



Dear Friend of the Hurley School,

The Neighborhood Parents for the Hurley School (NPHS) is celebrating **Club ¡Tropicaliente!’s 11th year on May 10, 2019** at the Benjamin Franklin Institute in the South End of Boston. **Club ¡Tropicaliente! is NPHS’s largest annual fundraiser, which recreates a dynamic Latin Night Club** complete with live music, dancing, a silent auction, games, signature cocktails, beer and wine, and delicious food from local restaurants. All of the money raised from this event goes directly to support the Hurley School, an inner-city K-8 Boston Public School located in the South End.

We need your help! We are looking for donations of any kind:

- \* become an event **sponsor** by donating money or ask your company/organization if they would like to sponsor **Club ¡Tropicaliente!**
- \* purchase an **advertisement** in our program book - advertise your business, or send a thank you to the Hurley community (teachers, administrators, a student, etc.)
- \* donate goods or services to be used in our **silent auction**, or
- \* donate **food and/or beverages** to be used at the event

We truly appreciate the support of our local area neighbors and businesses.

Please reach out to me directly with any questions or to arrange pick up of prizes.

Thanks in advance!

Sincerely,

Alicia Erickson  
South End neighbor and Mom to 3 Hurley Students  
President, Neighborhood Parents for the Hurley School  
alicia.p.erickson@gmail.com/617-827-0135

*The Hurley School is an academically rigorous dual-language immersion Tier 1 school and a model of urban integrated public education, yet 70% of our students live in high poverty.*

*The Hurley School would not be where it is today without the support of the community and the work that NPHS does. Money raised provides opportunities for reading interventions, improves school facilities, and supports the arts, extracurricular programs, and the STEM curriculum.*

*NPHS is a registered non-profit organization under Internal Revenue Code section 501(c)3, and as such, the cash value of all donations is tax deductible. Our tax ID number is 20-5196270*

**CLUB ¡TROPICALIENTE!**

**May 10, 2019**  
**Benjamin Franklin Institute**

**NPHS BOARD**

Alicia Erickson  
President  
Jen Anderson  
Vice President  
Isabelle Demyttenaere  
Treasurer  
Andrea Cinnamond  
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**PLANNING COMMITTEE**

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Kristen Malbera-Smith  
Avida Michaud  
Emily Nelson  
Barbara Rodriguez  
Chris Sullivan  
Milos Veljkovic

## **SPONSORSHIP BENEFITS**

Sponsors of Club ¡Tropicaliente! 2019 underwrite the event and thus provide critical funds to support the Hurley School. We will very gratefully acknowledge your generosity, promoting your business in the South End and greater Boston communities.

### **\$25,000 LATIN ALL-STARS LEAD SPONSORSHIP**

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- All Tito Puente Sponsorship Benefits
- Recognized as lead sponsor prominently in all promotional materials
- Opportunity to speak at the event
- Credited as lead sponsor in press release
- Recognized as lead sponsor on posters & invitation
- Recognized on the NPHS website as lead sponsor
- Full-page color ad on inside cover of program book
- 4 additional tickets (18 total) to the event on May 10th

### **\$10,000 TITO PUENTE SPONSORSHIP**

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- All Celia Cruz Sponsorship Benefits
- Sponsorship prominently identified in all promotional materials
- Logo on outdoor banner at BFIT (corner of Tremont St and Berkeley)
- Full-page color ad in program book
- 4 additional tickets to the event (14 total) on May 10th

### **\$5,000 CELIA CRUZ SPONSORSHIP**

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- All Desi Arnaz Sponsorship Benefits
- Logo on outdoor banner at BFIT (corner of Tremont St and Berkeley)
- Prominent logo on posters & invitation
- Full-page color ad in program book
- Reserved table at the event marked by a sign with your company logo
- 2 additional tickets to the event (10 total) on May 10th

### **\$2,500 DESI ARNAZ SPONSORSHIP**

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- All Xaviar Cugat Sponsorship Benefits
- Logo on outdoor banner at BFIT (corner of Tremont St and Berkeley)
- Logo on posters & invitation
- Logo on NPHS website and auction website
- Full page black & white ad OR ½ page color ad in program book
- 4 additional tickets (8 total) to the event on May 10th

### **\$1,000 XAVIER CUGAT SPONSORSHIP**

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- Logo on outdoor banner at BFIT (corner of Tremont St and Berkeley)
- Logo on NPHS website and auction website
- Listing on posters & invitation
- Half-page black & white ad in program book
- Listing on event website and in program book
- 4 tickets to the event on May 10th

## **EVENT SPONSORSHIPS**

See enclosed page for sponsorship benefits.

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■ <b>Latin All Stars</b> (full page color ad)	\$25,000
■ <b>Tito Puente Sponsor</b> (full page ad)	\$10,000
■ <b>Celia Cruz Sponsor</b> (full page color ad)	\$5,000
■ <b>Desi Arnaz Sponsor</b> (full page black and white or ½ page color ad)	\$2,500
■ <b>Xavier Cugat Sponsor</b> (half page black and white ad)	\$1,000

Sponsors: please submit an electronic copy of logo artwork in EPS format, as well as ad artwork formatted as a PDF with embedded fonts, by April 15<sup>th</sup>. Email file to Andrea Cinnamond at [andracinnamond@mac.com](mailto:andracinnamond@mac.com). Contact Andrea Cinnamond at (603) 630-0425, with questions.

Contact Emily Nelson (617) 233-8663/[enelson@abramscapital.com](mailto:enelson@abramscapital.com) with questions regarding sponsorship.

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## **PROGRAM BOOK ADVERTISEMENTS**

■ <b>Full Page Color</b>	\$750
■ <b>Full Page B&amp;W or ½ Page Color</b>	\$500
■ <b>Half Page B&amp;W or ¼ Page Color</b>	\$250
■ <b>Quarter Page B&amp;W</b>	\$125

Advertisers: please submit ad artwork formatted as a PDF with embedded fonts by April 15<sup>th</sup>. Email file to Andrea Cinnamond at [andracinnamond@mac.com](mailto:andracinnamond@mac.com). Contact Andrea Cinnamond at (603) 630-0425, with questions.

If you want to send an ad thanking a Hurley teacher, or commending your child's successes at the Hurley, Andrea can also help to design your message!

## ***Auction Donation Form***

Please provide the information requested below and ensure that your company name appears as it should be listed in the program book:

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

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

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

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Item

donated: \_\_\_\_\_

Estimated market value: \$ \_\_\_\_\_

Detailed description of  
donation: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Condition/restrictions (if  
any): \_\_\_\_\_

Item enclosed \_\_\_\_\_ Available for pick-up after \_\_\_\_\_

Will deliver, please call me to arrange \_\_\_\_\_

**Any additional promotional materials you choose to include will assist us in promoting and displaying your donation.**

All donations will be listed in the program book and on the NPHS website.

**Please submit this form by April 15, 2019.**

Please contact Isabelle Demyttenaere at [isabelle@demyttenaere.com](mailto:isabelle@demyttenaere.com) or (617) 416-5242 with any questions.

Neighborhood Parents for the Hurley School • ¡TropiCaliente! Auction Committee  
PO Box 180763 • Boston, MA 02118 • [www.supporthurley.org](http://www.supporthurley.org)

*Neighborhood Parents for the Hurley School is a 501(c)(3) nonprofit organization, tax identification number 20-5196270*

***Thank you for your generosity***