



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 Ramírez

# 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 on Acción Latina and auction websites
- **El Tecolote** newspaper subscriptions for 20 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 on Acción Latina and auction websites
- **El Tecolote** newspaper subscriptions for 10 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 on Acción Latina and auction websites
- **El Tecolote** newspaper subscriptions for 5 employees
- Social media promotion
- One (1) eighth-page color advertisement in the **El Tecolote** August 24th anniversary issue and 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 on Acción Latina and auction websites
- Logo Identification 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



