

**Helping Families Achieve Their Greatest Potential Since 1970**

Asociación Puertorriqueños en Marcha

**Pelayo Coll, Esq.**  
Board Chair

**Nilda I. Ruiz, MBA**  
President & CEO



*Please join us at our Gift of Love Holiday Benefit!*

Greetings,

Thank you for your continued support of APM! As summer winds down, we eagerly anticipate the arrival of autumn's many joys - back-to-school excitement, vibrant fall festivals, and, of course, our most cherished event: the Gift of Love Children's Holiday Benefit.

I am thrilled to announce that this year's Benefit will take place on Thursday, November 14, 2024, from 6:00 PM to 10:00 PM at the stunning Union Trust in Philadelphia. This event is always a highlight of the season, and we're looking forward to celebrating with you!

This year, we are proud to honor the following leaders who are champions of our shared community:

- The Honorable Judge **Nelson Diaz**, Former Judge and Principal, NAD Consulting, LLC,
- **Norman Bristol Colon**, Chief Diversity Officer/DEI Director, Office of Governor Josh Shapiro,
- **Dr. Kelvin Jeremiah**, President and CEO, Philadelphia Housing Authority, and
- **Dr. Deborah Crabbe**, Attending Physician, Temple Heart and Vascular Institute, Lewis Katz School of Medicine.

Enclosed with this letter are various sponsorship packages designed to suit a range of needs, but we're more than happy to customize a package that's perfectly tailored for you. As a 501(c)3 non-profit organization, all contributions are tax-deductible to the extent permitted by law.

Our APM team will be reaching out to your office soon to follow up, but in the meantime, please don't hesitate to contact Marilyn Rodriguez, our Events Manager, at [marilyn.rodriguez@apmphila.org](mailto:marilyn.rodriguez@apmphila.org) or 267-205-7586 if you have any questions or special requests.

Thank you once again for your generous support and partnership. We can't wait to see you there!

¡Mil Gracias!

A handwritten signature in blue ink that reads 'Nilda I. Ruiz'. The signature is fluid and cursive, with the first name 'Nilda' being the most prominent.

Nilda I. Ruiz  
President & CEO

Cc: Kimberly Allen, External Affairs Director



**Gift of Love Children's Holiday Benefit**  
**November 14, 2024**  
**Union Trust**  
**2024 Sponsorship Opportunities**

***North Star (Ruby) Sponsor***

- Corporate name and logo on APM website, with link
- Corporate name and logo on all APM-generated materials for this event
- Sponsorship recognition by event emcee
- Fifteen tickets to event
- Full-page, full-color ad in program book (back cover)

*Cost:* \$25,000

***Winter Wonderland Patron (Emerald) Sponsor***

- Corporate name and logo on APM website, with link
- Corporate name and logo on all APM-generated materials for this event
- Sponsorship recognition by event emcee
- Ten tickets to event
- Full-page, full-color ad in program book

*Cost:* \$15,000

***Reindeer Champion (Sapphire) Sponsor***

- Corporate name and logo on APM website
- Corporate name and logo on all APM-generated materials for this event
- Ten tickets to event
- Half-page, full-color ad in program book

*Cost:* \$10,000

***Holiday Cheer Contributor (Amethyst) Sponsor***

- Corporate name on APM website
- Corporate name on all APM-generated materials for this event
- Five tickets to event
- Half-page, black-and-white ad in program book

*Cost:* \$5,000

***Candy Cane Collaborator (Opal) Sponsor***

- Corporate name on all APM-generated materials for this event
- Three tickets to event
- Quarter-page, black-and-white ad in program book

*Cost:* \$3,000

***About the Gift of  
Love Children's  
Benefit:***

The Gift of Love Children's Holiday Benefit is more than just an annual gathering; it's a celebration of the love, hope, and joy we bring to Philadelphians in need. Each year, the proceeds from this event create unforgettable holiday memories for thousands of children and their families. With your support, we transform Santa's Workshop into a magical experience, where each child receives age-appropriate toys that light up their holiday season.

This heartwarming tradition is made possible by the generosity of people like you. By contributing to the Gift of Love Children's Benefit, you're not just giving a gift—you're delivering joy, sparking hope, and making the holidays brighter for those who need it most.

***All supporters will also have their corporate logo in the Benefit Program Book and will be recognized in our Annual Report.***



**Gift of Love Children's Holiday  
Benefit Thursday, November 14, 2024  
6:00 PM to 10:00 PM  
Union Trust  
717 Chestnut  
Street**

Please join us for a wonderful evening as we celebrate bringing love, hope, and happiness to Philadelphians in need. Funds from the benefit provide memorable holiday experiences to thousands of children and their families through a series of APM-hosted holiday celebrations. APM can share this experience because of the generous support from the Gift of Love Children's Benefit.

- Single Benefit Tickets @ \$135.00 each       Ten Tickets @ \$1,350.00

For tickets, please contact Marilyn Rodriguez, APM Events Manager, at [Marilyn.rodriguez@apmphila.org](mailto:Marilyn.rodriguez@apmphila.org), or at (267) 205-7586

*And Advertise in the Holiday Benefit Program Book!*

Promote your business and your support of APM by placing an ad in our Program Book:

- Full page color ad, 8"w x 10.5"h, \$1,350  
 Half page color ad, 8"w x 5"h, \$800  
 Quarter page color ad, 3.75" w x 5"h, \$500  
 Full page black & white ad, 8"w x 10.5" h, \$1,100  
 Half page black & white ad, 8" w x 5"h, \$600

Company: \_\_\_\_\_  
Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

Ads must be reserved, and ad copy received by **October 8**. Please email your ad in electronic pdf or jpg format (print optimized, 300dpi, all fonts embedded to Kimberly Allen at [kimberly.allen@apmphila.gov](mailto:kimberly.allen@apmphila.gov)

Checks should be made payable to Asociación Puertorriqueños en Marcha, Inc., and mailed to Marilyn Rodriguez, Events Manager, APM, 1900 North 9<sup>th</sup> St., Philadelphia, PA, 19122. Please place the words "2024 Gift of Love" in the subject line of your check.

If you are unable to join us, please consider donating in support of the Gift of Love. Questions? Please call Marilyn Rodriguez at (267) 205-7586 or Kimberly Allen on (267) 253-4391.

**Thank you for your support!**