



COLORADO LATINO LEADERSHIP,
ADVOCACY & RESEARCH ORGANIZATION

Sponsor Package for the BVA and Latino Summit

ABOUT CLLARO

Who We Are

CLLARO, formerly known as the Latin American Research and Service Agency (LARASA), was founded by 27 community leaders in 1964, including Bernie Valdez. CLLARO is the oldest 501c3 nonprofit nonpartisan Latino-serving organization in the United States. Since its inception 60 years ago, the Colorado Latino Leadership, Advocacy & Research Organization has empowered the Latino community.

THE CLLARO EXPERIENCE

HALLMARK EVENTS CELEBRATING 60 YEARS IN COLORADO'S LATINO COMMUNITY

THE BERNIE VALDEZ AWARDS

&

THE 2ND ANNUAL LATINO SUMMIT





The 29th Bernie Valdez Awards



Two events. One experience

This year, CLLARO's Latino Summit and Bernie Valdez Awards will be hosted as a joint event!



Latino Summit 2024

Save the dates



Latino summit



29th Bernie Valdez Awards

Day 1



AUGUST 8th

Auraria Campus, Gym, Tivoli
8:00am - 4:30pm

Day 2



AUGUST 9th

Auraria Campus, King Center
8:00am - 11:15am

Day 2



AUGUST 9th

Empower Field at Mile High
11:30am - 1:30pm



The 29th Bernie Valdez Awards



COMMEMORATING COMMUNITY CHAMPIONS.

CLLARO will honor outstanding community leaders for their invaluable contributions to Colorado Latinos at a celebratory lunch event on Thursday, August 9th, 2024.

Location: Empower Field at Mile High Stadium. The winners will be profiled on our CLLARO website and the 2024 edition of the Colorado Latino Organization Directory.



The Awards

- Federico Peña Lifetime Achievement Award
- CLLARO Alianza Award
- Polly Baca Social Justice Award
- Lena Archuleta Education Award
- Sheldon & Jan Steinhauser Community Service Award
- Roger Cisneros Public Policy Award
- Distinguished Capitol Fellow Award



Sponsorship Opportunities





Combined Events Full Partnership	50K	30K	15K	
29th Bernie Valdez Awards	35K	20K	10K	5K
	Presenting	Gold	Silver	Bronze
Opportunity to present community award	X			
Inclusion of one-minute video message at event	X			
Two-minute on stage sponsor message	X			
Product/Service sampling rights during the event at guest tables and registration	X	X		
Verbal Recognition During Opening Remarks of the Event	X	X	X	
Logo inclusion in CLLARO PSA Media Messaging	X	X	X	
Logo or Display Advertisement in website publishing of Colorado Latino Community Organization Directory in respective sponsorship category	X 12 months	X 6 months	X 3 months	
Title billing-level recognition in the program at sponsorship level	X	X	X	X
Recognition on all event materials including invitations & communication, social media & slideshow	X	X	X	X
Logo listing on CLLARO website at respective sponsor level	X 12 months	X 6 months	X 3 months	X 1 month
Opportunity for tabling and merchandise distribution during 3 plenary sessions and various panel sessions at main event facility	X	X	X	X
Premier seating for guests at sponsor level section, including 1 Capitol Fellow from CLLARO'S Capitol Fellowship Program per table	X 20	X 10	X 10	X 10



The Latino Summit

60 Years of Latino Excellence: Embracing Our Heritage, Empowering Our Future.
A Focus on Civic Engagement and Economic Mobility.

Combined Events Full Partnership	50K	30K	15K	
2nd Annual Latino Summit	20K	15K	7.5K	
	Presenting	Gold	Silver	
Opportunity to introduce plenary session speaker	X			
Inclusion of one-minute video message at event	X			
Opportunity to introduce Speaker Panel for specific program content	X			
Product/Service sampling rights during the event at guest tables and registration	X	X		
Verbal Recognition During Opening Remarks of the Event	X	X	X	
Logo inclusion in CLLARO PSA Media Messaging	X	X	X	
Logo or Display Advertisement in website posting of event	X 12 months	X 6 months	X 3 months	
Title billing-level recognition in the program at sponsorship level	X	X	X	
Recognition on all event materials including invitations & communication, social media & slideshow	X	X	X	
Logo listing on CLLARO website at respective sponsor level	X 12 months	X 6 months	X 3 months	
Premier seating for guests at sponsor level section	X 20	X 10	X 10	

CLLARO

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Gracias. Thank you.

CREATE CHANGE TODAY.

To become a sponsor, purchase tickets, make a donation, or request more information, please contact Development Director Chandler Jordana at chandler.jordana@cllaro.org.