



HISPANIC ORGANIZATION OF LATIN ACTORS

2002 New York State Governor's Arts Award Recipient
2022 Proclamation from U.S. Congress in Recognition for Excellence in Advocacy

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The Hispanic Organization of Latin Actors (HOLA), invites you to become a sponsor of the **22nd HOLA Awards Gala Benefit**. The ceremony will take place Monday, October 16th at the legendary home of Edwin Booth, **The Players NYC**, located at 16 Gramercy Park South. The gala benefit honors top Latin and Hispanic talents who have shown excellence in performance art.

The HOLA Awards are considered among the most prestigious accolades dedicated to honor Latino Artists in the United States. This year, we will be honoring the extraordinary achievements of legendary Broadway director and choreographer, **Graciela Daniele**, a ten-time Tony Award and Drama Desk nominee. She will receive the *HOLA 2023 Chita Rivera Lifetime Achievement Award* in recognition of her outstanding artistic career. We will also be celebrating the internationally renowned director and choreographer, **Sergio Trujillo**, who made history as the first Latinx recipient of the Tony Award for Best Choreography. Additionally, our *2023 HOLA Awardees* include notable Broadway performers such as **Linedy Genao** (*Bad Cinderella*), **Rosal Colón** (*Between Riverside and Crazy*), and **Angel Sigala** (*New York, New York*), along with stage and TV star **David Zayas** (*Cost of Living*), media personalities **TíoLouie** (*Prime Latino Media*) and **Manolo García Oliva**, illusionist **Antonio Díaz – El Mago Pop**, opera star **Nancy Fabiola Herrera**, musician **Paquito D'Rivera**, journalist **Juan Manuel Benítez**, Washington D.C.'s **GALA Hispanic Theater**, and many others. Press and media invited to cover this event includes Agencia EFE, CBS, La Guía Cultural, NBC, NTN24, NY1 Noticias, Telemundo, The New York Times, Univisión, Variety, and more. For more information about the event please visit the following link:

<https://www.holaofficial.org/events/hola-awards-2023>

HOLA is a 501c(3) arts service and advocacy organization founded in 1975 by a core group of Latino actors working in New York to address the inequities created by the casting system that underemployed Hispanic actors and relegated Latino characters to negative stereotypes. HOLA is dedicated to expanding the presence of Latin/Hispanic artists in entertainment and media through their development, cultivation, education, empowerment, and recognition. For over 45 years, HOLA has been a crucial resource to the New York Latin artistic community, providing educational programs, networking opportunities, and hosting a Hispanic talent database available to casting directors and agents in addition to distributing casting notices to members.

We appreciate your support and urge you to join with our perennial corporate, public, and private supporters to ensure that HOLA flourishes, providing jobs and professional training for hundreds of Latinos in the arts.

Respectfully,

Pablo Andrade
Executive/Artistic Director



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SPONSORSHIP CATEGORIES:

HOLA ANGEL:

We are seeking a major corporate sponsor at this level to highlight at the event and in all of HOLA's materials this year. In addition to supporting this unique organization in the Hispanic community, at the **\$25,000** level you will receive:

- Recognition as Honorary Chair of the 2023 HOLA Awards Gala on invitation and Gala brochure
- 10 premium tickets to the event on October 16, 2023
- A two-page center spread ad in our program
- A place to display your corporate logo prominently at the event
- Your logo displayed on step and repeat in the red-carpet area for official photos of the event
- A special mention by the MC in the beginning and end of the ceremony
- Recognition and publicity in our newsletter
- Two months of prominent ad space in our partner's homepage, La Guía Cultural

HOLA BENEFACTOR:

We are seeking HOLA *Benefactores* at the **\$15,000** level. For your support of HOLA, you will receive:

- Recognition as Honorary Chair of the 2023 HOLA Awards Gala on invitation and Gala brochure
- 6 premium tickets to the event on October 16, 2023
- A full-page Gold ad in our program and mention on all event printed materials
- A place to display your logo prominently at the event
- Your logo displayed on step and repeat in the red-carpet area for official photos of the event
- A special mention by the MC in the beginning and end of the ceremony
- Mention in the official electronic invitation for the event
- One month of prominent ad space in our partner's website, La Guía Cultural

HOLA ÍCONO:

We are also seeking HOLA *Icons* at the **\$10,000** level. For your support of HOLA, you will receive:

- Recognition as 2023 HOLA Awards Gala Committee Member on invitation and Gala brochure
- 4 premium tickets to the event on October 16, 2023
- A full-page Gold ad in our program
- Your logo displayed on step and repeat in the red-carpet area for official photos of the event
- A special mention by the MC in the beginning of the ceremony

HOLA SOCIO:

For your support of **\$5,000** to HOLA, you will receive:

- Recognition as 2023 HOLA Awards Gala Committee Member on invitation and Gala brochure
- 2 premium tickets to the event on October 16, 2023
- A full-page ad in our program
- Your logo displayed on step and repeat in the red-carpet area for official photos of the event

HOLA AMIGO:

For your support of **\$500** to HOLA, you will receive:

- 1 premium ticket to the event on October 16, 2023
- Your Special message on Tribute Page



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HOLA SPONSOR AD SALES Layout & Pricing

Back Cover Page.....	\$ 5,000.00
Full Page Gold.....	\$ 2,000.00
Inside Front Cover.....	\$ 2,000.00
Inside Back Cover.....	\$ 2,000.00
Full Page.....	\$ 1,000.00
1/2 Page.....	\$ 500.00
<i>Your Special message on Tribute Page.....</i>	<i>\$ 150.00 per line</i>

