SPONSORSHIP PROGRAM

2022 AND 2023

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.
As an event sponsor, you are bringing valuable support to the programs and services that Centro offers while gaining notable exposure and opportunities for engagement in the community. Becoming an event sponsor offers you specific opportunities for recognition and visibility at our signature events throughout the year in line with your interests.

**TRES REYES**  
**JANUARY**  
This community event includes gift-giving, hot chocolate, and the Rosca de Reyes. In 2022, we were able to distribute 1000 toys.

**BECAS AWARDS LUNCHEON**  
**MAY**  
Students who have been involved with Centro or enrolled in one of Centro’s youth programs may apply for scholarships to help further their educational goals and to help pay for higher education costs.

**EVENING OF DREAMING**  
**SEPTEMBER**  
This is a community and family oriented event. In a whimsical and thought-provoking manner, it highlights the diversity of our cultures.

**ANNUAL APPEAL**  
**NOVEMBER**  
Centro’s annual fundraising appeal allows it to meet its goal and maintain its existing programs.

**LEVELS OF RECOGNITION**

<table>
<thead>
<tr>
<th></th>
<th><strong>GOLD</strong></th>
<th><strong>SILVER</strong></th>
<th><strong>FRIEND</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Your name listed in all our marketing materials</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Recognition in our e-newsletter</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Social Media shoutout</td>
<td>✓ X3</td>
<td>✓ X1</td>
<td></td>
</tr>
<tr>
<td>A verbal acknowledgement</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>

To become an event sponsor, contact Karime Pérez Jaime Partnership and Engagement Specialist karime@micentro.org