About Centro

Centro Hispano of Dane County (Centro)’s mission is Empowering Youth, Strengthening Families, Engaging the Community. Our vision is that Dane County, Wisconsin will be a community where Latinx families can aspire upward, to reach their personal goals and dreams because they feel engaged and strengthened with the tools for success.

The agency was founded in 1983 by a group of community volunteers, including Ilda C. Thomas, who also served as the agency’s first executive director, to meet the emergent needs of Cuban refugees recently settled in the area.

As the Latinx community throughout Dane County grew and diversified over the years, so did Centro’s programs and services. In 2006, Centro became the owner of an 18,000 square foot facility at 810 West Badger Road in the heart of Madison’s south side. The agency is now the leading non-profit agency serving Latinx in the county and serves an average of 2,500 families and over 6,000 individuals through its programs and services each year.
Agency Partner Program

As an agency partner you are investing in the programs and services that Centro offers to the community at a deep level.

Becoming an agency partner offers you consistent, diverse and top bill recognition and visibility throughout the year. It also affords you a close and tailored relationship between your business and Centro.

Partnerships are renewable 1) annually or 2) every three years. We encourage you to consider making a three-year commitment to the program to benefit fully from the partnership. Moreover, if you pledge three years of investment in the program, we will work with you to develop a strategic partnership plan specifically tailored to your interests and our needs.

A meaningful commitment with a strong return on your investment.
Partner Program Levels and Benefits

All agency partners benefit from the following recognition and opportunities. Size of logo and placement is dependent on level of partnership. Higher level partners benefit in additional ways. See following pages for details.

- Logo on sign in building entrance
- Logo on Supporter page and footer* of our website
- Social media**/E-newsletter acknowledgement
- Your employment opportunities shared with clients*
- Promotion opportunities through our social media*
- Recognition at, and invitations to attend Centro events
- Invitation to the Annual Strategic Update
- Invitation to participate in Partner Day of Service
- Opportunity to use space at Centro for meetings**
- Acknowledgement in the Annual Report

*Investing and Committed Levels only.
**Sustaining level and above only.
Seed
$7,500

- Bronze level recognition at Centro signature events and 2 tickets to attend.
- Invitation to Annual Strategic Update
- Logo on our supporter webpage
- Logo on the Supporters Wall at Centro
- Invitation to participate in the Agency Partner Day of Service
- Acknowledgement in the Annual Report
- Acknowledgement in E-newsletter
Sustaining $10,000

- Silver level recognition at Centro signature events and four tickets to attend.
- Invitation to Annual Strategic Update
- Logo on our supporter webpage
- Logo on the Supporters Wall at Centro
- Invitation to participate in the Partner Day of Service
- Acknowledgement in the Annual Report
- Acknowledgement in E-newsletter
- Acknowledgement on Centro’s Facebook page/Twitter feed
- Opportunity to use our space for gatherings
Investing
$15,000

- Gold level recognition at Centro signature events a table to attend.
- Promotion opportunities through our social media channels
- Direct relationship with Workforce Development manager for recruitment and job postings
- Invitation to Annual Strategic Update
- Logo in our website footer
- Logo hyperlinked from our supporter webpage
- Logo on Supporters Wall at Centro
- Invitation to participate in Partner Day of Service
- Acknowledgement in the Annual Report
- Acknowledgement of your support in E-newsletter
- Acknowledgement on Centro Facebook/Twitter feed
- Opportunity to use our space for gatherings
Committed

$25,000

- Tailored partnership plan*
- Gold level recognition at Centro signature events* and a table to attend with preferred seating.
- Promotion opportunities through our social media
- Direct relationship with Workforce Development manager for recruitment and job postings
- Invitation to Annual Strategic Update
- Top billing for your logo in our website footer

*for partners who have made a 3 year commitment only.
- Top billing for your logo hyperlinked on our supporter webpage
- Top billing for logo on Supporters Wall at Centro
- Invitation to participate in a Day of Service
- Acknowledgement in the Annual Report
- Article highlighting your support in E-newsletter
- Acknowledgement on Centro's Facebook page and Twitter feed
- Opportunity to use our space for gatherings

Make a 3 year commitment to Centro's Agency Partner Program and we will work with you to develop a partnership plan tailored to your interests and needs.
2022 Events

- Tres Reyes Celebration
- Annual Strategic Update
- Agency Partner Days of Service
- 32nd Annual Celebration
- 6th Annual Evening of Dreaming
- Becas Program Awards

**IMPORTANT INFORMATION:**
Due to COVID-19 we do not have the full calendar of events available at this time. Many of our events may continue to be virtual as we monitor the CDC guidelines. We will update you as the situation develops.
About our events

Centro Hispano of Dane County’s mission is Empowering Youth, Strengthening Families, Engaging the Community.

One of the most significant ways we live out our mission is through our events – we host over 100 events a year that bring our community together with allies and supporters in a variety of different settings. Events are central to how we satisfy the third pillar of our mission – Engaging the Community.

From small gatherings, to press conferences, program graduation ceremonies, pop-up art galleries, an annual celebration now in its 32nd year, and community events like the Tres Reyes Celebration which draws 500+ children and their families each year -- Centro is regarded as an important space for the Latino community to gather.

Events are regularly covered by press and social media, well attended by the community and its supporters, and provide meaningful opportunities for individuals to interact and connect with the Latino community in Dane County.

IN-PERSON EVENTS ARE CURRENTLY ON HOLD.
We are the leading agency serving Latinos in Dane County, Wisconsin.

Our virtual/in-person events draw thousands of attendees every year.

We see 10,000+ visitors to our website annually.

6,000+ participants in our programs each year.

2,000+ individuals subscribed to our e-newsletter.

An active following of 10,000+ on social media

To join the Centro Agency Partner Program:
contact Karime Pérez Jaime
(Partnership and Engagement Specialist)
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