

La Voz

Cultura y noticias hispanas del Valle de Hudson

La Voz 20th anniversary Sponsorship Package

Saturday, June 22n 2024
Live music and more

Party at the Spiegeltent!



For sponsorship opportunities contact lavozfellow@bard.edu

La Voz magazine

In 2024, La Voz, Hispanic Culture and News of the Hudson Valley, celebrates twenty years of uninterrupted publication!

La Voz is a critical source of information as the only print Spanish-language magazine for the over 170,000 Latinos of Columbia, Dutchess, Greene, Orange, Putnam, Rockland, Sullivan, and Ulster counties. We Latinos are here to stay, and we need the tools to learn to navigate the educational, health, business and political systems in this country, in this state. Based at Bard College, a non-profit organization, La Voz magazine is an independent publication that has been informing the Hispanic communities of the Hudson Valley since 2004.

With compassion and love, La Voz serves one of the most underrepresented, undercounted, and misrepresented populations of our region, the Spanish speaking communities, who find in La Voz a source of inspiration and hope. Led by journalist Mariel Fiori, MBA, co-founder and managing editor, and thanks to students, freelancers, and community members, this free magazine is a highly respected award-winning local publication. We have a great responsibility to keep our readers well informed, to do media for the public good.

Where can you find La Voz? The free printed edition of La Voz can be found in Latino stores, laundromats, churches, community



centers, and more, throughout Dutchess, Ulster, Orange, Columbia, and Sullivan counties. You can also find a copy of La Voz at one of the 47 Ramapo Catskill Library System libraries, one of the 66 Mid-Hudson Library System libraries, or one of the 36 libraries of the Upper Hudson Library System, in Rockland, Greene, Putnam, Albany and Rensselaer counties.

Another way to find La Voz is on our website, where you can browse the entire archive. You can also read us through our monthly e-newsletter which updates on the content of the magazine every month, sharing useful and inspiring information with over 11,000 local emails. Other channels include our social networks and the radio show La Voz en breve, which is broadcast on various local community radio stations. Thank you to the stations that carry our programming: Radio Catskill, Robin Hook Radio, WVKR, and in particular to Radio Kingston for giving La Voz a home with Mariel Fiori, every morning, since 2018.

We not only publish articles to read but also create space to connect in person.

Our Recent Community Involvement include:

- Bardavon and La Voz magazine with the support of Radio Kingston presented a screening of Disney Pixar's Coco, with a live performance by the 20-member National Folk Orchestra of Mexico, at UPAC, in October 2023.
- La Voz in association with the Fisher Center 20th Anniversary Community Celebration featured a free special performance from Latin Grammy Award-winning Flor de Toloache, in the summer of 2023
- Co-organizer of the annual Oaxacan La Guelaguetza Festival, that brings thousands of people to Poughkeepsie's waterfront park each summer.

- Co-organizer of the Big Read Hudson Valley 2022, a month-long celebration of literature in the Hudson Valley with keynote speaker Sandra Cisneros, author of The House on Mango Street, who was interviewed by Mariel Fiori both at Radio Kingston and at the Fisher Center at Bard College.

- Organizer of panel discussions at Bard College to educate a wider audience on Latino issues, such as Hispanic Immigrants in Rural New York, The Local Movement for Immigration Reform, Human Trafficking from Mexico to New York, Latinos in Local Politics, and Sanctuary Movements in the Hudson Valley, among others.

- Organized fundraising events with a strong cultural aspect, including salsa classes, concerts, Latin jazz, art auction and theater plays in Spanish through the Hudson Valley.

- Member of: TEAM Newburgh and its street outreach arm; BAT (Bringing Agencies Together) in Dutchess, Ulster, Orange and Sullivan counties; chair of Mano-a-Mano Ulster County, Eastern Dutchess Rural Health Network; Sullivan Latino Alliance; and Healthy Black and Latino Coalition (Poughkeepsie and Newburgh), among others.

It only takes time for the impossible to happen.

Thank you for your support.

Email lavozfellow@bard.edu for sponsorship



La Voz

**Live concert and fundraising
20th anniversary of La Voz magazine
Saturday June 22, 2024**

La Voz celebrates 20 years in print! Join us in celebrating the 20th anniversary of La Voz magazine on Saturday, June 22nd at the Bard Fisher Center's whimsical Spiegeltent. Come enjoy this fundraising birthday party with live music with **Alex Torres and his Latin Orchestra**, the Spiegeltent's electric dance floor, **honorees who serve the Hispanic communities** of the Hudson Valley, silent auction, and more.

Alex Torres and his Latin Orchestra is a 12 person award-winning ensemble that have brought their own original blend of Afro-Caribbean rhythms such as Salsa, Cha-Cha, Bomba, Plena, and Latin Jazz to hundreds of festivals, performing-arts centers, and events throughout the world. Alex Torres and his Latin Orchestra alongside La Voz magazine invite everyone to join on the dance floor, because as Alex puts it "With Latinos, music is not a luxury. It's in our DNA."

**Saturday June 22nd
6 to 10 pm
Doors open at 6pm
Spiegeltent - Bard College
Admission:
Ticket Price Range
\$35 - \$45**

**All proceeds benefit La Voz
magazine**



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La Voz

Sponsorship Options

**Special for current advertisers of La Voz magazine: 15% discount for any sponsorship level!*

Benefits	Major Benefactor \$3000+	Patron Sponsor \$1500+	Supporter Sponsor \$750+
Program Space (for logo and contact information)	Yes, full page (8.5 x 5.5)	Yes, half-page (5.5 x 4.25)	Yes, quarter page (4.20 x 2.20)
Complimentary tickets - general seating	8 tickets total	6 tickets total	3 tickets total
Mentioned on Facebook, Instagram and through La Voz email blasts (over 11,600 emails)	Yes	Yes	Yes
Logo in all event's materials	Yes	Yes	No
Literature table and opportunity to distribute giveaways	Yes	No	No
2-minute presentation on the mic,	Yes	No	No
Mentioned on radio, "La Voz en Breve" which airs throughout the Hudson Valley and beyond	Yes	No	No
Tax deductible portion	\$2,000	\$1,000	\$450



Please let us know which level you are sponsoring to lavozfellow@bard.edu Payment by cash, check, and card accepted. If paying by credit card: please call us at 845-752-4739



SPONSORSHIP FORM

La Voz: 20 Años

Please fill out the following form and send along with payment by April 30, 2024 in order to secure seating and publicity.

Payment accepted via cash, credit card or check.

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Contact title: _____

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Make checks payable to La Voz, memo sponsorship, and mail them to:

La Voz/ Bard College,

30 Campus Rd, Annandale-on-Hudson NY 12504

If paying by credit card: please call us at 845-752-4739,

or click on this link:

<https://bit.ly/LaVozsponsorship2024>