



La Gala 2019!

Sponsorship Proposal

The New York Athletic Club, New York City

Thursday, October 24th, 2019

6:30pm Cocktail Hour, 7:30pm Dinner

Greetings!

It is my honor and distinct pleasure to present to you *La Gala 2019* sponsorship proposal on behalf of the Seton Hall University Joseph A. Unanue Latino Institute. On behalf of our gala co-chairs, Hon. Caridad Rigo and Mrs. Maribel Unanue, we invite you and your organization to consider becoming valued sponsors and contributors to Latino achievement and student success at Seton Hall University.

The Annual Gala

The Unanue Latino Institute's Annual Gala, one of the organization's largest and most anticipated events of the year, is a festive celebration that takes inspiration from the extraordinary Latino leaders, scholars, and humanitarians in our community. This year's gala, being held on Thursday, October 24, 2019 at the famed New York Athletic Club, is dedicated to our Latino roots, three remarkable Latino leaders, and the students whose lives are forever impacted by the generosity of others. We anticipate an evening filled with dinner, dancing, exciting silent auction bidding, and a special recognition of our distinguished honorees. All proceeds raised from our annual gala benefit the Unanue Latino Institute's endowment, serving initiatives including, but not limited to, scholarship aid, professional development, leadership training, and outreach programs for first-generation college students and underserved Latino students.

Our Legacy

On October 17, 1974, as a clarion call to the special needs of the Hispanic/Latino community at Seton Hall University, the Puerto Rican Institute was established. After three decades of providing exceptional educational and cultural services, the Joseph A. Unanue Latino Institute was created through a charitable gift from Joseph and Carmen Unanue in 2005. Joseph A. Unanue, for whom the Institute was named, was the former CEO of Goya Foods and his dream was to elevate the Institute's impact and inspire students to reach their fullest potential. Today, the Unanue Latino Institute continues to execute Joseph's mission of advancing, educating, and transforming Latino students into the next generation of leaders – prepared for the workforce, compassionate in their service for others, and proud of their Latino heritage.

Become a Valued Partner

We hope you will join us for this festive event as an event sponsor to help us continue the important work of the Unanue Latino Institute. Thank you in advance for supporting our efforts to empower the next generation of Latino student leaders. I look forward to your positive reply and fruitful partnership supporting the mission and legacy of the Joseph A. Unanue Latino Institute.

With deep appreciation,

Stephanie Macias-Arlington, MPA
Executive Director, J.A. Unanue Latino Institute



La Gala 2019! **Sponsorship Tiers**

We look forward to customizing your sponsor involvement and recognition as we present your brand to the 200 business leaders, accomplished professionals, scholars, and luminaries from the NJ/NY metropolitan area joining us as members of the Latino Institute *familia*!

	Diamond	Platinum	Gold	Silver	Bronze
	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500
Complimentary tickets to annual fundraiser	10	8	6	4	2
Tax deduction	\$22,600	\$13,400	\$8,800	\$4,200	\$2,100
Choice Seating	✓	✓	✓	✓	✓
Complimentary Program Journal Ad <i>Diamond (Full Page), Platinum (Half Page), Gold (Quarter Page)</i>	✓	✓	✓		
Recognition during the Dinner Program, in media, Annual Report, and website as Category Program Sponsor	✓	✓	✓	✓	✓
Invitation for two (2) to a Seton Hall Basketball game at the University's Private Suite	✓	✓			
Premium placed Exhibit Table during Reception	✓	✓	✓		
Up to five (5) Thank You social media mentions dependent on commitment date	✓	✓			
Exclusive picture with Seton Hall University President, Dr. Joseph Nyre	✓	✓			
On-Site signage	✓	✓	✓		

Journal Ad Opportunities

Full page ad (5" wide x 8"): \$1,000

Half page ad (5" wide x 3.8" high): \$500

Quarter page ad (2.375" wide x 3.875" high): \$250

Please note: Photographic elements imported into the ad or ads created in Photoshop should be saved at 300 dpi or higher. High Resolution PDF files (Press Quality) are accepted. Be sure to embed your fonts.



JOSEPH A. UNANUE
LATINO INSTITUTE

SETON HALL UNIVERSITY

La Gala 2019!

Sponsorship Form

The New York Athletic Club, New York City

Thursday, October 24th, 2019

6:30pm Cocktail Hour, 7:30pm Dinner

Sponsor Contact Information

Company Name: _____

Contact Name: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____

Email: _____

Sponsorship Selection: *Please indicate your choice below*

☐ Diamond \$25,000 ☐ Platinum \$15,000 ☐ Gold \$10,000 ☐ Silver \$5,000 ☐ Bronze \$2,500

Ad Journal Selection: *Please indicate your choice below*

☐ Full Page \$1,000 ☐ Half Page \$500 ☐ Quarter Page \$250

I am unable to attend but wish to make a donation in the amount of \$ _____

Payment Method

Please make checks payable to "Seton Hall University" and note "J.A. Unanue Latino Institute" on the memo line.

Credit card: ☐ Visa ☐ Master Card ☐ American Express ☐ Discover

Amount Authorized: \$ _____

Name on Card: _____

Card Number: _____

Security Code: _____ Expiration Date: _____/_____/_____

Please complete all sections and return electronically before Thursday October 3, 2019

to **Stephanie Macias-Arlington, J.A. Unanue Latino Institute**

at stephanie.maciasarlington@shu.edu or:

The Joseph A. Unanue Latino Institute

Seton Hall University, Fahy Hall Rm. 246, 400 South Orange Avenue, South Orange, NJ 07079

Thank you, and we look forward to seeing you on October 24, 2019 for La Gala!