

Change the way the world views mental health



2023

**CULTURAL  
COOK-OFF**



**MAY 11, 2023**

6:00P - 8:30P



**HCC CULINARY ARTS, HOLYOKE, MA.**

164 RACE STREET



# WHY BECOME A SPONSOR?

## GREAT FOOD FOR A GOOD CAUSE

- Food brings us together! What better way to celebrate culture and work toward breaking the stigma associated with mental health and substance use than a cook-off.
- The funds raised will go to support our programs, services and the people Gándara serves.

## WHAT TO EXPECT

- 3-5 chefs with backgrounds in different cuisine battle it out for the title of Gándara Culinary Cook-off champion.
- Guests will enjoy an offering from each chef, all while watching them prepare their meals live. At the end of the meal they will vote on the best offering, thus dubbing that year's Gándara Culinary Cook-off champion.

## JOIN US!

- Event will be held at Holyoke Community College Culinary Arts Institute located in downtown Holyoke.

### Gándara Culinary Cook-off

Thursday May 11, 2023

6:00p - 8:30p

Holyoke Community College Culinary Arts Institute

164 Race Street

Holyoke, MA 01040



**Cultural Cookoff**

# OUR MISSION

## GÁNDARA CENTER

### CULTURALLY SENSITIVE CARE SINCE 1977

We promote the well-being of Hispanics, African-Americans and other culturally diverse populations through innovative, culturally competent behavioral health, prevention and educational services.

With bilingual capacity across all of our programs and a family-centered and community-based approach, we provide culturally competent, innovative care to the state's most vulnerable populations.

Founded in 1977 to advocate and provide for equal services in the Hispanic community, today, Gándara Center serves nearly 15,000 children, adults and families each year in 100 locations across Massachusetts.



**Gándara Center**  
*Culturally Sensitive Care*

[www.gandaracenter.org](http://www.gandaracenter.org)



# OUR SERVICES

For more information about our programs and services  
visit: [www.gandaracenter.org](http://www.gandaracenter.org)



Counseling



Child + Family



Substance Use/  
Recovery



Community  
Services



Intellectual +  
Developmental  
Disability Services



# HOW WE HELP

A **partnership** with us means that you can make a **significant impact** providing **care and support** as we combat the stigma associated with mental illness and substance use problems.

**With your partnership**, we can continue to **help nearly 15,000** underserved children and adults each year by providing services like our Springfield Family Resource Center and Food Pantry -- which gives families **access to fresh food** and produce. Our agency also serves:



individuals & families seeking supportive housing



at-risk youth & children in foster care



young adults pursuing life goals through the Impact Center



homeless youth seeking permanent housing



individuals maintaining their recovery

**15,000**

estimated number of children, youth and adults served each year in Massachusetts



individuals with developmental + intellectual disabilities



families needing community services at the Springfield Family Resource Center



families facing food insecurities



persons served at our substance use residential programs



youth needing behavioral & therapeutic mentoring services



# SPONSORSHIP OPPORTUNITIES

Michelin Star Sponsorship (1)	\$10,000
★★★★★ Five Star Sponsorship	\$5,000
★★★★ Four Star Sponsorship	\$2,500
★★★ Three Star Sponsorship	\$1,500
★★ Two Star Sponsorship	\$1,000
★ One Star Sponsorship	\$500





**\$10,000**

# **MICHELIN STAR SPONSORSHIP (1 AVAIL.)**

## **NAME RECOGNITION & LOGO USE**

- **Logo prominently displayed** in all promotional materials: fliers, lawn signs, posters, website, email blasts, digital event banner and social media posts.
- Opportunity to have an in-house chef compete in the cook-off. Chef also invited to appear in promotional interview segment.

## **SOCIAL MEDIA EXTRAS**

- **Logo prominently featured** in social media banners, the Sponsor Spotlight, Thank You posts, tagged on social media and promotion posts for competing chef on all social platforms.

## **SPONSOR MENTION**

- Named in Gándara Center's internal/external email blasts and logo prominently displayed in the 2024 Annual Report

## **SPONSOR SHOUT OUT**

- On event day, **Sponsor will be introduced by WWLP-22News personality** and is welcome to say a few words during event program.

## **FREE REGISTRATION**

- Includes 1 table/(9) event tickets for sponsors to participate in the event.

Jade Rivera-McFarlin | [jriveramcfarlin@gandaracenter.org](mailto:jriveramcfarlin@gandaracenter.org) | 413.296.6214

★★★★★ **FIVE STAR  
SPONSORSHIP**  
**\$5000**



### **NAME RECOGNITION & LOGO USE**

- Logo prominently displayed in all promotional materials: fliers, lawn signs, posters, digital event banner, website, email blasts, social media posts.
- Opportunity to have an in-house chef compete in the cook-off. Chef also invited to appear in promotional interview segment.

### **SOCIAL MEDIA EXTRAS**

- Logo prominently featured in social media banners, the Sponsor Spotlight, Thank You posts + tagged on social media

### **SPONSOR MENTION**

- Named in Gándara Center's internal/external email blasts and logo prominently displayed in the 2024 Annual Report

### **SPONSOR SHOUT OUT**

- Sponsor will be introduced by WWLP-22News personality during event program.

### **FREE REGISTRATION**

- Includes 4 event tickets for sponsors to participate in the event.

Jade Rivera-McFarlin | [jriveramcfarlin@gandaracenter.org](mailto:jriveramcfarlin@gandaracenter.org) | 413.296.6214







**\$2,500**

# **FOUR STAR** **SPONSORSHIP**

## **NAME RECOGNITION & LOGO USE**

- Logo prominently displayed in all promotional materials: fliers, lawn signs, posters, digital event banner, website, email blasts and social media posts.

## **SOCIAL MEDIA EXTRAS**

- Logo prominently featured in social media banners, the Sponsor Spotlight, Thank You posts + tagged on social media

## **SPONSOR MENTION**

- Logo in Gándara Center's internal/external email blasts and logo prominently displayed in the 2024 Annual Report

## **SPONSOR SHOUT OUT**

- Sponsor will be introduced by WWLP-22News personality during event program.

## **FREE REGISTRATION**

- Includes (4) event tickets for sponsors to participate in the event.

Jade Rivera-McFarlin | [jriveramcfarlin@gandaracenter.org](mailto:jriveramcfarlin@gandaracenter.org) | 413.296.6214

★ ★ ★ **THREE STAR  
SPONSORSHIP**  
**\$1,500**



**NAME RECOGNITION & LOGO USE**

- Logo prominently displayed on all promotional materials: digital sponsor banner, website, email blasts and social media posts.

**SOCIAL MEDIA EXTRAS**

- Logo included in social media banners, the Sponsor Spotlight, Thank You posts + tagged on social media

**SPONSOR MENTION**

- Logo in Gándara Center's internal/external email blasts and logo displayed in the 2024 Annual Report

**SPONSOR SHOUT OUT**

- Sponsor will receive a verbal acknowledgement by WWLP-22News personality during event program.

**FREE REGISTRATION**

- Includes (2) event tickets for sponsors to participate in the event.

Jade Rivera-McFarlin | [jriveramcfarlin@gandaracenter.org](mailto:jriveramcfarlin@gandaracenter.org) | 413.296.6214



# ★★ TWO STAR SPONSORSHIP

## \$1,000

### NAME RECOGNITION & LOGO USE

- Named in all promotional materials: digital sponsor banner, social media posts, and name listed on event program.

### SOCIAL MEDIA EXTRAS

- Logo included in the Sponsor Spotlight, Thank You posts, + tagged on social media

### SPONSOR MENTION

- Named in Gándara Center's internal/external email blasts and named in the 2024 Annual Report

### FREE REGISTRATION

- Includes (1) event tickets for sponsors to participate in the event.

# ★ ONE STAR SPONSORSHIP

## \$500

### NAME RECOGNITION & LOGO USE

- Named in the following promotional materials: digital event banner, social media posts, and name listed on event program.

### SOCIAL MEDIA EXTRAS

- Logo included in the Sponsor Spotlight, Thank You posts + tagged on social media

### SPONSOR MENTION

- Named in Gándara Center's internal/external email blasts and named in the 2024 Annual Report



# MEDIA SPONSORSHIP

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## EVENT EMCEE

Serves as emcee for event program and receives formal introduction from Gándara Center during event program.

## NAME RECOGNITION & LOGO USE

Logo **prominently** displayed in all promotional materials: fliers, posters, digital banner, Gándara website & Facebook/Twitter banners and social media tags.

## SPONSORSHIP MENTION

In Gándara Center electronic newsletter (distributed internally and externally to contacts **statewide**)

## SOCIAL MEDIA

Sponsor Spotlight post and included in our Sponsor Thank You post

## FREE REGISTRATION

Includes (3) event tickets for sponsors to participate in the event.



## PLEASE INDICATE YOUR SPONSORSHIP LEVEL:

### ○ MICHELIN STAR SPONSORSHIP (\$10,000) (1 AVAILABLE)

Our Michelin Star Sponsor will receive publicity and logo visibility as a critical program partner in all print and electronic marketing materials, logo prominently displayed on digital event banner, lawn signs, prominent logo placement in all social media and on REACH (Gándara's agency-wide TV channel). They will be featured on our Facebook/Twitter page event banners and will receive a Social Media Shout Out + Tag on our Facebook Page and will also be mentioned on Gándara HQ (intranet site for nearly 1,100 employees), internal/external email blasts, and in our 2024 Annual Report. On event day, they will have an opportunity to speak during the event program. In addition, the Michelin Star Sponsor will have the option to have an in-house chef compete in the cook-off. Chef also invited to appear in promotional interview segment. This level also includes 1 table/(9) event tickets for sponsors to participate in the event.

### ○ FIVE STAR SPONSORSHIP (\$5,000)

Our Five Star Sponsor will receive publicity and logo visibility as critical program partners in all print and electronic marketing materials, logo prominently displayed on digital event banner, lawn signs, prominent logo placement in all social media and on REACH (Gándara's agency-wide TV channel). They will be featured on our Facebook/Twitter page banners and receive a Social Media Shout Out + Tag on our Facebook Page and also will be mentioned on Gándara HQ (intranet site for nearly 1,100 employees), internal/external email blasts, and in our 2024 Annual Report. On event day, they will receive an introduction during the event program. In addition, Five Star Sponsors will have the option to have an in-house chef compete in the cook-off. Chef also invited to appear in promotional interview segment. This level also includes (4) event tickets for sponsors to participate in the event.

### ○ FOUR STAR SPONSORSHIP (\$2,500)

Four Star Sponsors will receive publicity and logo visibility as program partners in all print and electronic marketing materials including social media, prominent placement on day-of event digital banner, lawn signs and on REACH (Gándara's agency-wide TV channel). They will be included on our Facebook/Twitter page banners and receive a Social Media Shout Out + Tag on our Facebook Page. They will receive an introduction during the event program. In addition, Four Star Sponsors will be mentioned on Gándara HQ (intranet site for nearly 1,100 employees), and in our 2024 Annual Report. This level also includes (3) event tickets for sponsors to participate in the event.

### ○ THREE STAR SPONSORSHIP (\$1,500)

Three Star Sponsors will receive publicity and logo visibility in all print and electronic marketing materials including digital event banner, receive a Social Media Shout Out + Tag on our Facebook Page and placement on REACH (Gándara's agency-wide TV channel). On event day, they will receive a verbal mention. In addition, Three Star Sponsors will be mentioned on Gándara HQ (intranet site for nearly 1,100 employees), internal/external email blasts, and our 2024 Annual Report. This level also includes (1) event ticket for sponsors to participate in the event.

## PLEASE INDICATE YOUR SPONSORSHIP LEVEL:

### TWO STAR SPONSORSHIP (\$1,000)

Two Star Sponsors will receive publicity and name recognition in all print and electronic marketing materials including day-of event banner, receive a Social Media Shout Out + Tag on our Facebook Page, and placement on REACH (Gándara's agency-wide TV channel). Two Star Sponsors will be mentioned on Gándara HQ (intranet site for nearly 1,100 employees), internal/external email blasts, and in our 2024 Annual Report.

### ONE STAR SPONSORSHIP (\$500)

One Star Sponsors will receive publicity and name recognition in all print and electronic marketing materials including day-of event banner, receive a Social Media Shout Out + Tag on our Facebook Page and placement on REACH (Gándara's agency-wide TV channel). One Star Sponsors will be mentioned on Gándara HQ (intranet site for nearly 1,100 employees), Gándara Center needs your support! and in our 2024 Annual Report.

**Contact Name:** \_\_\_\_\_ **Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Business Name (as it should appear on ALL promotional items):** \_\_\_\_\_

**Signature of Authorized Representative:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Logo must be received by April 14, 2023 and should be in HIGH RESOLUTION  
(Vector Files .EPS preferred, or .PNG, .JPEG, .TIFF files MUST BE at least 300dpi ) if not, business name will be listed.**

PLEASE SEND COMPLETED FORM:

VIA MAIL:

**Gándara Center**

ATTN: Jade Rivera-McFarlin  
V.P. of Fund Development and Community Relations  
933 E. Columbus Ave. Suite #1  
Springfield, MA 01105



EMAIL:

**Scan form, Save as .PDF**  
**Send Attachment to:**

[jriveramcfarlin@gandaracenter.org](mailto:jriveramcfarlin@gandaracenter.org)

PAY ONLINE:

[www.gandaracenter.org/Cookoffsponsorship](http://www.gandaracenter.org/Cookoffsponsorship)

INVOICE:

Paper Invoice

Digital Invoice

FOR OFFICE USE ONLY:

Received By: \_\_\_\_\_ Date: \_\_\_\_\_

Notes: \_\_\_\_\_