at either the LACC La Fiesta 2 Infant and Toddler Center in Wilmington, Delaware or the LACC La Fiesta 3 Center in New Castle, Delaware. This opportunity is available to sponsors of any level for both the Minerva Marrero Hispanic Scholarship Program and the Grand Ball. This add-on allows your organization to leave a lasting impact on the lives of the children and families we serve while demonstrating your commitment to early childhood education and community development. Your name and/or company logo will be prominently displayed alongside the entrance to the selected space, recognizing your generosity and support.

The specific classroom or facility will be determined in collaboration with the sponsor, ensuring a meaningful connection to your philanthropic goals. This sponsorship not only enhances educational opportunities for young learners but also strengthens your organization's visibility and legacy within the community. Join us in building a brighter future—one classroom at a time.

About LACC Early Learning Centers

LACC Early Childhood Services operates 3 La Fiesta Early Learning Centers that provide high quality, bilingual education for Delaware's youngest learners. The LACC opened La Fiesta 2 in April of 2023 in Wilmington, DE. It has a capacity of serving 104 children ages 6 weeks to 2 years old. La Fiesta 3 opened in March of 2024 in New Castle, DE and has a capacity of serving 86 children ages 6 weeks to 5 years old.

Our infant and toddler classrooms are Spanish immersion, meaning teachers speak with children almost entirely in Spanish throughout the day. For children whose home language is Spanish, they are able to build a strong foundation in their home language so they do not later lose Spanish language skills. For our children whose home language is English, this format gives them the opportunity to learn Spanish naturally as they are developing language skills. In our infant classrooms we follow each child's feeding and sleeping schedule and offer activities to help infants achieve developmental milestones like crawling and using first words. Our toddler classrooms have a more structured routine with scheduled times for meals, naps, and both indoor and outdoor play.

Once students are in our preschool classrooms, instruction is delivered in both English and Spanish on alternating weeks, with the goal of helping children develop language and pre-literacy skills in both languages before entering kindergarten. Preschool classrooms have daily times for group meetings, reading, and planned activities while still spending much of their time in free play. We find that 90 to 95% of our graduating preschoolers are meeting or exceeding the state of Delaware's benchmarks for kindergarten readiness and have also found anecdotally that our students are reading in both English and Spanish by second grade.

Classrooms use the research-based creative curriculum across all ages to encourage learning through exploration as well as a social-emotional curriculum called "Conscious Discipline" which helps children develop self-regulation and problem-solving skills through daily classroom routines and special lessons.

The LACC places no limit on the number of Purchase of Care (POC) families it accepts, offers low to no cost childcare slots to eligible families through both the Early Head Start and State Funded Early Care and Education Program, and offers additional financial assistance to families to make sure programming is accessible to all families regardless of income.



Sponsorship Agreement

Company Name: _____

Contact Information: _____

Address: _____

City, Street, Zip: _____

Telephone: _____

Email: _____

Package:

(Please Circle All that Apply)

Naming Rights Add-On

MMHSP; Gold

MMHSP; Silver

MMHSP; Bronze

Grand Ball; Diamond

Grand Ball; Gold

Grand Ball; Silver

Grand Ball; Bronze

Signature: _____

Please return to: Kelly Scanlan, Director of Development and Communications, at kscanlan@thelatincenter.org or mail to 403 N. Van Buren Street, Wilmington, DE 19805

Deposits and Payments: The signing of this document reflects a binding contract. Checks must be in U.S. funds. Payment is requested, in full, within 90 days of signature. Marketing and exhibit space is not guaranteed until payment is received.

The Latin American Community Center is a 501(c)(3) nonprofit corporation. EIN# 23-7047048.