# SPONSORSHIP/ADVERTISEMENT OPPORTUNITIES

East Harlem Council for Human Services, Inc.
EST. 1965

# Annual Gala

## Celebrating 62 Years

*Unidos Hacia el Futuro;*
*With Purpose, Solidaridad y Comunidad*

## Thursday May 6th, 2027

6:00 p - 11:00 p

**CAPITALE**

130 Bowery, NYC

Purchase Early Bird
Discounted Seating
Log on boriken.org/gala

boriken.org

# About The Council

Dear Friends and Partners,

Since 1965, the East Harlem Council for Human Services, Inc. (the Council) has delivered high-quality, fully bilingual health and human services to East Harlem and surrounding communities. For over 60 years, we have remained steadfastly committed to our neighbors through vital initiatives, including the **Boriken Neighborhood Health Center, East Harlem Bilingual Head Start, School-Based Health Programs** (at PS 7, PS 112, and PS 155), **and the Senior Nutrition Program at Casabe Houses.**

While East Harlem is a vibrant community rich in culture, art, and resilience, our families face persistent disparities in healthcare, housing, and social services. Today, despite our impact, critical funding decreases and policy shifts threaten our core programs:

- Boriken Neighborhood Health Center: Serving over 12,400 individuals annually with primary and preventive care, Boriken continues to face reimbursement rates pegged to 1999–2000 levels. As upcoming healthcare shifts lead to Medicaid coverage losses, we will continue caring for every patient who walks through our doors—bearing the unfunded cost ourselves.
- East Harlem Bilingual Head Start: Operating since 1969 and serving more than 200 children and families year-round, this essential program faces a funding shortfall after June 2027 and risks closure without new community backing or identified long-term funding.

To protect these vital services, we must stand together.

We cordially invite you to join us for our 62nd Anniversary Fundraising Gala. This year's theme, ***"Unidos Hacia el Futuro; With Purpose, Solidaridad y Comunidad,"*** reflects our firm belief that ending decades of health disparities requires breaking down silos and embracing true collaboration across healthcare providers. By championing the "**no wrong door**" philosophy, we are working alongside community partners to ensure that whenever an individual crosses our threshold, we get them the care they need and deserve—even if that means guiding them to a partner facility better suited to serve them. This intentional, united effort is what it will take to improve the lives of our collective communities.

Join us for an inspiring evening celebrating our community's resilience and investing in its future. Together, we can build a healthier, more equitable East Harlem.

# *Sponsorship 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 ads@thermmgroup.com
Ads must be in by Monday, April 19th, 2027

**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
**Monday, April 19th, 2027**

# 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-deductable donation online here**



