



February 1, 2024

For nearly 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.

2023 was a very exciting year of expansion for the LACC with the opening of our La Fiesta II Early Learning Center in Wilmington. We are excited to continue that momentum in 2024 with the opening of our La Fiesta III Early Learning Center in New Castle and the continued growth of our existing programs.

One area of growth that is especially exciting is our Minerva Marrero Hispanic Scholarship Program (MMHSP). In its inaugural year, the LACC received 40 applications and provided a combined \$25,000 in scholarships to 7 incredibly talented high school seniors to support their post-secondary education. We look forward to continuing to grow this program in 2024 to make it's second year even better than its first. August 2024 also marks the 55<sup>th</sup> anniversary of the LACC's founding. In 2023 we were finally able to bring back the Grand Ball for the first time since 2019. We are excited to continue this annual tradition while also celebrating this monumental anniversary at our 2024 Grand Ball.

We look forward to including our community partners in these two annual events. On August 3, 2024 we will celebrate the achievements of our scholarship recipients at our Minerva Marrero Hispanic Scholarship Program Award Ceremony. Then on October 11, 2024 we will close out Hispanic Heritage Month and celebrate the LACC 55<sup>th</sup> anniversary 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.**

Enclosed is our 2024 Event Sponsorship package for your consideration. Donations are tax deductible to the full extent of the law. Throughout 2024, 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](mailto: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](mailto:kscanlan@thelatincenter.org) or 302-442-7734.



## Minerva Marrero Hispanic Scholarship Program

August 3<sup>rd</sup> 2024  
 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 goal of the program is to open doors for Hispanic students to pursue greater opportunities, inspire pride in our people and heritage, motivate students to work hard, and encourage families to support them. The program was named after Minerva Marrero, one of the founders of the previous 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 that are aimed to help finance their associates, bachelors or trade school tuition. In 2024 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.

<b>Sponsorship Level</b>	<b>Bronze \$1,000</b>	<b>Silver \$3,000</b>	<b>Gold \$5,000</b>
Opportunity to Speak at Event (2 minutes)			√
Corporate highlight in the LACC newsletter			√
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 present and 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	√	√	√



## **52<sup>nd</sup> Annual Grand Ball**

Friday, October 11, 2024

6 pm – 11pm

Deerfield Golf Club

507 Thompson Station Road

Newark, DE 19711

The Annual Grand Ball is the agency’s largest fundraising event supporting our Early Development Center (EDC) and Youth programs. The Grand Ball features a cocktail hour with an auction, an award ceremony, a dinner, and live music. This black-tie gala, hosted by our Board of Directors and planned by our Grand Ball Committee, is made possible by donors in the community.

<b>Sponsorship Level</b>	<b>Bronze \$3,000</b>	<b>Silver \$6,000</b>	<b>Gold \$10,000</b>
Recognition onstage at event			√
Display of corporate logo at event	√	√	√
Corporate logo on LACC website		√	√
Recognition in social media marketing			√
Corporate logo on one LACC newsletter			√
Corporate logo display in program book	√	√	√
Full page ad in program book			√
Half page ad in program book		√	
VIP seating	√	√	√
20 reserved seats (2 tables)			√
15 reserved seats (1 ½ tables)		√	
10 reserved seats (1 table)	√		
Custom volunteer opportunities for employees	√	√	√



## Sponsorship Agreement

Company Name: \_\_\_\_\_

Contact Information: \_\_\_\_\_

Address: \_\_\_\_\_

City, Street, Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Package:

(Please Circle All that Apply)

Expansion Celebration Year-Round Sponsor

MMHSP; Gold

MMHSP; Silver

MMHSP; Bronze

Grand Ball; Gold

Grand Ball; Silver

Grand Ball; Bronze

Signature: \_\_\_\_\_

Please return to: Kelly Scanlan, Director of Development and Communications, at [kscanlan@thelatincenter.org](mailto: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.