



1st Annual Fundraising Gala

Sponsorship Opportunities 2023

www.veronicaroblesculturalcenter.org



Veronica Robles
Cultural Center

10TH
ANNIVERSARY

Dear Potential Sponsor,

On behalf of The Veronica Robles Cultural Center and the Board of Directors, we would be delighted if you could join us as a Sponsor at our first Annual Fundraising Gala on Saturday, November 11th, 2023, at the ICA Watershed. This event celebrates and honors partners and community leaders for their support of our vision and mission for the past 10 years!

By participating as a Sponsor you will contribute to our vision for a creative, equitable, and more just City by scaling and strengthening our programming; and advancing your Corporate Social Responsibility and diversity, equity, and inclusion strategy.

We would appreciate your prompt reply to ensure your inclusion in published materials. We have listed here information for different levels of participation. If you are interested in being part of this event, please contact Karina Barreto at gala@vrocc.org. We will be happy to answer any questions. We look forward to your participation in this exciting event-our first ever award fundraising gala. Thank you in advance for your willingness to support VROCC.

Event information:

Date: November 11, 2023

5:30 pm to 6:30 pm ***Cocktail Hour VIP Reception***

6:30 pm to 11:00 pm ***General audience gala***

Location: ICA Watershed, 256 Marginal St, Boston, MA 02128

Thanks,

Karina Barreto

VROCC 1st Annual Fundraising Gala Committee



About VROCC

The Veronica Robles Cultural Center (VROCC) is a non-profit organization promoting Latino arts and culture as an engine for stronger communities and economic growth.

VROCC uses the power of arts & culture to teach, inspire and perpetuate family values to help raise loving individuals as well as future leaders who respect elders and the community. We believe in the power of arts for social change and encourage creative entrepreneurship among youth, aspiring and professional artists, as well as community members.

VROCC is a Latina women-led organization effectively serving the social, economic, cultural, and artistic needs of East Boston, a predominantly Spanish-speaking, neighborhood of nearly 50,000 people with the highest foreign born population in the city (57%).

By 2030, we envision being an organization recognized for expanding Latin American culture, in order to achieve social change and racial equity, with 5 VROCC branches.

Our History

Established in 2013 as a vibrant grassroots initiative, Veronica Robles Cultural Center (VROCC) has blossomed into a beacon of artistic expression and community connection. Officially gaining 501c3 nonprofit status in 2016, our journey continues to thrive.

In 2020, we moved to the first library branch in the United States, built in 1870, and in the heart of the East Boston community. This location offers a safe space where individuals, families, and college students of all backgrounds interested in fostering, sharing, and celebrating Latino cultures can come together.

With every step we make a tangible social impact in the lives of 100,000 people. Fostering a celebration of folkloric arts that honor the rich and diverse tapestry of Latin American countries and helping to elevate the image of immigrant communities in Boston.

In 2022, we started building a balanced portfolio (earned income from rentals, membership, classes, tickets, and funds from government, foundation, and corporations), however, we are still among the many underfunded BIPOC organizations in the city of Boston driving social change.

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**Empowering
Communities
Through Culture**



Where we are Today:

Programs and core services



Performances

VROCC produces and presents public folkloric dance and music performances from the Latin American diaspora, celebrating their broad diversity and rich cultures. Find the VROCC's self-produced annual festival and events on the next page.



Arts Education

VROCC serves over 3,500 children and youth participating in its weekly after school arts and various culturally responsive programs that includes folkloric dance, ballet, theater, music, and mariachi music classes and workshops. As part of the programming, youth learn and teach culturally affirming arts practices.

Uplifting the cultural identities of the predominantly Latino/(a) immigrant communities we serve, VROCC's programming culminates with student performances. These events give our students the opportunity to perform publicly, not only for their families but also for the general public interested in learning more about Latin American arts and cultural practices.



Incubation

VROCC provides space, resources and professional development and creative entrepreneurship opportunities for 150 emerging Latino/(a) creatives, entrepreneurs and artists. VROCC also trains youth through a Youth Employment and Entrepreneurship Program.



Community Building

VROCC leads efforts that use the arts to foster cross-cultural connections between the Latino/(a) community and Greater Boston's other diverse communities. VROCC's youth musicians and dancers perform at cultural celebrations throughout the city and are invited to perform from prominent civic and cultural organizations.



Outreach in the Media

VROCC produces a weekly Spanish Radio Show and manages social media platforms like Instagram, Facebook, X (previously Twitter). The Spanish Radio Show is broadcasted on Tuesdays from 10 to 11 AM on Latina 99.9 FM, the city's only Spanish language radio station on FM 24/7 with a reach of over 3 hundred latinos households.

Annual Festivals and events



Spring Festivals

- Día del Niño, April
- Viva Chile Boston, April



Summer Festivals

- Viva Colombia, August
- Viva México, September
- Latino Cruise, September



Fall Festivals

- Multicultural Festival, September
- Día de los Muertos, October to November



Winter Festivals

- Día de las Velitas, December
- Eastie Holiday Bazaar, December
- Día de los Reyes, January

Why is this partnership important?



Our transformation objectives center upon East Boston Latino/(a) immigrant families call for VROCC to serve more children through our high-quality and culturally resonant arts, dance and music classes. Your support will help scale-up this work and meet the demand of space, resources and staff.

Our vision is to provide many more newcomer youth with stipends for participating in creative entrepreneurship programming that includes but expands beyond our Dancing Elotes* program (a youth-led Mexican street corn business, sold on a traditional bike-cart at Farmer's markets and other venues). Help us catalyze this innovation and encourage and foster creative entrepreneurship ventures with a focus on positive social change.



Are you ready to help us? Join us in offering state-of-the art shared work and practices spaces and recording studios for and run by Latino/(a) immigrant artists who simply cannot afford to access these spaces elsewhere.

While our extensive global network has enabled us to launch new bands and other performing artists from throughout the Latin American diaspora, we have the potential to invite artists representing the culture of the Latinos living in Boston from their original countries.



91% of consumers worldwide would switch brands to one associated with a good cause, if offered comparable price and quality, according to a recent study by Cone Communications and Echo.


Sponsorship Level

	Presenting	Platinum	Gold	Silver	Supporting
Benefits	\$50,000	\$25,000	\$10,000	\$5,000	\$2,500
Tickets for Gala	20 Tickets (2 tables of 10)	10 Tickets (1 table of 10)	8 Tickets (1 table of 8)	8 Tickets (1 table of 8)	—
Cocktail hour VIP tickets	4 Tickets	2 Tickets	—	—	—
Priority table placement		—	—	—	—
5-Minute remarks at Gala		—	—	—	—
Your company presence at the press conference.		—	—	—	—
Number of VROCC Festival participation with a 6-foot table (average audience of 5,000+ per Festival)	4	—	—	—	—
Logo on official VROCC website landing page during campaign			—	—	—
One Instagram Takeover within the two weeks leading to gala			—	—	—
Number of 2-min interviews or promotional videos at Orale con Veronica show, broadcast on Tuesday, 10:00 am at Latin 99.9 FM and on Facebook Live	4	1	—	—	—
Acknowledgement from the podium during gala (recognition from the podium)				—	—
Number of 30-second promotional spots on our radio show on Tuesday 10:00 am at Latin 99.9 FM and on Facebook Live	10	4	2	1	—
Sponsor-level acknowledgment at Orale con Veronica show, broadcast on Tuesday at 10:00 am at Latin 99.9 FM and on Facebook Live	10	4	2	1	—
Sponsor-level acknowledgment in gala digital campaign (i.e. FB, Instagram, LinkedIn, X - previously Twitter)					
Company logo on print promotion (flyers, posters, etc) for gala and mention on press release					
Sponsor-level acknowledgement on-screen during the gala	Logo	Logo	Logo	Logo	Name Only

 Get 5% discount if you sign up for next year

Sponsorship Reply Form

To confirm sponsorship of VROCC 1st Annual Fundraising Gala, please complete this form.

 Please check your sponsorship level:

Presenting ☐ Platinum ☐ Gold ☐ Silver ☐ Supporting ☐

Company Name (as to be displayed on marketing materials)	
Primary Contact (name, title)	
Primary Contact phone number	
Primary Contact email	
Billing Contact (name, title) [if the contact for payments and billing is different from primary please provide]	
Billing Contact phone number	
Billing Contact email:	
Please indicate where your invoice and w-9 should be sent.	
Website:	
X (previously Twitter):	
Facebook:	
Instagram:	
Donate Tickets: would you like to donate your tickets for those who would like to attend and may not be able to pay?, if so how many?	

Logo: Please email logo to Daniela Fernandez at marketing@vrocc.org in any of these formats: JPG/PDF/PSD/PNG High Resolution (300 dpi)

Please write check to:

Veronica Robles Cultural Center

MEMO: Annual Fundraising Gala 2023

Please mail check with this form to:

80 Howard St. Saugus, MA 01906

Donation Links:



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