



El Jolgorio Navideño

Sponsorships 2016

The best opportunity to reach thousands of New England Latino professionals



Image from El Jolgorio Navideño 2015: Westin Boston Waterfront

Talented And Gifted Association, Inc. (TAGa)

Celebrate our Culture | Educate our Youth | Elevate our Community

The TAG Association is proud to present the largest annual Latino holiday gala in New England. Rooted in the vibrant Puerto Rican culture, **El Jolgorio Navideño** has been celebrating the cultural traditions, leadership and contributions of the Latino community, while raising funds in support of educational and youth programs since 1989. TAGa, a Boston-based 501(c)(3) non-profit organization, has produced this event since 2014. All proceeds benefit TAGa, with the mission of elevating the Latino community through education, art and culture.



TAG Association, Inc.

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Fall 2016

Dear Friend and Supporter,

I am writing to invite you to join the TAG Association and **internationally renowned pianist and Latin Jazz artist Eddie Palmieri on Saturday, December 10, 2016 at 8:00 PM** for **El Jolgorio Navideño**, the largest Latino holiday gala and fundraiser in New England. The night will bring together government, business, education and Latino community leaders to celebrate the holidays in Latino tradition and support a nationally recognized program that has been cultivating a vibrant generation of Latino leaders for Boston and beyond.

The music, culture and spirit that reflect Christmas in Latin America will fill the **Westin Boston Waterfront Ballroom**. The entertainment will open with **Fabiola Mendez, Puerto Rican Berklee College of Music student**, who along with her trio will be playing festive Puerto Rican cuatro music. Then, **Ten-time Grammy Award Winner Eddie Palmieri** will put hundreds to dance to his famous salsa and Latin Jazz. Guests will enjoy delicious Puerto Rican cuisine and networking with Latino professionals from across the city and region. Undoubtedly, this is a unique opportunity to build with a large and diverse crowd.

El Jolgorio Navideño supports the TAG Association's effort to cultivate a multigenerational community of Latino mentors and leaders. The TAG Association will continue to engage its large network of **TAG Latino Program** alumni and friends in support of the program that has developed thousands of Latino leaders for over 30 years. You can read about the program in the following pages.

As a sponsor, we invite you to share your work and brand in this first-class event. You will enjoy the wide and varied media coverage that El Jolgorio Navideño attracts, as well as the broad following on social media. Most importantly, your tax-deductible donation will be an investment in the Latino community that will contribute to your organization's prosperity. We hope you will join us! Please contact me to discuss sponsorship opportunities and benefits by contacting **(617) 564-0787** or **info@jolgorio.org**.

In Service,

Ilyitch Nahiely Tábor, President

Sponsorships

\$10,000 Gold Sponsor

- **Marketing Materials:** First tier logo placement on all print and electronic marketing materials (5,000 flyers and 100 posters across the state; 3,000+ email subscribers)
- **Media:** Recognition in media releases; Prominent logo placement in all print and TV ads
- **Social Media:** Announcement of sponsorship and two dedicated social media mentions (2,000+ followers); First tier logo placement on Jolgorio website for one year with link to website
- **At Event:** On-stage presence; Prominent full-page color program ad; First tier logo placement on sponsor banner; Verbal recognition throughout event; Two tables of ten in VIP section at event; Two parking vouchers
- **VIP Reception:** Ten tickets to intimate reception with Eddie Palmieri, 7:00-8:00 PM, open wine/beer/soda bar

\$7,500 Silver Sponsor

- **Marketing Materials:** Second tier logo placement on all print and electronic marketing materials (5,000 flyers and 100 posters across the state; 3,000+ email subscribers)
- **Media:** Recognition in media releases; Second tier logo placement in all print and TV ads
- **Social Media:** Announcement of sponsorship and one dedicated social media mentions (2,000+ followers); Second tier logo placement on Jolgorio website for one year with link to website
- **At Event:** Half- page color program ad; Second tier logo placement on Sponsor banner; Verbal recognition throughout event; Two tables of ten in VIP section at event; One parking voucher
- **VIP Reception:** Six tickets to intimate reception with Eddie Palmieri, 7:00-8:00 PM, open wine/beer/soda bar

\$5,000 Bronze Sponsor

- **Marketing Materials:** Third tier logo placement on all print and electronic marketing materials (5,000 flyers and 100 posters across the state; 3,000+ email subscribers)
- **Media:** Third tier logo placement in all print and TV ads
- **Social Media:** Announcement of sponsorship (2,000+ followers); Third tier logo placement on Jolgorio website for one year with link to website
- **At Event:** Half- page color program ad; Third tier logo placement on Sponsor banner; Verbal recognition throughout event; One table of ten in VIP section at event
- **VIP Reception:** Four tickets to intimate reception with Eddie Palmieri, 7:00-8:00 PM, open wine/beer/soda bar

\$2,500 Corporate Table

- **Marketing Materials:** Logo placement on all electronic marketing materials (5,000 flyers and 100 posters across the state; 3,000+ email subscribers)
- **Social Media:** Announcement of sponsorship (2,000+ followers); Logo placement on Jolgorio website for one year
- **At Event:** Quarter-page program ad; Logo placement on Sponsor banner; One table of ten in VIP section at event
- **VIP Reception:** Two tickets to intimate reception with Eddie Palmieri, 7:00-8:00 PM, open wine/beer/soda bar

“The best event and gala you will ever attend in Boston!”

“Great organization with a solid cause to support. Come out and enjoy a night full of culture & diversity!”

-Facebook Reviewers

Gala Fact Sheet

Logistics

- **Date & Time:** Saturday, December 10, 2016, 8:00 PM - 1:00 AM
- **VIP Reception:** 7:00- 8:00 PM
- **Location:** Westin Boston Waterfront Hotel, 425 Summer St, Boston
- **Ticket Sales:** Available at www.jolgorio.org
- **Attire:** Formal; semi-formal appropriate
- **Media:** Ample coverage including El Mundo newspaper, television segments and commercials, and multiple social media platforms



Charitable Purpose

- **TAG Association, Inc.** is a Boston-based 501(c)(3) with the mission of elevating the Latino community through education, art and culture
- Proceeds benefit the TAG Association's mentoring and youth leadership development efforts for the Latino community in partnership with the [TAG Latino Program of UMass Boston](#)

Event Highlights

- Networking with 1,000 Latino leaders and professionals from various sectors across Boston and New England
- Hour-long, intimate VIP Reception with Eddie Palmieri with open wine/beer/soda bar, 7:00-8:00 PM
- Headlining event, award-winning Latin Jazz artist and 10-time Grammy winner [Eddie Palmieri](#) & Orquesta
- Live entertainment by Fabiola Mendez & Trio, Puerto Rican artisan showcase and great raffle prizes
- World class venue at the Westin Boston Waterfront
- Authentic Puerto Rican cuisine & Cash bar featuring Puerto Rican Coquito

VIPs & Sponsors

- **Honoree:** The Lucia Mayerson-David Trailblazer Award will be given to a Latino leader that has made inroads for the community to be named in the months leading up to the event
- **VIPS:** Master of Ceremony José Massó of WBUR's Con Salsa; Several elected officials and public servants
- **2015 Sponsors:** El Mundo Boston; Tufts Health Plan; The Foundation for BCYF; Archipelago Strategies Group; Google; Harvard Pilgrim Health Plan; Steward Health Care; UMass Building Authority; State Street Latin American Professional Group; Massport

The Talented And Gifted Latino Program

Transforming the Lives of Latino and Immigrant Youth Since 1985



TAG Latino Program at UMass Boston

Leadership

J. Keith Motley, PhD
Chancellor, UMass Boston

Felicia Wilczenski, EdD
Interim Dean, College of Education & Human Development

Fabian Torres-Ardila, PhD
Director, Institute for Learning & Teaching

Norman Jimenez
Financial Manager & TAG Alumnus,
Institute for Learning & Teaching

Tito Lugo, MEd
Coordinator, TAG Latino Program

Lisette Cordero
Assistant Coordinator & TAG Alumna,
TAG Latino Program

100 Morrissey Blvd, Boston 02125
www.tag.umb.edu | 617-287-7638



In a nation and City where Latino students and English Language Learners have the most depressed educational outcomes, for three decades the **Talented And Gifted (TAG) Latino Program** has successfully prepared **more than 10,000 students** in Boston to defy the odds. TAG Latino Program serves the academic, social and personal needs of middle and high school **Boston Public School (BPS)** students, and along with sister program **Project ALERTA** that serves grades 3-5, comprises **the City's only pipeline to college for Latino youth**. **TAG-ALERTA** are **nationally recognized** programs for cultivating a vibrant generation of Latino leaders for Boston and beyond.



Housed in UMass Boston College of Education and Human Development's Institute for Learning and Teaching, TAG is an expression of the University's urban mission. Sponsored by BPS, TAG is also an expression of the City's investment and commitment to Latino student success. The support of the TAG Association, its alumni and partner organization, is critical **to reinstate the only Latino-focused mentoring program in the City of Boston: PANAS Mentoring.**

PROGRAM HIGHLIGHTS

- Operates on the philosophy that *every student is talented and gifted*, and instills this in program participants, families and partners
- **Boston's Chief of Health & Human Services Felix G. Arroyo** is a TAG Alumnus and, like him, alumni are leaders in all professional sectors including business, arts, education, medicine, law and public service.
- Provides holistic, culturally sustaining educational enrichment to approximately 500 students annually; 700 with Project ALERTA
- TAG Saturday Academy & Vacation Academies offer academic enrichment and youth development programming, such as Latina STEM Initiative, on campus during critical out-of-school time
- Summer TAG, a rigorous five-week summer program on campus, prepares 200 students for the following year, while offering fun athletic and artistic programming; it is also the BPS's summer school site for high school ELL students
- Summer TAG's Teaching Assistant program has successfully developed culturally responsive public educators, while providing meaningful and transferable employment experience.
- School-based TAG clubs at the three college preparatory public exam schools are incredible vehicles for leadership development.

TALENTED AND GIFTED ASSOCIATION, INC.

PO Box 35811, Boston, MA 02135

E: info@jolgorio.org | P: (617) 564-0787 | W: www.jolgorio.org

Eddie Palmieri

Celebrating the 80th Birthday of Award-Winning and Internationally Renowned Pianist, Bandleader, Arranger & Composer

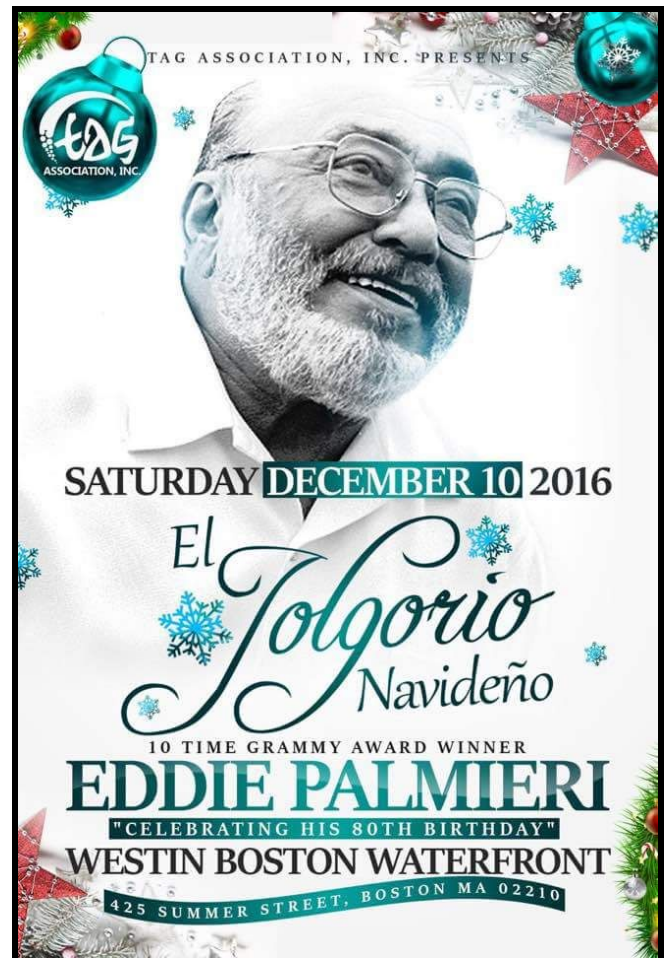
Known as one of the finest pianists of the past 60 years, Eddie Palmieri is a bandleader, arranger and composer of salsa and Latin jazz. His playing skillfully fuses the rhythm of his Puerto Rican heritage with the complexity of his jazz influences.

Born in New York City, Palmieri's professional career as a pianist took off with various bands in the early 1950s. In 1961, Palmieri formed his own band, *La Perfecta*, which featured an innovative sound that mixed American jazz into Afro-Caribbean rhythms, surprising critics and fans alike. His unconventional style would once again surprise critics and fans with the 1970 release entitled "Harlem River Drive." This recording was the first to merge what were categorized as "Black" and "Latin" music into a free-form sound that encompassed elements of salsa, funk, soul and jazz.

Palmieri has won ten Grammys altogether to date. Among the many accolades he has earned are:

- The first-ever Grammy for Best Latin Recording for The Sun of Latin Music (1975)
- The Smithsonian's National Museum of American History recorded two performances for its archives, recognizing Palmieri as an American icon (1988)
- Eubie Blake Award (1991)
- Yale University's Chubb Fellowship, usually reserved for international heads of state, was given to Palmieri in recognition of his work building communities through music (2002)
- Most Exciting Latin Performance, presented by the BBC in London (2002)
- Harlem Renaissance Award (2005);
- Jay McShann Lifetime Achievement Award (2008)
- Induction into the Oklahoma Jazz Hall of Fame (2008).
- The addition of Palmieri's "Azucar Pa' Ti" to the Library of Congress' National Recording Registry, which at the time only included 300 compositions documenting the history of all of recorded music history in the U.S. His widely popular 8.5-minute song changed the format of the recording industry, breaking the 3.5-minute barrier (2009)
- Jazz Master award by the National Endowment of the Arts, the highest honor for an American Jazz artist (2013)
- Lifetime Achievement Award by the Latin Academy of Recording Arts & Sciences (2013)

More information available at www.palmierimusic.com



TALENTED AND GIFTED ASSOCIATION, INC.

PO Box 35811, Boston, MA 02135

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Westin Boston Waterfront

Grand Ballroom and reception lobby with bars, cocktail tables, and artisan showcase



TALENTED AND GIFTED ASSOCIATION, INC.

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Sponsorship Response Form

Name & Title _____

Company _____

Address _____

Telephone(s) _____

E-mail _____

Donor Recognition

Name as should appear in program book _____

Sponsorship Type

☐ Gold Sponsor \$10,000 ☐ Silver Sponsor \$7,500 ☐ Bronze Sponsor \$5,000 ☐ Corporate Table \$2,500

Donation Type

☐ Full Page Ad 8.25"x 5.25" \$500 ☐ Half Page Ad 4.125"x 5.25" \$300 ☐ Quarter Page 4.125"x 2.625" \$200

☐ Other Donation \$_____ Donors names are printed in program book and website

Payment Type

☐ Check Payable to "TAG Association" with "Jolgorio 2016" on the memo line

☐ Invoice Please send invoice to _____

☐ Credit ☐ Visa ☐ MC ☐ Amex ☐ Discover Total Amount \$_____

Name on Card _____

Card Number _____

Expiration Date _____ Security Code (3-digit/ 4 on Amex) _____

Signature _____

Submit form and advertisement to info@jolgorio.org

Learn more about El Jolgorio Navideño at www.jolgorio.org or call 617-564-0787. The TAG Association, Inc. is a 501(c)(3) nonprofit organization. All donations are tax-deductible. Thank you for your support!