



SATURDAY AUGUST 26, 2023
6-10PM

EL TECOLOTE



53

GOLDEN LEGACY GALA

EVENT CENTER AT SAINT MARY'S CATHEDRAL, PATRONS HALL
1111 GOUGH STREET AT GEARY BOULEVARD, SAN FRANCISCO CA

LETTER FROM THE EXECUTIVE DIRECTOR

For over five decades, **El Tecolote** (The Owl in Nahuatl) has continued to push forward – making it the longest running, consecutively published, English/Spanish bilingual newspaper in California. Each year we distribute a quarter of a million print editions throughout San Francisco, Oakland and Daly City at over 350 locations.

Despite the challenges posed by the COVID-19 pandemic, we continue to strengthen our newsroom. In 2022, we hired our first full-time reporter dedicated to covering mental health among the Latinx community through a partnership with Report for America, and El Tecolote claimed 16 awards – nearly half of them as first place categories in the San Francisco Press Club Journalism Awards. We also celebrated two years of **Radio Teco** podcasts, going deeper on our newspaper coverage and featuring profiles on Latinx culture makers throughout the country with two special offerings – Radio Teco News and Radio Teco Cultura.

We also went back to our **raíces** at San Francisco State University, where El Tecolote was founded by Juan Gonzalez and his college students in 1970. With the support of several journalism professors, we launched a paid multimedia fellowship, collaborated on an oral health reporting project, hosted a student produced AfroLatinx podcast mini-series, and presented a symposium on solutions journalism with the Solutions Journalism Network. We are eager to welcome El Tecolote's first full-time photographer through a partnership with Report for America and Catchlight during the summer of 2023!

We have also strengthened Acción Latina's artistic presence - amplifying exposure and paid opportunities for over 50 Latinx artists on the grand stages of SFMOMA and KQED – bringing the energy of Paseo Artístico, our free and community curated arts walk back to the Mission District and beyond! I also invite you to check out **The '80s Matter in the Mission exhibition**, as part of SFMOMA's Community Residency program – now on view for free at the Koret Education Center until June 2023. Our new R.A.I.C.E.S. art fellow is currently helping us bring comics back to the newspaper and creating a special art presentation based on El Tecolote's '90s archive!

After a two year hiatus, we also reopened our Juan R. Fuentes Gallery with three vibrant art exhibitions featuring queer textile artist Alexander Hernandez, Oaxacan-born master screenprinter Calixto Robles, and legendary photographer Joe Ramos, who documented Latinx icons for El Tecolote in the seventies.

We also recently celebrated the in-person return of our historic Encuentro del Canto Popular concert at The Chapel in San Francisco – honoring over forty years of this musical tradition with outstanding performances by four all-star bands including John Calloway's Afro-Cuban Ensemble of SFSU, Neblinas del Pacifico, Inti-Batey and headlined by Momotombo SF, featuring former members of Malo & Santana. Acción Latina was recognized for its achievements as one of the **Yerba Buena Center for the Arts 100 honorees** earlier this year.

It is my honor to guide our community into the next chapter of El Tecolote! I ask you to support our growth and join us in celebrating everything that we have accomplished together thus far!

Ayúdanos a seguir volando,
Fátima

EL TECOLOTE'S GOLDEN LEGACY GALA

EVENT OVERVIEW AND SPONSORSHIP OPPORTUNITIES

About Acción Latina

Acción Latina is the proud publisher of the free and biweekly newspaper, **El Tecolote**, now celebrating its 53rd year serving the San Francisco Mission District and beyond. Our mission is to promote cultural arts, community media, and civic engagement as a way of building healthy and empowered Latino communities. We also produce a rich array of cultural arts programming which serve 15,000 people each year including: the **Paseo Artístico** arts walk curated with a dozen other cultural organizations and small businesses along the Calle 24 Latino Cultural District, art exhibitions in our **Juan R. Fuentes Gallery** and our historic social justice concert **Encuentro del Canto Popular**.

Celebrating five decades of Mission community news as a beacon for independent bilingual journalism.

Fundraising event details

El Tecolote's Golden Legacy Gala

Date: Saturday, August 26, 2023

Cocktail Reception, 5:30 PM

Dinner & Program, 6:00 - 10:00PM

Location: Event Center at Saint Mary's Cathedral, 1111 Gough Street at Geary Boulevard, San Francisco CA

El Tecolote's Golden Legacy Gala & Auction

To be held at the iconic Event Center at Saint Mary's Cathedral, the **El Tecolote's Golden Legacy Gala & Auction** is expected to attract an intergenerational audience of San Francisco Bay Area residents and business owners from the Mission District and beyond, long-time volunteers and benefactors, artists, musicians, journalists, educators and political leaders. This is a much anticipated community celebration!

Funds raised from **El Tecolote's Golden Legacy Gala & Auction** will support the growth and stability of **El Tecolote Newspaper** and **Acción Latina's** programs and services to the community.

SPONSORSHIP LEVELS AND OPPORTUNITIES

200 participants are expected to attend the gala. Individual tickets to include no-host cocktail reception, dinner, entertainment and program will be \$200 if purchased after July 1st. Early bird tickets are \$150. Tables of 10 will be available.

\$10,000 – TECO DE ORO

- 20 tickets to **El Tecolote's Golden Legacy Gala**
- Sponsors will also be mentioned prominently in all advertising for the event*
- Logo Identification and link on Acción Latina website event and auction website
- **El Tecolote** newspaper subscriptions for employees
- Social media promotion
- One (1) half-page color advertisement in the **El Tecolote** August 24th anniversary issue and the Gala program
- Join us for a VIP cocktail reception!

\$5,000 – TECO DE PLATA

- 10 tickets to **El Tecolote's Golden Legacy Gala**
- Sponsors will also be mentioned prominently in all advertising for the event*
- Logo Identification and link on Acción Latina website event and auction website
- **El Tecolote** newspaper subscriptions for employees
- Social media promotion
- One (1) quarter-page color advertisement in the **El Tecolote** August 24th anniversary issue and the Gala program
- Join us for a VIP cocktail reception!

\$2,500 – TECO DE COBRE

- 5 tickets to **El Tecolote's Golden Legacy Gala**
- Sponsors will also be mentioned prominently in all advertising for the event*
- Logo Identification and link on Acción Latina website event and auction website
- **El Tecolote** newspaper subscriptions for employees
- Social media promotion
- One (1) eighth-page color advertisement in the Gala program

\$1,000 – TECO DE CRISTAL

- 3 tickets to **El Tecolote's Golden Legacy Gala**
- Sponsors will also be mentioned prominently in all advertising for the event*
- Logo Identification and link on Acción Latina website event and auction website
- One (1) advertisement in the Gala program



SPONSORSHIP AND AUCTION DONATION FORM

El Tecolote's Golden Legacy Gala will be held on Saturday, August 26, 2023, in conjunction with a silent auction. All proceeds from the event and auction will support Acción Latina, a 501(3)c nonprofit organization. Our Tax ID is 94-3039956. A gift letter will be provided to all donors for tax purposes.

Sponsor Information

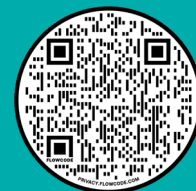
Level of Sponsorship _____

Name of Contact _____

Name of Company _____

Phone _____

Email _____



Auction Donor Information

Name of Contact _____

Name of Company _____

Mailing Address _____

Phone _____

Email _____

Date _____

Item Donation Description: _____

Cash Value of Auction Item _____



Return this Form to **Acción Latina**
Attn: Fatima Ramirez, Executive Director
Contact information: fatima@accionlatina.org

Response deadline: July 1, 2023

El Tecolote's Golden Legacy Gala & Auction
Benefiting **Acción Latina/El Tecolote Newspaper**
Acción Latina 2958 24th St. San Francisco, CA
accionlatina.org

