

ANNUAL SPONSORSHIPS PACKAGE



Partner with El Centro Hispano to advance opportunity for communities across North Carolina.

EL CENTRO HISPANO

WHY PARTNER WITH US?

As a sponsor, your company will connect with:

- 300,000+ Latino community members served annually across North Carolina
- 5,000+ email subscribers
- 25,000+ social media followers
- 3,000+ in-person event attendees per year
- The fastest-growing demographic region in the state



EL CENTRO HISPANO ANNUAL SPONSORSHIPS

The sponsorship is annual, and the benefits are provided over a 12-month period starting from the sponsorship agreement.



EL CENTRO HISPANO

SPONSORSHIP

LEVEL & BENEFITS

BRAND VISIBILITY

BENEFITS	RUMBA	SALSA	CHA-CHA-CHA	MERENGUE	TANGO	BOLERO
Primary logo placement on website	✓ Logo Size: Large + Hyperlink	✓ Logo Size: Medium	✓ Logo Size: Small	✓ Logo Size: Small	✓ List it as a Sponsor	✓ List it as a Sponsor
Logo included on landing event designated page and collateral materials	✓ (3 events)	✓ (3 events)	✓ (2 events)	✓ (2 events)	✓ (1 event)	-
Verbal recognition at signature events	✓ (3 events)	✓ (3 events)	✓ (2 events)	✓ (2 events)	✓ (1 event)	-
Logo on event Social Media Posts (3 posts/event)	✓ (9 posts)	✓ (9 posts)	✓ (6 posts)	✓ (6 posts)	✓ (3 posts)	-
Logo on email newsletters (5,000+ subscribers)	✓ (6 newsletters)	✓ (4 newsletters)	✓ (2 newsletter)	✓ (1 newsletter)	-	-

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SPONSORSHIP

LEVEL & BENEFITS

DIGITAL & MEDIA EXPOSURE

BENEFITS	RUMBA	SALSA	CHA-CHA-CHA	MERENGUE	TANGO	BOLERO
Radio Shout-outs (verbal) (1 mention/program)	✓ (10 shout-outs)	✓ (10 shout-outs)	✓ (5 shout-outs)	✓ (1 shout-out)	✓ (1 shout-out)	✓ (1 shout-out)
Radio interview feature on Spanish-language partner station	✓ (2 radio interviews)	✓ (2 radio interviews)	✓ (1 radio interview)	✓ (1 radio interview)	-	-
Live Social Media mention during an event (5 minutes)	✓	✓	-	-	-	-
Customized branded social media post bundle (5-7 slides) (Facebook & Instagram)	✓	-	-	-	-	-
Dedicated spotlight video + interview (to share on social)	✓	-	-	-	-	-

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LEVEL & BENEFITS

ACCESS &
RECOGNITION

BENEFITS	RUMBA	SALSA	CHA-CHA-CHA	MERENGUE	TANGO	BOLERO
Vendor table at signature events	✓ (3 events)	✓ (3 events)	✓ (2 events)	✓ (2 events)	✓ (1 event)	✓ (1 event)
Logo on office lobby screen	✓	✓	✓	✓	✓	✓
Event tickets to Gala	✓ (4 tickets)	✓ (4 tickets)	✓ (2 tickets)	✓ (1 ticket)	✓ (1 ticket)	-
VIP experience (Volunteer Day or Cultural Day or Job Placement)	✓	✓	✓	-	-	-
Opportunity to deliver 2-3 min remarks at 1-2 major events	✓	✓	✓	-	-	-
Opportunity for a representative to join the Board of Directors	✓	✓	-	-	-	-
Naming rights for a program (e.g., Orgullo presented by...)	✓	-	-	-	-	-

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LEVEL & BENEFITS

TRAINING AND DEVELOPMENT

BENEFITS	RUMBA	SALSA	CHA-CHA-CHA	MERENGUE	TANGO	BOLERO
Discount on Spanish courses	20%	15%	10%	5%	-	-
Discount on Cultural Competency Training	30%	30%	20%	10%	-	-
Discount on Translation Services	30%	30%	20%	10%	-	-

EL CENTRO HISPANO SPONSORSHIP

SIGNATURE EVENTS



Cultural Outdoor Festival **ORGULLO**

Celebrate diverse culture, identities, and experiences of the Latinx LGBTQ+ community.

 **JUNE 26, 2026**



Fundraising Event **ANNIVERSARY GALA**

Join us for an evening to celebrate our organization's journey and the contributions of those who have fueled our success.

 **JUNE 27, 2026**



Cultural Outdoor Festival **FIESTAS EN LA CALLE DURHAM & BACK TO SCHOOL**

Enjoy a vibrant celebration with school supplies, community resources, and delicious food, right in the heart of Durham!

 **AUGUST 2, 2026**



Cultural Outdoor Festival **FIESTAS EN LA CALLE CARRBORO**

With music, entertainment, and food, this event provides a cultural space for experiencing Latino culture.

 **AUGUST 23, 2026**



Forum **COMMUNITY HEALTH WORKERS FORUM**

The premier gathering for state community health workers, attracting hundreds for updates on the latest trends and tools.

 **AUGUST 29, 2026**



Cultural Outdoor Festival **FIESTAS EN LA CALLE FAYETTEVILLE**

Celebrate Hispanic Heritage Month with a festival featuring Latino artistry, music, and cuisine, a cultural extravaganza not to be missed!

 **SEPTEMBER 25, 2026**



Commemorative Indoor Event **NUESTRA VOZ ANNIVERSARY**

Celebrate the trajectory and history of our LGBTQ+ programs alongside the local community, featuring the Frida Kahlo awards.

 **OCTOBER 31, 2026**