

SERVICIOS DE LA RAZA'S 8TH ANNUAL

*Raíces Latinas
Gala*

Sponsorship Opportunities

FRIDAY, SEPTEMBER 10, 2021
6:00 PM

HYATT REGENCY DENVER
650 15TH ST, DENVER, CO



From Our Executive Director

Saludos a Todos Ustedes:

I am excited to announce the 8th Annual Servicios de La Raza 2021 Raíces Latinas Gala! Please get ready for a night of rich diversity, a night of unity, a night of entertainment, a night of fun! On Friday, September 10, 2021 Servicios de La Raza will host its 8th Annual Raíces Latinas Gala at the Hyatt Regency in Downtown Denver.

Over the past several years, the Raíces Latinas Gala has featured stellar entertainment, awardees, significant speakers, and top-notch bands that keep participants engaged and dancing out the night. Acknowledged by scores of past participants and sponsors to be one of Denver Metro's liveliest and highly engaging events with comments like: "I've never had so much fun at a gala!", "You do it Right," "Even though it was a black-tie affair, I never felt more comfortable and welcomed." "You guys (Servicios) know how to celebrate!" "The food, the entertainment, the presenters were all amazing!" "I loved it!"

Due to COVID in 2020, our Gala was cancelled. However, our work intensified, and Servicios has continued to serve thousands of individuals and families in food & PPE security, re-entry, crisis management, behavioral health, COVID-testing, fund disbursements, victim services, health access, etc. Now, Servicios is leading in bringing life saving vaccines to our communities across the state of Colorado in places like Denver Metro, Ft. Morgan, Ft. Lupton, Lafayette, the San Luis valley, etc. It is now time to celebrate the many significant achievements. Please come celebrate with us.

Servicios' impact is deep, wide, overarching and growing.

As a community-based organization serving all Coloradoans but specializing in the Latinx community that includes both the native English and native Spanish speaking populations, we are a significant presence in our service to the immigrant/refugee community.

Your sponsorship will help us continue to impact over 40,000 people per year across Colorado in services from behavioral health, healthcare access, ex-offender community reintegration, victim's services, COVID Relief and so very much more.

Please consider a sponsorship and join the fun Friday, September 10, 2021 at the Hyatt Regency 650 15th St. Denver. Festivities commence at 5:30 PM.

And remember, you don't need to wear a watch because, as many will attest, you'll never look at it while at this event.

Sinceramente,



Rudy Gonzales

Our Honorees

Each year, we honor community members and organizations who have demonstrated a tangible commitment to building, fostering, and supporting community improvement, with cohesion and values in the spirit of Justice, Equity and Peace.



U.S. Senator Michael Bennet
Civic Champion



State Rep. Leslie Herod
Community Builder



Sergio Gonzales
Unsung Hero



Bobby LeFebre
Cultura Cura



Rita Martinez - Posthumous
Spirit of Servicios

Mistress of Ceremony

Anne Trujillo
News Anchor Denver 7



The Packages

Your support and sponsorship of this event strengthens the empowerment of disenfranchised communities across Colorado and our ability to continue to provide quality, and culturally responsive opportunities for all.

SPONSORSHIP BENEFITS	TLATOANI <i>Presenting Sponsor</i> \$25,000	<i>the</i> PADRINO/ MADRINA \$10,000	<i>the</i> FAMILIA \$5,000	<i>the</i> COMPADRE \$3,500	<i>the</i> AMIGO \$2,000
PRE-EVENT RECOGNITION					
Social Media Promotion (Facebook, Instagram, Twitter)	★	★	★	★	★
Logo on Gala Webpage (for one year)	★	★	★	★	★
Newsletter Announcements	★	★	★	★	
Event Flyer	★	★	★	★	★
Banner on Gala webpage	★				
Logo on Servicios' Staff Gala E-mail Signature	★				
Banner on Servicios' fence (for one year)	★				
ON-SITE RECOGNITION					
Logo on Sponsor Poster	largest	large	large	medium	small
Company Page on Event Slideshow	★	★			
MC Introduction of Table	★	★	★	★	
Logo on Event Literature	largest	large	large	medium	small
Logo on Large Projectors	★	★	★	★	
Ad in Event Program	★	★	★		
On-site Exhibit Booth	★				

The Packages

Your support and sponsorship of this event strengthens the empowerment of disenfranchised communities across Colorado and our ability to continue to provide quality, and culturally responsive opportunities for all.

SPONSORSHIP BENEFITS	TLATOANI Presenting Sponsor \$25,000	the PADRINO/ MADRINA \$10,000	the FAMILIA \$5,000	the COMPADRE \$3,500	the AMIGO \$2,000
ON-SITE RECOGNITION (CONTINUED)					
Presentation of video supplied by Presenting Sponsor	★				
Introduction from E.D. to Present Award to Signature	★				
Incorporate Sponsor Logo/ Colors in Centerpieces	★				
ON-SITE PERKS					
10-Seat Table	2 Tables	★	★	★	★
Hotel Room	★				
POST-EVENT RECOGNITION					
Thank You Newsletter	★	★	★	★	★
Logo on Sponsor Poster displayed in agency lobby	largest	large	large	medium	small
Logo on Mobile Health Unit for one year, statewide advertisement	★				



Connect
TO OUR 10,000 FANS
VIA SOCIAL MEDIA



Network
WITH 49 YEARS OF
OUR BEST FRIENDS



Demonstrate
YOUR COMMITMENT
TO COMMUNITY

* We will continue to monitor the state of COVID-19 in Colorado and create event protocol accordingly. Those who are unvaccinated will be encouraged to wear masks.

Your Ticket Purchase Will Provide...

BEHAVIORAL HEALTH

- Individual, couple, family, group therapy
- Substance use counseling
- Level I & II DUI education and therapy
- EMDR (Eye Movement Desensitization & Reprocessing) therapy
- Trauma-informed care
- Tobacco cessation services
- Case management
- Community education
- State Opioid Response program
 - * Medication assisted treatment referrals
 - * Peer support groups
- COVID-19 supportive services
 - * Individual and group crisis counseling
 - * Community education
 - * COVID-19 testing and vaccination events
 - * Resources and referrals

RE-ENTRY SERVICES

- Case management
- Job development and assistance
- Peer mentorship and peer recovery
- Behavioral health services (psychoeducation, support groups and treatment)
- Supportive services
 - * Transportation
 - * Work clothing and tools
- Employment and training
- Higher education preparation
- Services available for:
 - * Justice-involved youth Age 18-24
 - * Adult parolees

HEALTHCARE ACCESS

- Health insurance enrollment
 - * Medicaid (Health First Colorado)
 - * Private plans (Connect for Health Colorado Marketplace)
 - * ADAP (Aids Drug Assistance Program) assistance with medication and medical bills
- Preventative health services (health screenings, referrals, & literacy) via Ventanilla de Salud (Windows to Health/Mexican Consulate)
- **Services for people living with HIV**
 - * Medical case management
 - * Support groups
 - * Medical transportation assistance
- Free safer-sex materials
- Linkage to STI testing

BASIC EMERGENCY SERVICES

- Food and clothing bank
- Holiday and school supply resource events
- Case management and referrals
- SNAP (Supplemental Nutrition Assistance Program) application for food assistance

YOUTH EMPOWERMENT

- Bi-annual La Raza Youth Leadership Conference
- Leadership program to culturally and intellectually empower Latinx/Chicanx Youth grades 9-12
- Cultural and pro-social development
- Civic engagement and community service

STATEWIDE SERVICES

- Preventative behavioral health services and programs for families and youth 10-17 years old
 - Youth mental health first aid training
 - Healthy eating and active living programs for children ages 0-9
 - Health leadership programs in Spanish
 - The National Diabetes Prevention Program
 - Latinx homeless support and navigation
 - Promotoras - Cultural Brokers program
- *Please call to see where these services are currently offered.**

VICTIM SERVICES

- Case management for victims of crime
- Safety planning
- Legal advocacy
- Support groups and therapy
- Address confidentiality
- Exit plan and relocation
- 24hr Crisis Line 303.953.5930

VOCATION & FINANCIAL SERVICES

- Job search and employment readiness
- Resume building
- Career development and application assistance
- Job Fairs
- Financial coaching and planning



These services and the administration that sustains them are essential to our community. Your table or ticket purchase supports these culturally responsive and essential human services available to all Coloradans. Learn more about our various offerings on our website and connect with us on social media.

Find us at: Main Office: 3131 W. 14th Ave. Denver, CO 80204 · ☎ 303.458.5851
💻 www.serviciosdelaraza.org · info@serviciosdelaraza.org · [f](https://www.facebook.com/serviciosdelaraza) [i](https://www.instagram.com/serviciosdelaraza) [t](https://www.tiktok.com/@serviciosdelaraza) [y](https://www.youtube.com/serviciosdelaraza) @serviciosdelaraza

Sponsorship Form



Raíces Latinas The Roots of Our Community

Sponsorship Level

- Tlatoani/Presenting - \$25,000
- Padrino/Madrina - \$10,000
- Familia - \$5,000
- Compadre - \$3,500
- Amigo - \$2,000
- Individual - \$200

Sponsor Information

Name: _____
Title: _____
Organization: _____
Address: _____
City / State / Zip: _____
Phone: _____
E-mail: _____

Company Graphics

**Send us your logo
and program ad
(if applicable) by
Friday, August 20**

**LOGO FILE IN
.EPS FORMAT**

Send to:
Danielle Nachowitz
daniellen@
serviciosdelaraza.org
303.953.5944

Payment Options

1) Check

Make payable to:
Servicios de La Raza

Mail to:
Servicios de La Raza
3131 W 14th Ave
Denver, CO 80204

2) Credit Card

Online payment will be
available on our website
(Link TBD)
*credit card fees applied at
checkout

Silent Auction

- I have **goods** or **services**
I would like to donate for
the Gala's Silent Auction

Description:

Questions? Contact

Nita Gonzales
nita@nuevoamanecer.biz