CasaFest Celebration

SATURDAY, OCTOBER 7, 2023

Sponsorship Opportunities
**PROGRAM**

**Date:** Saturday, October 7th 2023

**Times:**
- Doors Open: 12:00pm
- Program: 1:00pm
- Mariachi Internacional San Diego: 1:30pm
- Mara Sulu with Revival: 2:00pm
- Vilma Diaz y La Sonora: 3:00pm
- Liquid Blue: 4:30pm
- La Diabla: 5:45pm
- Nortec: Bostich & Fussible: 6:45pm
- Event Ends: 8:00pm

**Location:** Waterfront Park
1600 Pacific Highway
San Diego, CA 92101

**Attendance:** Approximately 2,000 guests

**Tickets:**
- General Admission: $60
- VIP: $150 Includes - Exclusive Entrance, Dedicated Restrooms, Access to VIP Main Stage Seating, 3 Free Drinks + Food & Hosted Cash Bar
# CASAFEST SPONSORSHIP OPPORTUNITIES

## Year Long Benefits

<table>
<thead>
<tr>
<th></th>
<th>Sponsor of the Year</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Supporting</th>
<th>In-Kind Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo &amp; Link on Casa Familiar’s Website</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quarterly Social Media Recognition</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>End-Of-Year Social Media Recognition</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
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<td></td>
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</tr>
</tbody>
</table>

## CasaFest Opportunities

<table>
<thead>
<tr>
<th></th>
<th>Sponsor of the Year</th>
<th>Platinum</th>
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<th>Silver</th>
<th>Bronze</th>
<th>Supporting</th>
<th>In-Kind Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mic time on Main Stage (apprx 2000 attendees)</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>Stage recognition by MC at Main Stage</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Acknowledgement in event press release</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Logo recognition on event page and in e-communications</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Logo on large sponsor banner by Main Stage</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Logo throughout other Casafest event areas</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>VIP Tickets</td>
<td>10</td>
<td>6</td>
<td>4</td>
<td>2</td>
<td></td>
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</tr>
<tr>
<td>General Admission Tickets</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Acknowledgement on Monthly Social Media posts leading up to event</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Number of social media posts during month of the event</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Recognition on CasaFest video after event</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
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</table>

1 **In-Kind Sponsorship Opportunities**: Water cases, wine, beer, blank canvas tote bags, canopies and/or promotional items.

*To receive complete items featured at the selected sponsorship level, all sponsor information must be submitted by **Wednesday, August 30th, 2023**.*
COMMITMENT FORM

☐ $50,000 Sponsor of the Year  ☐ $5,000 Silver
☐ $25,000 Platinum  ☐ $2,500 Bronze
☐ $10,000 Gold  ☐ $1,500 Supporting

☐ Payment Enclosed  ☐ Bill Me Later

Company Name: ____________________________________________________________
Name on Card: ____________________________________________________________
Type of Card: Visa ☐ Master Card ☐ Amex ☐ Discover ☐
Account Number: __________________________________________________________
Expiration Date: __________________________________________________________
Security Code: __________________________________________________________
Billing Address: __________________________________________________________
City, State, Zip: __________________________________________________________
Phone Number: __________________________________________________________
Authorized Signature: _____________________________________________________

By signing this form, you authorize Casa Familiar to charge your card for the amount listed above. Please send a copy of the credit card and ID.

To receive maximum marketing exposure at CasaFest, please submit this form by August 30th, 2023
For questions about any sponsorship opportunities, contact Monica Hernandez at monicah@casafamiliar.org or (619) 428-1115 ext 341
Casa’s 50th Anniversary Celebrations Support our Flagship Projects and Advocacy Initiatives

LEADING PROJECTS

Avanzando San Ysidro
Community Land Trust Development Project
103 units of affordable housing converted to home ownership after 15 yrs
Estimated Development Cost: $75MM

La Semilla (The Seed)
Pilot Climate Resiliency Project
multi-purpose space for neighborhood-scale green interventions including electric vehicle infrastructure, food forest, micro-mobility station and a community plaza
Estimated Cost: $2.5MM

ORGANIZATIONAL GROWTH

<table>
<thead>
<tr>
<th>2019</th>
<th>2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>38 Employees</td>
<td>67 Employees</td>
</tr>
<tr>
<td>Budget $3.2MM</td>
<td>Budget $7.2MM</td>
</tr>
</tbody>
</table>

11 Residential Properties
6 Direct Services Centers
6 Housing Partnerships

ADVOCACY INITIATIVES

Climate Action Plan
Prioritization of funding & implementation in historically underserved communities

AB617 Community Air Protection Program
Development & implementation of a Community Emissions Reduction Program

Beyer Park
Accountability for construction of Phase 1 to begin early 2023

Cultural Corridor
Capital Improvement Project & Placemaking Strategies for Cypress Drive

Transportation Justice
Development of San Ysidro Mobility Hub & Extension of Youth Opportunity Passes (YOP) program

Economic & Environmental Resilience Master Plan
Community-led anti-displacement & climate equity strategies

ACCOMPLISHMENTS

2,182 unaccompanied children were reunited with their families through efforts at the San Diego Convention Center; Casa Familiar provided direct services to 809 of those children.

Nearly $500K was provided to Southbay residents by Casa Familiar's Fund for COVID Emergency Relief Assistance.

Casa successfully advocated to include funding for Beyer Park on the Mayor’s budget and contributed $800K for an additional 185 trees & greenery, hydration stations, and public art to elevate San Ysidro’s air quality impacts.

Casa Familiar Promotoras served 8,980 children in San Ysidro & Barrio Logan through the San Diego Promise Neighborhood Initiative (2020 - 2022), additionally promotoras also reached 10,994 residents under the renters Eviction Prevention Program (July 2022 - Dec 2022).

Casa donated $1.8 million in land assets to the Avanzando San Ysidro Community Land Trust, established by Casa Familiar in 2022.