



Global Leaders' 16th Annual Fiesta de Global Leaders

Auction Sponsorship Opportunities

Global Leaders (GL) is a 501(c)3 nonprofit organization that empowers students in the Fort Collins community to create sustainable change through local and international service-learning opportunities. **We are planning our 16th Annual Fiesta de Global Leaders Benefit Auction, and would love to explore some opportunities for sponsorship with your organization.**

GL students are able to develop a lifelong ethic of service because they combine local service-learning experiences with international service-learning experiences; they see both of these communities with new eyes. Our students participate in extraordinary educational programs in Central America combining language study, cultural exchange, adventure, home stays, and service learning projects.

What do we believe?

We believe in this simple equation:

(Education + Skills) x Empowerment = Positive Social Change

- We believe **any student has the capacity to be a leader, regardless of financial background.** We strive to be inclusive of students from all walks of life.
- We believe that students are not the leaders of tomorrow; **we believe in them as the leaders of today.**
- We empower our students to act in service with intention and integrity.
- We believe in our local community. **We recognize that service is necessary everywhere, including right here at home.** We honor that need with our 70-hour pre-journey service requirement.

While we work with high school students, this event is a 21-and-up fundraiser and party, encouraging the community at large to get excited about and support amazing young leaders. The Fiesta de Global Leaders Benefit Auction is Global Leaders' anchor fundraising event, and our premier opportunity to share our story, and promote your business, with the Fort Collins community. 250 guests will spend the evening dining, dancing and donating as we celebrate the GL class of 2022-23 at the Rio Grande Restaurant.

The Fiesta helps GL **raise the money needed to support the projects students create and work on** (local projects like tutoring students at Putnam and Lopez Elementary and the Food Pantries at local schools, and journey projects like building clean cookstoves in Guatemala). The Fiesta also **supports financial aid to increase access to GL's Leadership Journey for students from low-income families.**

With gratitude,

Joe Fontana Co-Founder and Executive Director

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Global Leaders Fact Sheet

History	2019 Program	2021-2022 Program (First Full Year Post Covid)
<p>26 years of travel and service programs for high school students</p> <p>31 international trips</p> <p>Local Service Hours: 72,000 hours of local service-learning in Larimer County and Guatemala since 1997.</p> <p>As of December, 2022:</p> <p>38 school rooms built in Guatemala</p> <p>1,300 Students served</p> <p>75+ Student Initiated Projects</p> <p>38,000 trees planted</p> <p>60 clean cookstoves installed</p> <p>40,00 hours of GL volunteer work dedicated abroad.</p> <p>20,000 shoes donated to families in Guatemala</p>	<p>72 Students</p> <p>Local Service: 5,000 hours of local service-learning in Northern Colorado</p> <p>International Service: 2,400 hours</p> <p>Financial Aid: 40% of students receive need-based aid</p> <p>Executive Board: 9 GL returners developed and led service projects. 75% of meetings and seminars are student led, planned, and executed.</p> <p>Internships: GL expanded our financial aid program, partnering with local nonprofits like the Environmental Learning Center (ELC) and Habitat for Humanity to pair students with internships.</p> <p>Cookstoves: GL'ers helped install 25 clean cookstoves with families in Segunda Cruz, Guatemala. GL partners with local agencies and community members to determine needs within the community.</p> <p>Reforestation: Students partnered with the Municipalidad de Pastores on their reforestation project, planting 2,000 trees.</p> <p>Hospital: Students spent over 450 hours with live-in patients at Hospital Hermano Pedro, Guatemala.</p>	<p>40 Students</p> <p>Local Service: 3,000 hours of service-learning in the Northern Colorado Community</p> <p>Service Projects: A Little Help, Tutoring at Lopez Elementary, Pop-Up Food Pantry at Poudre High School and Lopez Elementary, Shire Farms, Respite Care, and more!</p> <p>International Service: 1,500 hours</p> <p>Financial Aid: 45% of students receive need-based aid and participate in our Work and Earn Program</p> <p>Executive Board: 3 returning students developed seminar plans and coordinated service projects in the community.</p> <p>Cookstoves: GL'ers helped install 20 clean cookstoves with families in Segunda Cruz, Guatemala. GL partners with local agencies and community members to determine needs within the community.</p> <p>Reforestation: Students partnered with the Municipalidad de Pastores on their reforestation project, planting 1,000 trees.</p> <p>Coffee Farm: Students spent over 270 hours working on a coffee farm owned by Alberto, the brother of our partner Aurelio.</p>



Tips for Securing Sponsorships

- Do research on the company and find out how the company fits into Global Leaders mission and goals
- While the prewritten letter can be effective, the more tailored wording and information you include, the more effective it will be.
- **Approach people/companies that meet at least one of the following criteria**
 - You have a relationship with (people give to people, not causes!) – this could be friends, family or employers – these should be first priority!
 - Have a history of sponsoring local events
 - Have a similar mission statement or client base as Global Leaders (i.e.: we would probably not be sponsored by a vet clinic, but would be more likely to be sponsored by a travel agency, or a doctors office serving lots of families)
- **The more personal, the better!**
 - If possible - try to make in-person contact before with a stop-in. Then make a follow-up phone call before sending email
 - In person conversations are better than phone calls are better than emails!
- Be realistic about sponsorship levels
 - Suggest a level that's slightly above what you think they will agree to – they are more likely to agree to a lower level than say no outright, and every dollar makes a difference
- Follow up!
 - If they agree to a level, fill out the sponsorship form completely (name, phone number, email), including the name and contact info of the party responsible for executing a sponsorship agreement. Let them know that GL's representatives will send them a sponsorship agreement within the week
 - Submit completed forms to Kyla (kyla@globalleadersinc.org) as soon as they are completed!
- Thank You's!
 - Global Leaders will follow up with a formal thank you letter and gift basket if applicable after the auction, however, if you'd like to express your appreciation upon obtaining sponsorship that would be great!



SPONSORSHIP BENEFITS

- Company name/brand on material associated with the Fiesta de Global Leaders
- Company/brand thanked during the live program for sponsorship of the Fiesta de Global Leaders
- Company name/brand recognized on website and social networking pages
- Increased brand awareness and recognition
- Association with a community of young leaders, and GL's network of community supporters

Title Sponsor – \$5000

- Designation and recognition as the Title Sponsor for the Fiesta de Global Leaders Benefit Auction Sponsor name/logo will appear in the event name on printed material and social media posts; as well as a dedicated slide and thank you during the live auction
- Sponsor featured on pre-event media pushes and email blasts
- Sponsor featured on GL website and social media pages for 12 months
- Sponsor may distribute printed material and have a display table
- Sponsor will be introduced at the event
- Sponsor will receive a full-page ad in the front of the auction program
- 8 tickets for entrance into the event

Empowering Sponsor – \$1500

- Recognition at event as an Empowering Sponsor for the Fiesta de Global Leaders Benefit Auction
- Sponsor name/logo on all material at the event, including the program and a dedicated slide
- Sponsor featured on pre-event media pushes and email blasts
- Sponsor featured on GL website and social media pages for 6 months.
- Sponsor may distribute printed material.
- Sponsor will receive a full-page ad in the back of the auction program.
- 6 tickets for entrance into the event

Leading Sponsor – \$1000

- Recognition at event as a Leading Sponsor for the Fiesta de Global Leaders Benefit Auction
- Sponsor name/logo on all material at the event, including the program and a dedicated slide
- Sponsor will be featured on pre-event media pushes and email blasts
- Sponsor name/logo appears on all event promotions on GL website and social media for 3 months
- Sponsor will receive a half page ad in the back of the auction program
- 4 tickets for entrance into the event

Exploring Sponsor – \$500

- Recognition at event as an Exploring Sponsor for the Fiesta de Guatemala Benefit Auction
- Sponsor name/logo will appear on all event promotions on GL website and social media
- Sponsor name/logo will appear on the sponsor slide during the event
- Sponsor will receive a business card sized ad in the auction program
- 2 tickets for entrance into the event

Journeying Sponsor – \$150

- Recognition at event as a Journeying Sponsor for the Fiesta de Guatemala Benefit Auction
- Sponsor name/logo will appear on all event promotions on GL website, social media
- Sponsor name/logo will appear on the sponsor slide during the event



Name of Individual/Business: _____

Primary Contact Name: _____ Title: _____

Telephone: _____ Email: _____

Website: _____

Street Address: _____

Please indicate if the donor prefers to remain anonymous: Yes No

Sponsorship level sought:

Title Empowering Leading Exploring Journeying

Sponsorship Payment Options

Sponsorship Level: _____ Special Instructions/Requests: _____

Check payable to Global Leaders, Inc.

Credit Card Payment:

CC#: _____ Expiration Date: _____

Name on Card: _____ Security Code: _____

Please note that all sponsorship requests and brand logos must be received by Global Leaders by March 30, 2023 for recognition in our program. We will accept sponsorships until April 29th, 2023, but your company will not be given recognition in our program.

Completed forms and brand artwork in .jpg or .png form can be sent to kyla@globalleadersinc.org. Staff will send a receipt when payments are processed.

Thank you for your support!

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