

The Hispanic Foundation of Silicon Valley invites you to sponsor
Silicon Valley's premier Hispanic event.

The 21st Annual Hispanic Charity Ball Gala

Saturday, October 16, 2010
San Jose Fairmont Hotel

Purpose

The Hispanic Foundation of Silicon Valley (HFSV) is a public foundation dedicated to inspiring community philanthropy and engaging people to invest in the health, educational achievement, and leadership development of a thriving Hispanic community in Silicon Valley.

History

The Hispanic Foundation of Silicon Valley grew out of a special event, the Hispanic Charity Ball, which was first held in 1990 to raise awareness about issues affecting the Latino community, promote volunteerism, celebrate philanthropic leaders, and provide the funding vehicle to support nonprofit organizations serving the Hispanic community with cash grants. Over the course of its history, the event has become a powerful tool for building and channeling community philanthropy.

La Familia Award

Each year the Hispanic Foundation of Silicon Valley recognizes one special Latino family with La Familia Award for their exemplary service to the community. The selected family is honored at the Foundation's annual gala event, the Hispanic Charity Ball. For the 2010, La Familia Award, the Hispanic Foundation of Silicon Valley will honor a Latino family that has served or is serving in the United States Military. They will be recognized for their contribution in the service to the United States and their volunteerism in our local community.

Impact

The Hispanic Foundation of Silicon Valley has a long history of engagement with Silicon Valley's Latino community and continues its strong ties in developing the community's capacity to lead. Through the Hispanic Charity Ball and other philanthropic programs, the Hispanic Foundation of Silicon Valley has invested over \$1,000,000 in charitable resources in the success of Silicon Valley's Latino community.

*Ron Gonzales, President & CEO
Hispanic Foundation of Silicon Valley*

*Carmen Sigler, SJSU Provost
HFSV Board Chair*

**Thank You to our sponsors who made the 2009 Hispanic Charity Ball the most
successful event for 20 years!**

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AAA of Northern California
Adobe Systems
American Red Cross of Santa Clara Valley
Applied Materials
BAE Systems
Bank of America
Berger Lewis Accountancy Corp.
Berliner-Cohen Law Group
Bottomley Distributing Company, Inc.
Cabrera Painting
California Federation of Teachers and the San Jose/Evergreen Faculty Association, Local 6157
California Water Service
Castellano Family Foundation
Cement Masons' Local No 400
Cisco Systems, Inc.
Citibank
Comerica Bank-CA
Consulado de México
DeAnza Community College
eBay Foundation
El Observador
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Gardner Family Care Health Network
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Mission Foods
Morgan Stanley Smith Barney
Mundi Travel American Express
NBC Bay Area/Telemundo
Nordstrom
Northrup Grumman
Oakland Athletics
Pacific Gas & Electric
Plaza Garibaldi
Plaza Jewelers
Safeway
San Francisco Giants
San José State University
Santa Clara University

The 21st Anniversary Hispanic Charity Ball

San Jose Water Company
Santa Clara Valley Water District
Silicon Valley Community Foundation
Summerhill Homes
Target
The Health Trust
UAW Local 2244
UFCW Local 5
United Way of Silicon Valley
Verigy
Verizon
Wells Fargo

The 21st Anniversary Hispanic Charity Ball

Presenting Sponsor

\$50,000

One Sponsorship at this level

Media and Promotional Benefits

- ◆ Premier logo placement and recognition as the Presenting Sponsor of the 2010 Hispanic Charity Ball Gala on the Hispanic Foundation of Silicon Valley website (www.hfsv.org) and on all Web 2.0 media opportunities
- ◆ Presenting Sponsor recognition in the Hispanic Foundation of Silicon Valley electronic newsletter distributed to thousands of Silicon Valley leaders
- ◆ Significant recognition as a Presenting Sponsor in all pre-event advertising and media
- ◆ Cover placement of company/organization logo on event invitation with clear statement of Presenting Sponsorship

Event Benefits

- ◆ Twenty (20) dinner tickets (two tables) in premier location
- ◆ Twenty (20) VIP reception passes
- ◆ Exclusive opportunity for company/organization representative to make on-stage remarks about company's initiatives at event
- ◆ Company/organization logo on cover of event program with clear statement of Presenting Sponsorship
- ◆ Premier gobo projection of company/organization logo in Fairmont Hotel Ballroom
- ◆ On-screen placement of logo and recognition as Presenting Sponsor at HCB Gala
- ◆ Full-page ad in printed event program in premier location
- ◆ Opportunity to place giveaway items at each table setting (seating for 800 guests)

Post-Event Benefits

- ◆ Presenting Sponsor recognition in post-event media, including the HFSV's electronic newsletter and website
- ◆ Article about company/organization's initiatives posted on HFSV website

The 21st Anniversary Hispanic Charity Ball

Diamond Sponsor

\$30,000

Media and Promotional Benefits

- ◆ Prime logo placement and recognition as Diamond Sponsor of the 2010 Hispanic Charity Ball Gala on the Hispanic Foundation of Silicon Valley website (www.hfsv.org) and on all Web 2.0 media opportunities
- ◆ Diamond Sponsor recognition in the Hispanic Foundation of Silicon Valley electronic newsletter distributed to thousands of Silicon Valley leaders
- ◆ Significant recognition as a Diamond Sponsor in all pre-event advertising and media
- ◆ Prime placement and size of company/organization logo on event invitation with clear statement of Diamond Sponsorship

Event Benefits

- ◆ Ten (10) dinner tickets (one table) in prime location
- ◆ Ten (10) VIP reception passes
- ◆ Opportunity for on stage recognition as company/organization representative co-presents a prominent award at event
- ◆ Prime placement of company/organization logo on event program with clear statement of Diamond Sponsorship
- ◆ Prime gobo projection of company/organization logo in Fairmont Hotel Ballroom
- ◆ On-screen placement of logo and recognition as Diamond Sponsor at HCB Gala
- ◆ Full-page ad in printed event program in prime location

Post-Event Benefits

- ◆ Diamond Sponsor recognition in post-event media, including the HFSV's electronic newsletter and website

The 21st Anniversary Hispanic Charity Ball

Gold Sponsor

\$20,000

Media and Promotional Benefits

- ◆ Recognition as Gold Sponsor of the 2010 Hispanic Charity Ball Gala on the Hispanic Foundation of Silicon Valley website (www.hfsv.org) and on all Web 2.0 media opportunities
- ◆ Gold Sponsor recognition in the Hispanic Foundation of Silicon Valley electronic newsletter distributed to thousands of Silicon Valley leaders
- ◆ Recognition as a Gold Sponsor in all pre-event advertising and media
- ◆ Company/organization logo on event invitation with clear statement of Gold Sponsorship

Event Benefits

- ◆ Ten (10) dinner tickets (one table) in great location
- ◆ Six (8) VIP reception passes
- ◆ Company/organization logo on event program with clear statement of Gold Sponsorship
- ◆ On-screen placement of logo and recognition as Gold Sponsor at HCB Gala
- ◆ Verbal recognition as Gold Sponsor at Hispanic Charity Ball Gala
- ◆ Quarter-page ad in printed event program

Post-Event Benefits

Gold Sponsor recognition in post-event media, including the HFSV's electronic newsletter and website

The 21st Anniversary Hispanic Charity Ball

Silver Sponsor

\$10,000

Media and Promotional Benefits

- ◆ Recognition as Silver Sponsor of the 2010 Hispanic Charity Ball Gala on the Hispanic Foundation of Silicon Valley website (www.hfsv.org) and on all Web 2.0 media opportunities
- ◆ Silver Sponsor recognition in the Hispanic Foundation of Silicon Valley electronic newsletter distributed to thousands of Silicon Valley leaders
- ◆ Recognition as a Silver Sponsor in all pre-event advertising and media
- ◆ Company/organization logo on event invitation sent to thousands on HFSV database with clear statement of Silver Sponsorship

Event Benefits

- ◆ Ten (10) dinner tickets (one table) in great location
- ◆ Four (4) VIP reception passes
- ◆ Company/organization logo on event program with clear statement of Silver Sponsorship
- ◆ On-screen placement of logo and recognition as Silver Sponsor at HCB Gala
- ◆ Verbal recognition as Silver Sponsor at Hispanic Charity Ball Gala
- ◆ Quarter-page ad in printed event program

Post-Event Benefits

- ◆ Silver Sponsor recognition in post-event media, including the HFSV's electronic newsletter and website

The 21st Anniversary Hispanic Charity Ball

Bronze Sponsor

\$5,000

Media and Promotional Benefits

- ◆ Recognition as Bronze Sponsor of the 2010 Hispanic Charity Ball Gala on the Hispanic Foundation of Silicon Valley website (www.hfsv.org) and on all Web 2.0 media opportunities
- ◆ Bronze Sponsor recognition in the Hispanic Foundation of Silicon Valley electronic newsletter distributed to thousands of Silicon Valley leaders
- ◆ Recognition as a Bronze Sponsor in all pre-event advertising and media
- ◆ Company/organization name on event invitation sent to thousands on HFSV database with clear statement of Bronze Sponsorship

Event Benefits

- ◆ Ten (10) dinner tickets (one table)
- ◆ Two (2) VIP reception passes
- ◆ Company/organization name in event program with clear statement of Bronze Sponsorship
- ◆ On-screen recognition of company/organization name as Bronze Sponsor at HCB Gala
- ◆ Verbal recognition as Bronze Sponsor at Hispanic Charity Ball Gala
- ◆ Business card-sized ad in printed event program

Post-Event Benefits

- ◆ Bronze Sponsor recognition in post-event media, including the HFSV's electronic newsletter and website

The 21st Anniversary Hispanic Charity Ball

Table Sponsor

\$2,500

Media and Promotional Benefits

◆ Recognition as Nonprofit/Table Sponsor of the 2010 Hispanic Charity Ball Gala on the Hispanic Foundation of Silicon Valley website (www.hfsv.org) and in e-newsletter distributed to thousands of Silicon Valley leaders

Event Benefits

- ◆ Ten (10) dinner tickets (one table)
- ◆ Company/organization name in event program
- ◆ On-screen recognition as Nonprofit/Table Sponsor at HCB Gala
- ◆ Verbal recognition as Nonprofit/Table Sponsor at Hispanic Charity Ball Gala

Post-Event Benefits

- ◆ Table Sponsor recognition in post-event media, including the HFSV's electronic newsletter and website

The 21st Anniversary Hispanic Charity Ball

What Do Your Contributions Support?

- ◆ **Charitable Giving:** Through its grant making, the Hispanic Foundation of Silicon Valley (HFSV) has consistently focused resources on critical areas of need to the Hispanic community such as educational excellence; healthy aging; leadership and, other important areas of need.

- ◆ **Educational Excellence:** The HFSV is very concerned about the educational attainment of our community and are researching how we can best focus our funds to support educational initiatives that will close the Latino student educational achievement gap in Silicon Valley.

- ◆ **Healthy Aging:** Through a Partnership with The Health Trust the HFSV will train Latino family caregivers about the services available to improve the quality of life for our elders.

- ◆ **Volunteerism:** Annually, the HFSV recognizes one special Hispanic/Latino family with the *La Familia* Award, selected for their exemplary service to the community. We recognize the important role that Latinos play in volunteer service in our region and promote greater engagement in volunteerism.

- ◆ **Leadership Development:** The HFSV recognizes and is responding to a critical need to increase the pool of qualified Latinos to serve on nonprofit boards and in leadership positions in the nonprofit sector. We have been speaking out on this issue and have begun development of a new program, a Latino Board Leadership Academy (LBLA). Through this program, the HFSV will recruit, train and match Latino professionals to serve on nonprofit and foundation boards in Silicon Valley. The LBLA has the potential to transform the region as a greater number of qualified Latinos take their place amongst the region's decision-makers.

- ◆ **Community Partnership:** The HFSV is open to identifying ways that we can add value on issues of concern in the community. We will play a leadership role as a convener and promoter of community dialogue in collaboration with other organizations where our priorities align and resources allow.

- ◆ **Convening & Engaging the Hispanic Community:** The HFSV brings the Latino community together to discuss the "State of Latino Affairs" in areas such of education, health, housing, etc.