



CINCO DE MAYO



"CELEBRATING LABOR WARRIORS"

MAY 5, 2023
AT 6 P.M.
AT UNION STATION

FOR SPONSORSHIP OPPORTUNITIES

CONTACT:
HILDA M. DELGADO
HDELGADO@ACTUMLLC.COM
OR
ROSIE CRUZ
ROSIE@THELAFED.ORG

PRESENTED BY:



MIGUEL
CONTRERAS
FOUNDATION





SPONSORSHIP OPPORTUNITIES

\$50,000 “LABOR WARRIOR” CO-TITLE SPONSOR (LIMIT OF 2)

VISIBILITY BENEFITS Prominent logo recognition as a Co-Title sponsor at the Miguel Contreras Cinco de Mayo Awards on custom made event signage, all printed materials, step and repeat, and commemorative program book. Logo placement on the LA Fed's Facebook and Twitter header, and on primary promotional graphics and videos shared on the Fed's social channels (Facebook/Twitter/Instagram). Social media acknowledgment in the form of a shareable carousel post that will live on our socials (Instagram/Twitter/Facebook) from 5/1-5/10 (designed and approved by the LA Fed). Logo placement on the LA Fed website (event page) with hyperlink to organization website. Logo visibility on 8 event e-blasts (starting March 15, 2022).

AWARDS BENEFITS (DAY OF)

- o Speaking opportunity at the Miguel Contreras Cinco de Mayo Awards during the program and VIP reception.
- o VIP Reception (*10 attendees*).
- o VIP Photo opportunity.
- o Video Vignette Sponsor (taped by the Fed with sponsor input).
- o VIP Reserved area (*10 attendees*).
- o Podium acknowledgment/recognition AND speaking opportunity during the program.
- o Sponsor recognition in the Miguel Contreras Legacy Exhibit Area.
- o Logo in all public relations materials including media advisories & press releases, & all event related earned media opportunities.
- o Invitation to the Miguel Contreras Day at City Hall.

\$25,000 – “MIGUEL CONTRERAS” SPONSOR (LIMIT OF 3)

VISIBILITY BENEFITS Prominent logo recognition as the *Miguel Contreras* Sponsor on custom made conference signage, all printed materials, and commemorative program book. Logo placement on the LA Fed event web page with hyperlink to organization website. Social media acknowledgment in the form of a shareable carousel post that will live on our socials (Instagram/Twitter/Facebook) from 5/1-5/10 (designed and approved by the LA Fed). Logo visibility on 6 event e-blasts (starting March 15, 2022).

EVENT BENEFITS (DAY OF)

- o Speaking opportunity at the Miguel Contreras Cinco de Mayo Awards.
- o VIP Reception (*5 attendees*).
- o VIP Photo opportunity.
- o Video Vignette Sponsor (taped by the Fed with sponsor input).
- o VIP Reserved area (*10 attendees*).
- o Podium acknowledgment/recognition AND speaking opportunity during the program.
- o Sponsor recognition in the Miguel Contreras Legacy Exhibit Area.
- o Invitation to the Miguel Contreras Day at City Hall.

\$15,000 – “SÍ SE PUEDE” SPONSOR (LIMIT OF 4)

VISIBILITY BENEFITS Logo recognition as a *Sí Se Puede* Sponsor on custom made conference signage, all printed materials, and commemorative program. Logo placement on the Fed event web page with hyperlink to organization website. Social media acknowledgment in the form of a shareable carousel post that will live on our socials (Instagram/Twitter/Facebook) from 5/1-5/10 (designed and approved by the LA Fed). Logo visibility on 4 event e-blasts (starting March 15, 2022).

EVENT BENEFITS (DAY OF)

- o Video Vignette Sponsor (taped by the Fed with sponsor input) / or other type of speaking opportunity during the program.
- o VIP Reception (*5 attendees*).
- o VIP Photo opportunity.
- o Preferred registration at the Miguel Contreras Cinco de Mayo Awards (*10 attendees*).
- o Sponsor recognition in the Miguel Contreras Legacy Exhibit Area.
- o Podium acknowledgment/recognition.
- o Invitation to the Miguel Contreras Day at City Hall.

\$7,500 – “LA HUELGA” SPONSOR

VISIBILITY BENEFITS Logo recognition as *La Huelga* Sponsor on custom made conference signage, all printed materials, and commemorative program. Logo placement on the LA FED event web page with hyperlink to organization website. Social media acknowledgment in the form of a shareable carousel post that will live on our socials (Instagram/Twitter/Facebook) from 5/1-5/10 (designed and approved by the LA Fed). Logo visibility on 2 event e-blasts (starting on March 15).

EVENT BENEFITS (DAY OF)

- o Preferred registration at the Miguel Contreras Cinco de Mayo Awards (*10 attendees*).
- o VIP Reception (*2 attendees*).
- o VIP Photo opportunity.
- o Sponsor placement in the Miguel Contreras Legacy Exhibit Area.
- o Podium acknowledgment/recognition.
- o Invitation to the Miguel Contreras Day at City Hall.

\$5,000 – “LA UNIÓN” SPONSOR

VISIBILITY BENEFITS Logo recognition as a *La Unión* Sponsor on custom made conference signage, all printed materials, and commemorative program. Social media acknowledgment in the form of a shareable carousel post that will live on our socials (Instagram/Twitter/Facebook) from 5/1-5/10 (designed and approved by the LA Fed). Logo visibility on 1 conference e-blasts (starting on March 15).

EVENT BENEFITS (DAY OF)

- o Reserved registration at the Miguel Contreras Cinco de Mayo Awards (*5 attendees*).
- o Logo recognition as La UNIÓN sponsor on all printed materials, official signage, and commemorative program.
- o Sponsor placement in the Miguel Contreras Legacy Exhibit Area.
- o Podium acknowledgment/recognition.

\$2,500 – “TRABAJADORES” SPONSOR

- o Logo recognition as El Pueblo sponsor on all printed materials, official signage, and commemorative program.
- o Reserved registration at the Miguel Contreras Cinco de Mayo Awards (*5 attendees*).
- o Name recognition in the program book.
- o Podium acknowledgment/recognition.

\$1,500 – “SOLIDARIDAD” SPONSOR

- o Name recognition in the program book.
- o Reserved registration for the Miguel Contreras Awards Dinner (*5 attendees*).
- o Podium acknowledgment/recognition.

\$250 – “AMIGO” SPONSOR [Individual Tickets]

Limited - while supplies last

- o Open seating for Miguel Contreras Awards ticket (*1 ticket*).



SPONSORSHIP CONFIRMATION

For inclusion in electronic invitation communications,
please respond by **April 20, 2023**

For inclusion in program book, signage, and all other marketing materials, please
respond by **April 30, 2023**

For more information, please contact Hilda Marella Delgado at (213) 700-3142 or hdelgado@actumluc.com.

COMPANY INFORMATION: _____
Company/Organization Name

**PLEASE INCLUDE US AS A SPONSOR OF THE MIGUEL CONTRERAS "5 DE MAYO" AWARDS IN THE
FOLLOWING CATEGORY:**

- ☐ **\$50,000 LABOR WARRIOR CO-TITLE SPONSOR (2) AVAILABLE**
- ☐ **\$25,000 MIGUEL CONTRERAS SPONSOR - 3 AVAILABLE**
- ☐ **\$15,000 SI SE PUEDE SPONSOR - 3 AVAILABLE**
- ☐ **\$7,500 LA HUELGA SPONSOR**
- ☐ **\$5,000 LA UNIÓN SPONSOR**
- ☐ **\$2,500 LOS TRABAJADORES SPONSOR**
- ☐ **\$1,500 SOLIDARIDAD SPONSOR**
- ☐ **\$250 AMIGO SPONSOR**

PAYMENT

ACH payment of the sponsorship amount is preferred; however, we do accept payment via check. Please select your payment method and a LA Fed staff member will be in touch to provide payment confirmation.

PAYMENT METHOD

- ☐ **ACH***
**For ACH Payments, please send invoice to
Laura Sanchez at lsanchez@thelafed.org*
- ☐ **CHECK****
***Make checks payable to
"THE MIGUEL CONTRERAS FOUNDATION"
2130 W. JAMES M. WOOD BLVD.,
LOS ANGELES, CA 90006*

CONTACT INFORMATION

Name:
Title:
Email:
Mobile No.:
Address:
City: State: ZIP:
Signature:

TOTAL ENCLOSED: \$ _____



MEDIA RECOGNITION

WHAT WE NEED FROM YOUR ORGANIZATION

Thank you so much for participating as one of our sponsors!

To ensure proper media recognition, please provide the following information to Tatiana Ramirez at tatiana@thelafed.org with the subject line **"MCF MEDIA RECOGNITION: [Your Orgs Name]"**:

- ☐ **Union/Organization Name**
 - *As you would like it to appear on website*
- ☐ **The sponsorship package your organization purchased**
- ☐ **Union/Organization Logo file**
 - *Acceptable file formats: .PNG or .JPEG*
 - *High Resolution (300 dpi)*
 - *The file sent should be exactly as you would like it to appear on the website and on the step and repeat*
- ☐ **Organization website address**
- ☐ **Organization social media handles for Instagram, Twitter, and Facebook**
- ☐ **Organization specific hashtags for social media**

MEDIA CONTACT

Should you have any questions or concerns regarding your submission, feel free to reach out to Tatiana Ramirez at the following email and phone number:

- **Name:** Tatiana Ramirez
- **Email:** tatiana@thelafed.org
- **Phone:** 213-381-5611 x107

LA FED SOCIAL MEDIA INFORMATION

Also, be sure to Like and Follow The Los Angeles County Federation of Labor on social media at the following handles:

- **Facebook:** @thelafed
- **Instagram:** @thelafed
- **Twitter:** @LALabor

Keep up with all things LA Labor at our website: www.thelafed.org.

THANK YOU AND WE LOOK FORWARD TO SEEING YOU THERE!