



¡Salsa! Grammy nominated New Swing Sextet for La Voz

A Benefit Performance for La Voz Magazine

Sunday, June 25 at 4pm

Spiegel tent at the Richard B. Fisher Center for the Performing Arts at Bard College



\$40 ticket includes complimentary glass of wine, New Swing Sextet concert, 30 minute salsa lesson with Dojo Dance Company, and a final surprise for La Voz anniversary celebration! Tickets [here](#).

Fresh from its Latin American tour, the Grammy nominated New Swing Sextet will perform at Bard's beautiful Spiegel tent. Imagine a hot salsa band from the 1960s reuniting after a 30-year hiatus to discover an even greater, more global, fan base. "Rip Van Winkle couldn't have had it better," recalls co-bandleader George Rodriguez of the New Swing Sextet's (NSS) recaptured infectious popularity. "No one is more surprised than we are," says the vocalist and original NSS member, "to be 'Back on the Streets'." A product of New York City and the excitement and turbulence of the sixties, the band has been a popular and innovative exponent of Latin jazz, salsa and pop music for over five decades.

Proceeds from this ¡Salsa! event will benefit La Voz magazine, the Bard's Spanish language publication covering Hispanic culture and news, for the over 140,000 Latinos who live in the Hudson Valley and Catskill regions (Dutchess, Ulster, Orange, Columbia and Sullivan counties).

Thanks to the event organizing committee: Mariel Fiori (La Voz), Maia Martínez (Dojo Dance Company), Wilfredo Morel (HRHCare), and Rosina Tezgeli (MVP Health Care).

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Sponsorship opportunities

Benefits	MAJOR SPONSOR \$3,000+	PATRON SPONSOR \$2,000+	SUPPORTER SPONSOR \$1,000+
Program Ad	Full page	Half page	Quarter page
Listed with link on La Voz website for a year	Yes	Yes	Yes
Advertisement in La Voz magazine*	1 full page in color	1 half page in color	1 quarter page in color
Tickets to the event	10 Tickets	6 Tickets	4 Tickets
Promoted on Facebook, Twitter, and through La Voz e-mail blasts (over 6,500 emails)	Yes	Yes	No
Literature table and opportunity to distribute giveaways	Yes	No	No
2 minute presentation on the mic at event	Yes	No	No
Logo in all events materials	Yes	No	No
Display 24" wide base banner stand at event	Yes	No	No
Tax deductible portion	\$900	\$800	\$700

**In addition, get a 20% discount on your next advertising contract with La Voz (any ad size and any sponsorship level). Become a La Voz advertiser now! lavoz.bard.edu/publicidad
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Mail sponsor forms/checks to: La Voz-Bard College, 30 Campus Rd, Annandale-on-Hudson, NY 12504. Or Fax to: (845) 758-7018. Please email business logos and ad copy to fiori@bard.edu
Please note that sponsorships are tax deductible.



About *La Voz*

La Voz is the only print Spanish-language magazine for the over 140,000 Latinos of Dutchess, Ulster, Orange, Columbia and Sullivan 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. This is the need that La Voz strives to meet every month.

Based at Bard College, La Voz magazine is an independent publication that has been informing the Hispanic communities of the Hudson Valley since 2004. Thanks mostly to volunteers (students and community members alike), this free magazine, is a highly respected local publication, winning awards for its overall design and cultural content from the New York Community Media Alliance and from the Dutchess County Executive. Each month we distribute 6 thousand copies of La Voz at more than 500 locations across 25 towns and cities for an estimated 30 thousand readers.

La Voz is unique, not only because of the language it is written in, but because of its local and high quality content with the mission of informing, educating and entertaining us, the Spanish-speakers of the Hudson Valley. lavoz.bard.edu Like us! [Facebook.com/LaVozHudsonValley](https://www.facebook.com/LaVozHudsonValley)

Featured Community Involvement:

- Co-organizer of the annual Oaxacan La Guelaguetza Festival, that brings over 5,000 people to Poughkeepsie's waterfront park each summer
- Co-organizer of the Annual Spanish Spelling Bee of Poughkeepsie, along with Vellop of Vassar
- Co-organizer of the Kingston Multicultural Festival, along with the Reher Ctr for Immigration
- 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.
- Member of: TEAM Newburgh and its street outreach arm; BAT, Bringing Agencies Together, in Dutchess, Ulster, Orange and Sullivan counties; Mano-a-Mano Ulster County, Eastern Dutchess Rural Health Network; Sullivan Latino Alliance; and Healthy Black and Latino Task force (Poughkeepsie and Newburgh), among others.
- Sponsor of four Spanish language performances of The Vagina Monologues in Poughkeepsie, Newburgh and Kingston in 2012 and 2013, with an overall audience of 700 people
- Co-organizer and sponsor of the First Resource Fair for Latinos in Poughkeepsie in 2012; and of Ulster County Resource Fair for Latinos in Kingston in 2013 and 2014.

