



Together We Grow

2023 SPONSORSHIP OPPORTUNITIES

ANNUAL FUNDRAISING GALA

SEPTEMBER 24, 2023 AT THE ATLANTA HISTORY CENTER

HONORARY CHAIRWOMAN

**VERÓNICA MALDONADO, CEO AND PRESIDENT
THE GEORGIA HISPANIC CHAMBER OF COMMERCE**

PRESENTED BY

LOS NIÑOS PRIMERO

CONTACT

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SPONSORSHIP LEVELS

For 2023

Level	Value
Titanium Sponsor	\$10,000
Platinum Sponsor	\$5,000
Gold Sponsor	\$2,500
Silver Sponsor	\$1,000
Bronze Sponsor	\$500
Welcome Circle Sponsor	\$250



OUR STORY

Founded in 2001, Los Niños Primero is a Latina-led, Atlanta nonprofit that provides academic, civic engagement, leadership, athletics, arts and cultural enrichment programs to the Latino community.

All programs are offered free of charge to our families.

Executive Director, Maritza Morelli, emigrated from Venezuela 33 years ago and has led Los Niños Primero from its inception. She understands the delicate balance immigrant families strike to ensure their children thrive in public schools while preserving a meaningful connection to their heritage, culture, and language.

Our programs serve: (1) Children ages 3 to 12-years old (2) Youth ages 13-years old through college, and (3) Latino parents.

We provide students and their families with **six distinct programs:**

1. Year-round academic early education programs
2. Youth leadership, college preparatory, and job training programs
3. Family leadership and civic engagement programs
4. Bilingual family counseling
5. Arts and cultural enrichment: art, chorus, orchestra, drama, and dance
6. Sports: soccer, swimming, and yoga

01

Respect

02

Integrity

03

Responsibility

04

Passion for Learning

05

Community Engagement



TIMELINE

EXECUTIVE DIRECTOR MARITZA MORELLI has led the organization from one site with 17 children in 2001 to six locations today serving over 900 children, youth and families.

2001

Launch of 2 week summer program with 17 students

2010

100 students served

2017

Martha Barrios Mead Scholarship begins for Latino youth seeking higher education opportunities

2022-23

900 children and families served, 100 + youth volunteers, and 6 sites across metro Atlanta

WHY JOIN

Los Niños Primero serves as an **exceptional connector**. A sponsorship with our nonprofit organization is an excellent means for networking in the Latino Community.

Los Niños Primero builds partnerships with businesses to create opportunities for **meaningful philanthropic engagement for employees and clients**.

Our partnerships offer **mission engagements, volunteer opportunities, event participation and recognitions**. We differentiate ourselves by offering true mission engagements and a personalized approach by understanding your business and employees.

Los Niños Primero provides the opportunity for a **memorable and meaningful cultural exchange** right here in Atlanta!

PARTNERSHIP BENEFITS

LEVEL/VALUE	Tatanium Sponsor \$10,000	Platinum Sponsor \$5,000	Gold Sponsor \$2,500	Silver Sponsor \$1,000	Bronze Sponsor \$500	Welcome Circle Sponsor \$250
TOGETHER WE GROW GALA						
Presenting Sponsor	x					
Speaking Opportunity	x					
Dedicated Press Release	x					
Recognition From the Podium	x	x	x			
Program Advertisement	x	x	x			
Seating	2 tables of 10 (priority seating)	1 table of 10 (prominent seating)	5 tickets			
Event Signage & Display	Feature display of logo	Feature display of logo	Prominent display of logo	Logo		
DÍA DEL NIÑO						
On Air Recognition from iHeart Latino	x	x	x			
Exclusive Sponsorship of an Activity Booth	x	x	x	x		
Event Signage	Feature Display of Logo	Prominent Display of Logo	Logo	Logo		
Company Advertised on T-Shirt	x	x	x	x	x	
MARKETING & COMMUNICATIONS (ON-GOING)						
Press Release (When Applicable)	Individual Release	Featured mention	Group listing			
Bi-monthly Social Media Posts	Individual	Featured mention	Group	Group		
Monthly Newsletter Feature	Individual	Featured mention	Group	Group	Group	
Website & Annual Report of Donors	Prominent Display of Logo	Logo	Name listing	Name listing	Name listing	Name listing
VOLUNTEER ENGAGEMENT						
Custom Group Volunteer Project	x	x	x			
Volunteer Opportunities	x	x	x	x	x	x
Private Tour with Executive Director of the Summer Academic Program	x	x	x	x	x	x