

# *Flor y Canto*



## *Champions of Change*

*Please join our Honorary Co-Chairs  
Señora Geraldine Gonzales*

*U. S. Senator Michael Bennet \* Susan Daggett  
U. S. Senator Mark Udall \* Councilman Paul Lopez  
Councilwoman Judy Montero  
Former Denver City Councilman Rick Garcia  
State Senator Nancy Spence*

*In supporting Escuela Tlatelolco's*

## *Flor y Canto Festival & Champions of Change Awards*

*Sunday, May 23, 2010*

*VIP Reception - 5:30 p.m.*

*Awards and Dinner - 6:30 p.m.*

*9<sup>th</sup> Street Historic Park on Auraria Campus  
Denver, Colorado*



## *Flor y Canto Festival and Champions of Change Awards*

### *Escuela Tlatelolco Centro de Estudios Educating Children, Liberating Minds*

Escuela Tlatelolco is an independent, nonprofit, dual-language, alternative pre K through 12 school that serves predominately low-income Latino children and youth at risk of academic failure.

Escuela's purpose is to instill the values of academic achievement, cultural pride and leadership in Latino children and youth. Escuela serves as a culturally competent learning environment and resource for parents, students and the community.

#### **MISSION**

The mission of Escuela Tlatelolco Centro de Estudios (*Escuela*) is:

- to liberate the mind, heart, and spirit of students through cultural expression, moral courage and honorable behavior;
- to empower students to become well educated, responsible, self-directed, critical and creative thinkers;
- to challenge them to embrace their own history; to acknowledge their self-worth;
- to develop a commitment to social justice; and to reinforce education as knowledge learned and shared.

#### **40 Years of Educational Excellence – Program Highlights**

- *Círculo Montessori de Tlatelolco* - a dual-language early childhood education Montessori program for 3 to 5 year olds.
- *Elementary Program* – a dual-language Montessori program for 1<sup>st</sup> – 6<sup>th</sup> grade and *Adolescent Academy* for 7<sup>th</sup> – 9<sup>th</sup> grade.
- *Upper School* - an experiential dual-language academic program for middle and high school students.
- *El Centro Cuepopan* – an after school and summer arts program.

#### **Program Successes**

- Named one of Denver's Top Schools by *5280 Magazine*, September 2008
- 90% graduation rate since 1970
- Since 1971, 343 students that graduated, 67% completed undergraduate college degrees and 22% completed graduate degrees - 88% currently employed, and 25% own a business.



# *Flor y Canto Festival and Champions of Change Awards*

## *Festival Purpose*

The purpose of the Flor y Canto Champions of Change Awards Festival is to honor individuals that have made significant contributions to the Latino/Chicano and Indigenous communities in the areas of Education, Business and Community Development, Media and Entertainment, Human Rights and Social Justice, Politics and Social Action and Arts, Culture and Literature. Past Honorees have included: Rodolfo Anaya, Rigoberta Menchu, Senator Ken Salazar, Jesse Borego and Federico Peña.

## *2010 Champions of Change*

*Leo Rodriguez*

*Business and Community Development Award*

*Rosalinda and Virgilio Aguirre*

*Humanitarian Award*

*Stevon Lucero*

*Art, Culture and Literature*

*Bill Artist*

*Politics and Social Action Award*

*Enrique Morones*

*Human Rights and Social Justice Award*

*Donna Langston, Ph.D.*

*Education Award*

*Mario Carrera*

*Media and Entertainment Award*

*Manuel Martinez*

*Lifetime Achievement Award*

*Dr. Chris Urbina*

*Healthcare Award*



# *Flor y Canto Festival and Champions of Change Awards*

## *Event Co-Chairs*

*Christine Johnson, Ph.D.*  
*Special Assistant to the Provost*  
*University of Colorado at Denver*

*Debbie Quintana*  
*President/CEO*  
*World Wide Money Exchange*

*Rod Tafoya*  
*President/CEO*  
*Que Bueno Restaurants*

## *Event/Dinner Committee*

*Polly Baca*

*Charlotte Gonzales*  
*Allstate Insurance*

*Cheryl Lucero*

*Lucia Guzman*  
*Executive Director*

*Larry Trujillo*  
*Business Development*

*Michelle Trujillo*  
*Financial Manager*

*Jesse Ogas*  
*Board of Directors*

*Angie Rivera-Malpiede*  
*Stapleton Development*

*Lacee Artist*  
*Artist Associates*

*Lucia Rivera*  
*Fund Development Escuela Tlatelolco*

*Eugene Lucero*  
*Lucero Real Estate & Financial Services*

*Kendra Sandoval*  
*Blue & Yellow Logic*

*Rafael Medina*  
*Promotions Manager*

*Michael Padilla*  
*Venus Designs*

*Joe Salazar*  
*The Salazar Consulting Group*

*Lt. Tony Lopez*  
*Denver Police Dept*

*David Quinones – Division Chief*  
*Denver Police Dept.*



# *Flor y Canto Festival and Champions of Change Awards*

## *Sponsorship Levels*

Levels of Sponsorships - To help 80 students

Aztec Gold Presenting Sponsors	1 @ \$25,000 each	\$25,000 = 10 Scholarships
Silver Sponsors	2 @ \$15,000 each	\$30,000 = 12 Scholarships
Jade Sponsors	4 @ \$10,000 each	\$40,000 = 16 Scholarships
Obsidian Sponsors	5 @ \$5,000 each	\$25,000 = 10 Scholarships
Onyx Sponsors	10 @ \$2,500 each	\$25,000 = 10 Scholarships
Turquoise Sponsors	15 @ \$1,500 each	\$22,500 = 9 Scholarships
Community Sponsors	20 @ \$1,000 each	\$20,000 = 8 Scholarships
Patrons	150 @ \$100 each	\$15,000 = 6 Scholarships

## *Current Sponsors*



All new and increased sponsorships and/or patron tickets for this year's 2010 Flor Y Canto Festival & Champions of Change Award will be matched by the Gay & Lesbian Fund for Colorado!



# *Flor y Canto Festival and Champions of Change Awards*

## **Aztec Gold Presenting Sponsor - \$25,000**

### **Presenting Sponsorship Opportunity and Benefits**

Scholarships for 10 students

#### **Presenting Sponsors Receive:**

- **Promotional Rights:**
  - Logo and/or name highlighted in all print and electronic media promotions
  - Presenting Sponsor status in all press kits and news releases
  - Full-page advertisement in event program
  
- **On-site Recognition:**
  - Logo recognition on site during event including:
    - Scrolling PowerPoint marquee
    - Prime placement of two banners at event
  - Opportunity to place promotional item in attendee gift bags
  - Audio acknowledgement from stage.
  - Recognition as presenting sponsor on all sponsorship signage
  - Opportunity for company spokesperson to present award
  
- **Hospitality & Entertainment Benefits:**
  - Twenty (20) invitations to private VIP Sponsor Reception
  - Three reserved corporate tables for 30 guests
  - Photo opportunity with award recipients
  
- **Year-Round Benefits with Escuela Tlatelolco:**
  - Recognition in quarterly newsletter distributed to 200 families and community members
  - Company name and logo on school's web site with URL link
  - Logo recognition in school lobby "wall of thanks"
  - Opportunity to display banner on building exterior for one month, seen by 14,000 vehicles on corner of Federal and Speer Boulevards.



## *Flor y Canto Festival and Champions of Change Awards*

***Silver Sponsor - \$15,000***

Scholarships for 6 students

### **Silver Sponsors Receive:**

- **Promotional Rights:**
  - Inclusion of logo in all print and electronic media promotions.
  - Full-page advertisement on back inside cover of the event's official program.
  - Inclusion of logo in listing of sponsors in official event program and invitations.
- **On-site Recognition:**
  - Logo recognition on site during event including:
    - Scrolling PowerPoint marquee.
    - Prominent placement of two banners at event.
  - Audio acknowledgement from stage.
  - Inclusion in all event sponsorship signage.
- **Hospitality & Entertainment Benefits:**
  - Ten (10) VIP invitations to private Sponsor Reception
  - Two reserved corporate tables for 20 guests.
- **Year-Round Benefits with Escuela Tlatelolco:**
  - Recognition in quarterly newsletter
  - Company name and logo on school's web site with URL link.
  - Logo recognition in school lobby "wall of thanks".



## *Flor y Canto Festival and Champions of Change Awards*

### *Jade Sponsor - \$10,000*

Scholarships for 4 students

#### **Jade Sponsors Receive:**

- **Promotional Rights:**
  - Inclusion of logo in all print and electronic media promotions including event program and invitation.
  - Half page advertisement in the event's official program.
- **On-site Recognition:**
  - Logo recognition on site during event including:
    - Scrolling PowerPoint marquee.
    - Prominent placement of one banner at event.
  - Audio acknowledgement from stage.
- **Hospitality & Entertainment Benefits:**
  - Eight (8) VIP invitations to private Sponsor Reception
  - One Reserved Corporate Tables for 10 guests.
- **Year-Round Benefits with Escuela Tlatelolco:**
  - Recognition in quarterly newsletter
  - Company name and logo on school's web site with URL link.
  - Logo recognition in school lobby "wall of thanks".

### *Obsidian Sponsor - \$5,000*

Scholarships for 2 students

#### **Obsidian Sponsors Receives:**

- **Promotional Rights:**
  - Inclusion of logo in all print and electronic media promotions.
  - Quarter page advertisement in the event's official program.
  - Inclusion in listing of sponsors in official event program and invitations.
- **On-site Recognition:**
  - Logo recognition on site during event including:
    - Scrolling PowerPoint marquee.
  - Audio acknowledgement from stage.
  - Inclusion in all event sponsorship signage.
- **Hospitality & Entertainment Benefits:**
  - Eight (8) VIP invitations to private Sponsor Reception
  - One reserved corporate table for 10 guests.
- **Year-Round Benefits with Escuela Tlatelolco:**
  - Recognition in quarterly newsletter
  - Company name and logo on school's web site with URL link.





## *Flor y Canto Festival and Champions of Change Awards*

***Onyx Sponsor - \$2,500***

### **Onyx Sponsors Receive:**

- **Promotional Rights:**
  - Inclusion of logo in all print and electronic media promotions
  - Quarter page advertisement in the event's official program
  - Inclusion in listing of sponsors in official event program and invitations
- **On-site Recognition:**
  - Logo recognition on site during event including:
    - Scrolling PowerPoint marquee
  - Audio acknowledgement from stage
  - Inclusion in all event sponsorship signage.
- **Hospitality & Entertainment Benefits:**
  - Six (6) VIP invitations to private Sponsor Reception
  - One reserved corporate table for 10 guests

***Turquoise Sponsor - \$1,500***

### **Turquoise Sponsors Receive:**

- **Promotional Rights:**
  - Inclusion in promotional materials, including formal invitations and event program.
- **On-site Recognition:**
  - Inclusion in all event sponsorship signage.
- **Hospitality & Entertainment Benefits:**
  - Four (4) VIP invitations to private Sponsor Reception
  - One reserved corporate table for 10 guests.

***Community Sponsor - \$1,000***

### **Community Sponsors Receive:**

- **Promotional Rights:**
  - Inclusion in promotional materials including formal invitations and event program.
- **Hospitality & Entertainment Benefits:**
  - Two (2) VIP invitations to private Sponsor Reception
  - One reserved corporate table for 10 guests.

***Patron Tickets - \$100***

- One individual ticket to the Flor y Canto Festival and Champions of Change Awards



# Flor y Canto Festival and Champions of Change Awards

## Commitment Form

*Yes, I want to give the gift of education.  
Please check one of the following sponsorship packages.*

- Aztec Gold Presenting Sponsorship: \$25,000*
- Silver Sponsorship: \$15,000*
- Jade Sponsorship: \$10,000*
- Obsidian Sponsorship: \$5,000*
- Onyx Sponsorship: \$2,500*
- Turquoise Sponsorship: \$1,500*
- Community Sponsorship: \$1,000*
- \_\_\_ Individual Patron Ticket(s): \$100 each for a total of \_\_\_*

*Contact Name:* \_\_\_\_\_

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

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

*City, State, Zip:* \_\_\_\_\_

*Best phone numbers to contact you:* \_\_\_\_\_

*e-mail:* \_\_\_\_\_

*❖ Sponsor name as it should appear in all event publications:* \_\_\_\_\_

*Enclosed is my check made payable to Escuela Tlatelolco.*

*Please charge my:    MasterCard    Visa    American Express (circle one)*

*Card Number:* \_\_\_\_\_

*Exp. Date:* \_\_\_\_\_ *csv #* \_\_\_\_\_

*Signature:* \_\_\_\_\_

*(Required for credit card payments)*

**\*\*\*Due to print deadlines we cannot guarantee inclusion in print materials for sponsorships received after May 1, 2010.**

*Escuela Tlatelolco is a tax-exempt 501(c)3 organization.*

*Escuela Tlatelolco ~ 2949 Federal Blvd., Denver, CO 80211*

*Phone: 303-964-8993 Fax: 303-964-9795 ~ Contact: Nita Gonzales or Elena Ribali*