



February 1, 2023

For over 50 years, the Latin American Community Center (LACC) has been a leader within Wilmington's Latino community, touching the lives of over 25,000 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 is a very exciting year for the LACC! Over the course of the year we will be celebrating the completion of our Wilmington Infant and Toddler Center and our New Castle Early Development Center. These two buildings are allowing us to expand access to high-quality early learning for children ages 6 weeks to 5 years old throughout New Castle County. In addition to these new buildings, we have decided to expand and evolve the Hispanic Student Recognition Program (HSRP) to create the Minerva Marrero Hispanic Scholarship Program (MMHSP). Through this expansion, the LACC plans to provide \$25,000 in scholarships to low-income Latino high school seniors to support their post-secondary education.

As we celebrate this expansion, we are excited to include community partners in this experience. We will be hosting our three signature events this year: the MMHSP Award Ceremony on August 5th, the Fiesta Latina on September 8th, and the 51st Annual Grand Ball on October 20th.

We invite you to be a champion to the LACC through sponsoring one, or more, 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 Development Center and Youth Development Department, 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 children in Delaware.** This year we are also giving our partners the option of being an Expansion Celebration Year-Round sponsor which includes all of the benefits of a gold sponsor at each of the three signature events as well as additional marketing opportunities, including naming rights to a classroom in one of the two new buildings.

Enclosed is our 2023 Event Sponsorship package for your consideration. Donations are tax deductible to the full extent of the law. Throughout 2023, 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 touches the lives of more than 25,000 individuals a year. 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.



Expansion Celebration Year-Round Sponsor

2023 is a very exciting year for the Latin American Community Center (LACC)! The LACC has been empowering Delaware’s Latino community for 54 years. Services never stopped during the pandemic and instead we began a 3-phase plan to expand as an agency to better meet community needs. Now in 2023 we will be able to celebrate the completion of our Wilmington Infant and Toddler Center and our New Castle Early Development Center! These two buildings will allow us to expand access to high-quality early learning for children ages 6 weeks to 5 years old throughout New Castle County.

In addition to these new buildings, in 2023 we made the decision to expand and change HSRP to create the Minerva Marrero Hispanic Scholarship Program (MMHSP). Through this expansion, the LACC plans to provide \$25,000 in scholarships to low-income Latino high school seniors to support their post-secondary education.

As we celebrate this expansion, we are excited to include community partners in this experience. We are offering the opportunity to be a Year-Round Sponsor. The Education Celebration Sponsor will be a champion to the organization, providing support to low-income individuals and families throughout Delaware.

Expansion Celebration Sponsor \$35,000	
•	Marketing Opportunities <ul style="list-style-type: none"> - Naming rights to a room in the new Infant and Toddler Center or New Castle Early Development Center - Monthly posts on LACC Facebook & Twitter - Corporate logo on every LACC Newsletter (reaching over 1,400 people) - Corporate logo on LACC website with hyperlink - Check Presentation photo opportunity - Corporate promotional materials in LACC lobby
•	Signature Events (MMHSP, Fiesta Latina, 51st Annual Grand Ball) <ul style="list-style-type: none"> - Named as a host of all events - Onstage recognition at all events - Display of corporate logo at all events - Corporate logo in program books - Full page ad in program books - 5 tickets to MMHSP and VIP Seating at the Fiesta Latina and Grand Ball - Opportunity to present an award at MMHSP - Opportunity to speak at MMHSP (2 minutes) - Distribution of promotional materials at MMHSP & Fiesta Latina - 20 Reserved Seats at 51st Annual Grand Ball
•	Organization Impact <ul style="list-style-type: none"> - Custom volunteer opportunities for employees - Agency tour and meeting with LACC President & CEO, Maria Matos - Opportunity to serve on Event committees



Minerva Marrero Hispanic Scholarship Program

Saturday, August 5, 2023
 Delaware State University
 1200 N Dupont Hwy
 Dover, DE 19901

The Latin American Community Center’s Minerva Marrero Hispanic Scholarship Program, formerly known as the Hispanic Student Recognition Program (HSRP), 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 new iteration of this program was named after Minerva Marrero, one of the founders of the HSRP 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 its inaugural year the LACC plans to award 7 scholarships, (3) \$5,000 scholarships, (2) \$3,000 scholarships, and (2) \$2,000 scholarships. Recipients will be selected based on their academic achievement, community involvement and financial need.

Sponsorship Level	Bronze \$1,000	Silver \$3,000	Gold \$5,000
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		√	
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	√	√	√
VIP Seating	√	√	√
Full Page Ad in Program Book			√
Half Page Ad in Program Book		√	
Logo in Program book	√		



Fiesta Latina

Friday, September 8, 2023, 11am – 2pm
403 North Harrison Street
Wilmington, DE 19805

Join us as we kick off Hispanic Heritage month with our annual Fiesta Latina! Community members, local organizations, and government officials are invited to the LACC to celebrate Hispanic culture at this outdoor event. We will be blocking off the streets, and filling them with music and great food. Delaware political leaders will be invited to give speeches and proclaim Hispanic Heritage Month. LACC staff will also be at the event and will be able to share program information with the community. Funds raised during this year's Fiesta Latina will support our Life Empowerment division which helps individuals establish or re-establish self-sufficiency. Life Empowerment Programs include, but are not limited to, financial literacy, workforce development, ESL classes, domestic violence support, and HIV early intervention services

Sponsorship Level	Bronze	Silver	Gold
	\$1,000	\$3,000	\$5,000
Corporate highlight in LACC Newsletter			√
Full Page Ad in Program Book			√
Opportunity to Speak at Event (2 minutes)			√
Half Page Ad in Program Book		√	
Corporate Logo on LACC Website		√	√
Display of partnership video on LACC Event page		√	√
Table at event to distribute corporate materials and speak with event attendees		√	√
Corporate materials can be placed at LACC outreach table	√		
Recognized as an Event Sponsor Onstage at Event	√	√	√
Display of Corporate Logo on the event webpage, and in the program book	√	√	√
Recognition in Social Media Marketing	√	√	√
Custom Volunteer Opportunities for Employees	√	√	√



51st Annual Grand Ball

Friday, October 20, 2023

6 pm – 12 am

Deerfield Golf Club

507 Thompson Station Road, Newark, DE 19711

After being put on a 3-year hiatus during the pandemic, the Latin American Community Center is excited to host our 51st Annual Grand Ball. This year’s event will be especially celebratory. Join us as we toast the agency’s expansion and celebrate the opening of our new Infant and Toddler Center in Wilmington and our new Early Development Center in New Castle.

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.

Sponsorship Level	Bronze \$3,000	Silver \$6,000	Gold \$10,000
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

Fiesta Latina; Gold

Fiesta Latina; Silver

Fiesta Latina; 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 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.