

# 2024 SPONSORSHIP





## Connect with community in 2024!

For over 30 years, Hacienda has provided affordable housing and services to individuals and families in Oregon. Partnerships with businesses, organizations, governments and foundations make our work possible.

We have three exciting sponsorship opportunities in 2024 that offer unique opportunities for businesses and organizations to support and engage with our amazing and diverse community.

Your sponsorship will help Hacienda bring these events to life and continue to build stronger, more vibrant communities for all. In the pages that follow, we have outlined sponsorship opportunities and benefits for each event along with descriptions of the events.

If you have any questions about these events or if you would like to talk about an annual sponsorship opportunity across multiple events, contact Beatriz Kravetz at [bkravetz@haciendacdc.org](mailto:bkravetz@haciendacdc.org).

Sign up to be a sponsor by visiting [haciendacdc.org/sponsor](https://haciendacdc.org/sponsor).

**IN 2023, WE PARTNERED WITH 60+ SPONSORS TO DELIVER IMPACTFUL EVENTS THAT ENGAGED OVER 6,000 COMMUNITY MEMBERS. JOIN US AS AN EVENT SPONSOR IN 2024!**



## 25th Annual Latino Home Fair | Sept 21, 2024

EST. REACH: 4,000 | EST. ATTENDEES: 500

The Latino Home Fair is a one-day event to support first time homebuyers as they work to achieve the safety, stability, and wealth generation that homeownership provides. Attendees will have the opportunity to join workshops on topics such as credit building, financing, and Hacienda's Camino a Casa orientation and interact with experts in homeownership, real estate, lending, and other local industry, government, and non-profit service providers. This event is delivered in Spanish and English and is free and open to the public.

**Event Sponsorship, \$5,000:** 10x10 booth at event, logo on event marketing materials (including event website, social media and print materials), recognition in event program, opportunity to provide promotional items for attendees, up to 5 tickets to the event, including lunch.

**Event Booth, \$750:** 10x10 booth at event, up to 3 tickets to the event, including lunch.

**Non-Profit Tables, FREE:** Reserved 10X10 booth at event, two tickets to the event, including lunch. Number of available non-profit booths is limited and based on venue capacity.

Sponsorship opens February 15 and closes June 1  
[www.haciendacdc.org/sponsor](http://www.haciendacdc.org/sponsor)



## La Gala: Día de los Muertos | November 1, 2024

EST. REACH: 5,000 | EST. ATTENDEES: 600

Our annual gala fundraiser gathers our network of supporters for an evening of live music, food, and change-making. In past years, Dolores Huerta, Julissa Arce, and Alejandra Campoverdi have graced the stage. La Gala is an excellent opportunity to demonstrate support for Hacienda's community impact and connect with a network of loyal supporters in the affordable housing space. This year's theme will honor and celebrate Dia de Los Muertos. La Gala de Hacienda is a ticketed event.

**Presenting Sponsorship, \$50,000:** Event recognized as "Presented by" your company, up to a 2-minute speech to open the event program, logo on event marketing materials (invitation, website, social and print materials), verbal recognition from stage, logo on event signage, pre-event slide show and during the live program, 10 tickets to the event.

**Platinum Sponsorship, \$25,000:** Logo on event marketing materials (invitation, website, social and print materials), verbal recognition from stage, logo on event signage, pre-event slide show and during the live program, 10 tickets to the event.

**Gold Sponsorship, \$10,000:** Verbal recognition from stage, logo in event program, pre-event slide show and during the live program, 10 tickets to the event.

**Silver Sponsorship, \$5,000:** Logo in event program, pre-event slide show and during the live program, 5 tickets to the event.

**Bronze Sponsorship, \$2,500:** Name in event program, pre-event slide show and during the live program, 2 tickets to the event.

Sponsorship opens February 15 and closes September 1  
[www.haciendacdc.org/sponsor](http://www.haciendacdc.org/sponsor)



## Give!Guide | November 1 -December 31, 2024

EST. REACH: 10,000 | EST. DONORS: 350

Willamette Week's Give!Guide is the centerpiece of our year-end giving campaign. Hosted annually, this online fundraising campaign, with an emphasis on donors under the age of 35, raises money for local nonprofits in the Portland metropolitan region. As our Give!Guide partner, you have the opportunity to provide incentives for donors and make your sponsorship donation a matching challenge. If you have other ideas for partnership, please give us a call. We would love the opportunity to be creative with you!

**Gold Sponsorship, \$10,000:** Featured highlight on Hacienda's Give!Guide donation page, logo on email marketing campaigns, logo on our donor acknowledgement letter, 30 second partnership highlight video provided by donor for Give!Guide social media campaign with an opportunity to provide incentives.

**Silver Sponsorship, \$5,000:** Featured highlight on Hacienda's Give!Guide donation page, 10 second partnership highlight video provided by donor for Give!Guide social media campaign and your logo on our donor acknowledgement letter.

**Bronze Sponsorship, \$2,500:** Name on Hacienda and Give!Guide website, social media and email marketing campaign and your logo on our donor acknowledgement letter.

Sponsorship opens Feb 15 and closes October 1  
[www.haciendadc.org/sponsor](http://www.haciendadc.org/sponsor)

We hope this sponsorship packet provides you with a better understanding of the unique and meaningful opportunities available to sponsor Hacienda CDC's community events in 2024. We appreciate your consideration and look forward to partnering with you to make these events a success!

**Questions?**  
**Contact Diana Nuñez, [dnunez@haciendacdc.org](mailto:dnunez@haciendacdc.org)**

