

2025

La Paz Chattanooga

# SPONSORSHIP OPPORTUNITIES



Contact:  
Stacy Johnson  
[sjohnson@lapazchattanooga.org](mailto:sjohnson@lapazchattanooga.org)



## About La Paz

La Paz Chattanooga is the leading nonprofit organization dedicated to empowering and uplifting the Latino community in the Greater Chattanooga area. Through stabilization services, advocacy, and programming, we serve as a vital resource for Latino individuals and families to thrive economically, socially, and culturally.

## Our 2025 Theme

In 2025, our focus is on unlocking the incredible potential within the Latino community to **drive economic growth, innovation, and cultural enrichment across the region.** Through this theme, La Paz Chattanooga will deliver programs and initiatives that foster entrepreneurship, leadership, financial empowerment, and community connection.

## Our Reach

- Over 10,000 individuals engaged annually
- Partnerships with 150+ businesses and organizations
- Robust programs addressing education, workforce development, and civic enrichment



## Sponsorship Opportunities

At La Paz, we want to ensure our supporters not only engage with other stakeholders, but also with our community members.

**In 2025, we are prioritizing organization sponsorship levels exclusively, rather than event-centric\* sponsorship levels.**



# LEVELS OF GIVING

## Title Sponsor (\$25,000)

- Prominent logo placement on select 2025 marketing materials, and organization website.
- Recognition in quarterly newsletters, media campaigns and press releases.
- Exclusive speaking opportunity at flagship events and other outreach opportunities.
- Invitations to sponsor-exclusive cultivation events.
- Feature highlight in our 2025 Impact Report.
- Two complimentary table reservations at Latino Leadership awards.

## Catalyst Sponsor (\$15,000)

- Logo placement on select 2025 marketing materials, organization website.
- Recognition in quarterly newsletters.
- Exposure/branding opportunity at flagship events and other outreach opportunities.
- Invitations to sponsor-exclusive cultivation events.
- Highlight in our 2025 Impact Report.
- One complimentary table reservation at Latino Leadership Awards.



# LEVELS OF GIVING

## Advocate Sponsor (\$7,500)

- Logo placement on select 2025 marketing materials and organization website.
- Social media shoutouts during key events.
- Invitations to sponsor-exclusive cultivation events.
- Highlight in our 2025 Impact Report.

## Community Sponsor (\$5,000)

- Recognition on organization website and select event/program materials.
- Invitations to sponsor-exclusive cultivation events.
- Acknowledgment in our 2025 Impact Report.

## \*Let's Build Something

Although our goal is to ensure maximum exposure for our supporters, we are happy to tailor sponsorship packages to align with your corporate goals. Whether it's through in-kind donations, event sponsorship, or program funding, your support will make a meaningful difference.



## Your Impact

As a sponsor, you are directly investing in the growth and success of Chattanooga's Latino community. Your support ensures:

- Essential navigation support through family stabilization and direct service partnerships
- Expanded access to vital resources such as ESL classes, financial literacy workshops, and career development programs
- Creation of opportunities for Latino entrepreneurs and business owners to thrive
- Promotion of diversity and inclusion in our shared community through placemaking

## Contact Information

 [sjohnson@lapazchattanooga.org](mailto:sjohnson@lapazchattanooga.org)

 [lapazchattanooga.org](http://lapazchattanooga.org)

 423-624-8414

## Let's Partner Together

We invite you to join us in Catalyzing Latino Potential in 2025. Together, we can make a lasting impact on the lives of individuals and the community as a whole.

***For more information or to tailor your partnership, please contact me or Lily Sanchez.***

Thank you for considering this opportunity to support the vital work of La Paz Chattanooga. We look forward to partnering with you to drive change and foster growth in the Latino community.

