

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

The 22nd Annual Hispanic Charity Ball Gala

Saturday, October 8, 2011
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.

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

Carmen Sigler
Board Chair

Joe & Camille Coto
Event Co-Chairs



The 22nd Anniversary Hispanic Charity Ball

Thank You to our sponsors who made the 2010 Hispanic Charity Ball the most successful event for 21 years!

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Adobe Systems
American Red Cross of Santa Clara Valley
Applied Materials
Art Origin
BAE Systems
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Berger Lewis Accountancy Corp.
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Boy Scouts Santa Clara County
BP America, Inc.
California Federation of Teachers and the San Jose/Evergreen Faculty Association, Local 6157
California Water Service
Castellano Family Foundation
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Center for Employment Training
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San José State University
Santa Clara University
Santa Clara Valley Water District
Silicon Valley Community Foundation
Summerhill Homes
Target
United Way of Silicon Valley
Verigy
Verizon
Walmart
Wells Fargo

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Presenting Sponsor

\$50,000

One Sponsorship at this level

Media and Promotional Benefits

- ◆ Premier logo placement and recognition as the Presenting Sponsor of the 2011 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 website and Facebook pages
- ◆ 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
- ◆ 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 the Hispanic Foundation of Silicon Valley website and Facebook pages

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Diamond Sponsor

\$30,000

Media and Promotional Benefits

- ◆ Prime logo placement and recognition as Diamond Sponsor of the 2011 Hispanic Charity Ball Gala on the Hispanic Foundation of Silicon Valley website (www.hfsv.org) and Facebook pages
- ◆ Significant recognition as a Diamond Sponsor in all pre-event advertising and media
- ◆ Prime placement and size of company/organization logo on electronic 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
- ◆ 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 the Hispanic Foundation of Silicon Valley website and Facebook pages

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Gold Sponsor

\$20,000

Media and Promotional Benefits

- ◆ Recognition as Gold Sponsor of the 2011 Hispanic Charity Ball Gala on the Hispanic Foundation of Silicon Valley website and Facebook pages
- ◆ Recognition as a Gold Sponsor in all pre-event advertising and media
- ◆ Company/organization logo on electronic 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 the Hispanic Foundation of Silicon Valley website and Facebook pages

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Silver Sponsor

\$10,000

Media and Promotional Benefits

- ◆ Recognition as Silver Sponsor of the 2011 Hispanic Charity Ball Gala on the Hispanic Foundation of Silicon Valley website and Facebook pages
- ◆ Recognition as a Silver Sponsor in all pre-event advertising and media
- ◆ Company/organization logo on electronic 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 the Hispanic Foundation of Silicon Valley website and Facebook pages

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Bronze Sponsor

\$5,000

Media and Promotional Benefits

- ◆ Recognition as Bronze Sponsor of the 2011 Hispanic Charity Ball Gala on the Hispanic Foundation of Silicon Valley website and Facebook pages
- ◆ Recognition as a Bronze Sponsor in all pre-event advertising and media
- ◆ Company/organization name on electronic 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 the Hispanic Foundation of Silicon Valley website and Facebook pages

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Table Sponsor

\$2,500

Media and Promotional Benefits

- ◆ Recognition as Nonprofit/Table Sponsor of the 2011 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

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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, convening and engaging the Latino community, and, other important areas of need.

♦ **Educational Excellence:** Closing the Latino student achievement gap in Science, Technology, Engineering, and Math (STEM) is the Foundation's #1 priority. To that end the Foundation funds to summer and year-round programs focused on providing advanced teaching to middle school students in math and algebra. Additionally, we are exploring new efforts in the area of literacy.

♦ **Healthy Aging:** Through a Partnership with the Alzheimer's Association of Northern California and Catholic Charities the HFSV trains 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. In 2011 we launched the first Latino Board Leadership Academy (LBLA). Through this program, the HFSV recruits, trains and matches Latinos to serve on nonprofit 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, financial stability, housing, and environmental sustainability. In 2011, we published the first-ever *Silicon Valley Latino Report Card*. The report card graded the level of Latino achievement in the above five quality of life areas. Next steps for the report card are to engage the Latino community and Silicon Valley region to improve the grades for the next report card.