

# SPONSORSHIP/ADVERTISEMENT OPPORTUNITIES



## Annual Gala Celebrating 61 Years

*Saving Lives, Building Futures;  
Con Corazón y Comunidad*

Wednesday, May 20, 2026

6:00 pm - 11:00 pm

**CAPITALE**

130 Bowery, NYC

Purchase Seating

Log on [boriken.org/gala](http://boriken.org/gala)



[boriken.org](http://boriken.org)

# About Us and Our Gala

Since 1965, the East Harlem Council for Human Services, Inc. (Council) has provided the highest quality of fully bilingual health and human services to East Harlem and the surrounding communities. Over the past 60 years, the Council has developed several programs to meet the needs of the community. These programs include the East Harlem Bilingual Head Start, the Boriken Neighborhood Health Center (Boriken), School Based Health Programs at PS 7, PS 112 & PS 155 and our Senior Nutrition program for Older Adults at Casabe Houses.

We are very proud of the services and the work we have done over the past 6 decades and we remain committed to delivering on our mission. East Harlem and the surrounding communities are vibrant, full of rich history, culture, arts and resilient individuals but at the same time they face significant challenges around healthcare, housing, and other human services. The Council will continue to do all it can to ensure this community gets the services they need and deserve! This is why we need your help. To continue our work, we need the support of our friends and partners. Today the work we have been doing is being threatened by policy changes and decreases in funding at a time when more needs to be done. Our health center, which serves over 12,400 individuals each year and provides comprehensive primary and preventive care to any individual that crosses our threshold, does not receive the reimbursement rates it requires to continue to do our work. Our current rates are based upon 1999-2000 cost factors creating significant gaps to support our work. Our Bilingual Head Start program, that we have been running since 1969 and serving over 200 children and their families each year with year-round programming, has no identified long term funding and is at risk of closing within the next 18 months. Closure of such a program would be a great loss to the community and the families that rely on us just furthering the challenges already faced. Now more than ever we need the backing of our friends and partners. We hope you will join us on Wednesday, May 20<sup>th</sup>, 2026, at the beautiful Capitale and learn more about our work and what you can do to help us to help so many others.

Our theme, “*Saving Lives, Building Futures; Con Corazón y Comunidad*”, does not only represent our commitment to our work, but the love and compassion we have for our community. We will continue to do everything we can to ensure that every individual in the communities we serve are provided with the health and human services they need and deserve. Thank you for lending your support to our efforts, together we will make a difference.

# SPONSORSHIPS LEVELS



TITLE SPONSOR ..... \$50,000



PLATINUM SPONSOR ..... \$25,000



GOLD SPONSOR ..... \$20,000



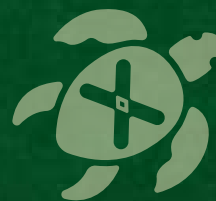
SILVER SPONSOR ..... \$15,000



BRONZE SPONSOR ..... \$10,000



SUPPORTING SPONSOR ..... \$5,000



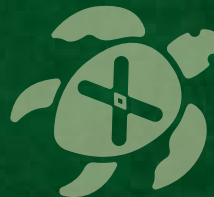
## TITLE SPONSOR — \$50,000

- VIP/Premier Seating in the first row for two (2) Tables of 10
- Your Logo as Presenting Sponsor on the Auction Paddles (See Below)
- Your logo is MOST prominently placed on the step & repeat
- Prominent Recognition in the Gala Materials and website
- Full-Page ad on the inner back cover of the Gala Program
- Featured in all press releases, media interviews, and post-event media coverage
- Recognition in the East Harlem Council for Human Services newsletter for one (1) year.
- Speaking Opportunity at the Gala
- Name Added to Dinner Committee
- Logo featured on East Harlem Council for Human Services, Inc. official website for one (1) year
- Sampling & promotional materials of the approved item are included in the event gift bag
- Your logo in an extensive direct e-mail marketing program (5 email blasts of 500 recipients)
- Your logo listing you as a title sponsor on a slide show to be played during the event
- Your logo inclusion before and after the event on all our Social Media Platforms



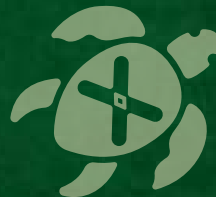
## PLATINUM SPONSOR — \$25,000

- Premier Seating in the second row for one (1) Table of 10
- Your logo is prominently placed on the step & repeat
- Prominent Recognition in the Gala Materials and website
- Full-Page ad in the Gala Program
- Featured in all press releases, media interviews, and post-event media coverage
- Recognition in the East Harlem Council for Human Services newsletter for one (1) year.
- Name Added to Dinner Committee
- Logo featured on East Harlem Council for Human Services, Inc. official website for one (1) year
- Sampling & promotional materials of the approved item are included in the event gift bag
- Your logo in an extensive direct e-mail marketing program (5 email blasts of 500 recipients)
- Your logo listing you as a platinum sponsor on a slide show to be played during the event
- Your logo inclusion before and after the event on all our Social Media Platforms



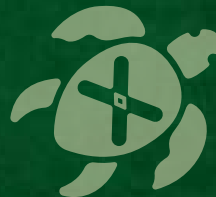
## GOLD SPONSOR — \$20,000

- Premier Seating in the third row for one (1) Table of 10
- Your logo is placed on the step & repeat
- Prominent Recognition in the Gala Materials and website
- Half-Page ad in the Gala Program
- Featured in all press releases, media interviews, and post-event media coverage
- Recognition in the East Harlem Council for Human Services newsletter for one (1) year.
- Name Added to Dinner Committee
- Logo featured on East Harlem Council for Human Services, Inc. official website for one (1) year
- Sampling & promotional materials of the approved item are included in the event gift bag
- Your logo in an extensive direct e-mail marketing program (5 email blasts of 500 recipients)
- Your logo listing you as a gold sponsor on a slide show to be played during the event
- Your logo inclusion before and after the event on all our Social Media Platforms



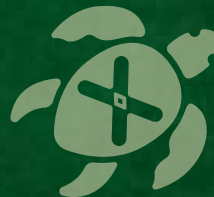
## SILVER SPONSOR – \$15,000

- Seating in the fourth row for six (6) seats
- Recognition in the Gala Materials and website
- Quarter-Page ad in the Gala Program
- Featured in all press releases, media interviews, and post-event media coverage
- Recognition in the East Harlem Council for Human Services newsletter for one (1) year
- Logo featured on East Harlem Council for Human Services, Inc. official website for one (1) year
- Sampling & promotional materials of the approved item are included in the event gift bag
- Your logo in an extensive direct e-mail marketing program (5 email blasts of 500 recipients)
- Your logo listing you as a silver sponsor on a slide show to be played during the event
- Your logo inclusion before and after the event on all our Social Media Platforms



## BRONZE SPONSOR — \$10,000

- Seating in the Fourth row for two (2) seats
- Recognition in the Gala Materials and website
- Featured in all press releases, media interviews, and post-event media coverage
- Recognition in the East Harlem Council for Human Services newsletter for one (1) year.
- Logo featured on East Harlem Council for Human Services, Inc. official website for one (1) year
- Sampling & promotional materials of the approved item are included in the event gift bag
- Your logo in an extensive direct e-mail marketing program (5 email blasts of 500 recipients)
- Your logo listing you as a bronze sponsor on a slide show to be played during the event
- Your logo inclusion before and after the event on all our Social Media Platforms



## SUPPORTING SPONSOR — \$5,000

- 2 Seats to the gala
- Prominent Recognition in the Gala Materials and website
- Recognition in the East Harlem Council for Human Services newsletter for one (1) year.
- Logo featured on East Harlem Council for Human Services, Inc. official website for one (1) year
- Sampling & promotional materials of the approved item are included in the event gift bag
- Your logo in an extensive direct e-mail marketing program (5 email blasts of 500 recipients)
- Your logo listing you as a supporting sponsor on a slide show to be played during the event
- Your logo inclusion before and after the event on all our Social Media Platforms



Purchase Sponsorship [here](#)

\*All sponsorship opportunities are tax-deductible

# Program Advertisements

Purchase an ad in the program for the 61st Annual Gala to promote your company or product, or to show your support for the East Harlem Council for Human Services, Inc. Your full-color ad will appear in up to 450 printed programs on either a full, half, or quarter page. The Inside Back Cover is also available.

Our team will design a visual for you at no additional cost if requested (see the examples attached to this email).

**Full Page**  
**\$750**

**5.75" (w) x 8.75" (h)**  
(Bleed)

**5.50" (w) x 8.50" (h)**  
(Trim Size)

**Half Page**  
**\$500**

**5.75" (w) x 4.4" (h)**  
(Bleed Size)

**5.50" (w) x 4.375" (h)**  
(Trim Size)

**Quarter Page**  
**\$250**

**2.875" (w)**  
**x 4.4" (h)**  
(Bleed Size)

**2.75" (w)**  
**x 4.375" (h)**  
(Trim Size)

For more information call (212) 289-6650 or email [info@boriken.org](mailto:info@boriken.org).  
Ads must be in by Wednesday, May 6<sup>th</sup>, 2026

\*All ads are tax-deductible.

Purchase seating online [here](#) | Purchase an ad online [here](#)  
Sponsor Gala online [here](#) | Donate online [here](#)

# Insertion Order Form

Return the form below to purchase sponsorship, seats,  
or an ad in the program.

All Seating, Ads, and Sponsorship Sales are Final. **No Refunds.**

Category	Cost	Yes
Title Sponsor	\$50,000	
Platinum Sponsor	\$25,000	
Gold Sponsor	\$20,000	
Silver Sponsor	\$15,000	
Bronze Sponsor	\$10,000	
Supporting Sponsor	\$5,000	
Purchase a Table (10 Seats)	\$10,000	
Purchase a Seat	\$1,000	
Full Page Ad	\$750	
Half Page Ad	\$500	
Quarter Page Ad	\$250	

Date Of Order: \_\_\_\_\_

Email: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City and State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Representative Name/Title: \_\_\_\_\_

Representitive Signiture: \_\_\_\_\_

Payment Policy: Due immediately upon execution of the insertion order  
Deadline for Sponsorship and Ad must be in before Wednesday, May 6<sup>th</sup>, 2026

# Donations

If you do not sponsor the gala, purchase an ad or seating, you can still help our cause by making a tax-deductible donation to the East Harlem Council for Human Services, Inc. When doing so, please select one of the following options:

Donation Amount	Yes
\$10,000	
\$5,000	
\$2,500	
\$1,000	
\$500	
\$250	
\$100	
Other Amount (Please Specify)	

Mail insert order along with your payment or donation to:  
2265 Third Avenue, 5th Floor, New York, NY, 10035

Make a tax-deductible donation online [here](#)

# Take A Moment To Watch These Short Videos



60th Anniversary  
Gala- Organization Overview  
(April, 2025)



60th Anniversary Gala-Recap