



TransFashion

November 30,

2012

*Unconditional Visibility*

**Sponsorship Proposal**



Conrad Royal Ballroom y Royal Ballroom Foyer  
**At the Conrad San Juan Condado Plaza**

# Content

<b>Coaí, Inc. ....</b>	<b>3</b>
<b>State of Affairs of the Organization .....</b>	<b>5</b>
<b>Event Description .....</b>	<b>6</b>
<b>Sponsorship Categories .....</b>	<b>8</b>

# Coaí, Inc.

Coaí, Inc. is a nonprofit organization founded in 1991 and incorporated in the Puerto Rico Department of State on February 12, 1992, registration number 22393.

## **Who we are?**

We are a multidisciplinary team of professionals and community representatives joined in the common goal of providing services to under-served populations in Puerto Rico. Among the roles and responsibilities of Coaí, Inc. is:

Health Promotion  
Disease Prevention  
Health Education  
Health Communication  
Community Education

Research  
Health Literacy  
Promotion of Equality  
Promotion of Social Justice  
Based on Respect for Diversity

## **Our Mission**

Coaí, Inc. is a non-profit organization dedicated to promoting health and preventing disease from a social justice and human rights perspective, with emphasis on LGBTTTQQI<sup>1</sup> people in Puerto Rico.

## **Our Vision**

We work to achieve that Health be recognized and guaranteed as a Human Right in Puerto Rico.

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<sup>1</sup> LGBTTTQQI stands for: Lesbian, Gay, Bisexual, Transgender, Transsexual, Queer, Questioning and Intersex Populations

## Our Values

We believe in:

- HIV / AIDS / STI prevention and treatment for all, free of prejudice and discrimination against affected people.
- Holistic health services for all, including; sexual and reproductive rights and the freedom to make informed decisions.
- The right of individuals to freely exercise of their sexuality.
- The right to sexual education from a comprehensive gender inclusive perspective.
- The respect for the diversity of the gay, lesbian, bisexual, transsexual and transgender communities.
- Diversity of definitions and family compositions, all equally protected.
- Relationships free of Violence, and equal protection when affected by partner or family violence.
- Gender equity.
- The Provision of culturally competent, sensitive and dignified health promotion services and treatment, respectful and empathetic to all people.
- The universal principles of privacy, confidentiality, integrity, justice, dignity and autonomy.
- An inclusive work environment that respects human rights.
- Teamwork and fostering jobs through coalitions and community partnerships.

## State of Affairs

Changes in state and federal funding policies for community-based organizations have created great challenges to our operations and threaten the health and welfare of our participants. In particular these changes affect our target population further due to the social exclusion and stigma associated with sexually diverse populations.

Coaí, Inc. serves throughout Puerto Rico adults, adolescents and children as active participants in our five (5) programs:

- Aché
- Aché del Oeste
- Guailí
- Salud, Esperanza y Vida
- Tanamá

To this end, our organization is planning several fundraising activities in order to find resources that will allow us to support and continue the work we have done for the past 20 years.

# Event Description

Among the schedule fund raising events planned for 2011, are:

## *Name of Activity*

**TransFashion:** Unconditional Visibility

## *Date*

Friday, November 30, 2012

## *Time*

8:00 p.m. – 1:00 a.m.

## *Place*

Conrad San Juan Condado Plaza

## *Description*

The proposed event is a fashion show to benefit Coaí, Inc., bringing together on the runway well-known local female transgender and transsexual models who have excelled in the defense and advocacy for human and civil rights of their communities, currently unprotected due to prejudice and discrimination that exists against them.

The models will be wearing clothes designed by the renowned designers in Puerto Rico

- ❖ Lisa Thon,
- ❖ David Antonio,
- ❖ Juan Colón, and
- ❖ Sonia Rivera

# Event Description

## Purpose

One of the purposes of the event is to raise funds in order to enhance our outreach strategies and services through Coaí, Inc. We need to provide continuation to programs that have been developed and were successful in meeting the diverse health needs of our participants.

In addition, **TransFashion** will be a means of expression intended to promote awareness and sensibility within the mainstream population towards a community excluded from access to supports and resources available to other citizens. While we will be making this social issue visible, we hope to promote equity and respect towards human diversity in Puerto Rico.

## Brief Background

Transgender and transsexual communities, in Puerto Rico and globally, lack many essential supports and services in order to achieve the optimal physical, mental and social health. This is due to the absence of legislation and social policies to protect them and promote sensibility, respect toward diversity, and social justice.

## Goal

TransFashion is the first event of its kind, held in Puerto Rico. Its goal is not only raise funds for the continuity of Coaí, Inc., but it will also raise social consciousness needed for a common good, a more just society.

# Opportunities for Sponsorship

**We are reaching out to organizations and companies with a commitment to promoting Community Health and Social Justice, to invite as Sponsors for the important and unique event.**

**What follow is a brief description with diverse categories where you or your organization/company would be interested in collaborating with.**

**We urge you to be part of the forerunners, of the people of vision that will transform injustice, discrimination and violence into health, social justice for all.**



# Sponsorship Categories

Your organization/Company can opt to be a sponsor of this event by selecting one of the categories:

## **“Platinum” category**

**Platinum**  
**\$10,000.00**

### **A Platinum sponsorship includes:**

- Preferential seating during the event
- Preferential localization in the exhibit hall.
- Entitlement to show your products or services.
- You can display a total of 3 banners either in the main salon or exhibit hall.
- Full-page announcement in the front or back cover of the event program.
- The inclusion of your organization/company Logo in all the event's promotions:
  - Posters
  - Newspaper announcement, article or review (El Nuevo Día)
  - Coaí, Inc. web page
  - Coaí, Inc. Facebook group page
  - Printed invitation
  - Announcements or press releases
- Recognition in all media interviews and media tours.
- Recognition during the event opening and closing activities.

## “Gold” category



### A Gold sponsorship includes:

- Preferential seating during the event
- The display of a total of 2 banners in the main salon.
- Entitlement to exhibit your products or services.
- Full-page announcement in the printed event program.
- Inclusion of your organization/company Logo in all the event promotions:
  - Posters
  - Newspaper announcement, article or review (El Nuevo Día)
  - Coaí, Inc. web page
  - Coaí, Inc. Facebook group page
  - Printed invitation
  - Announcements or press releases
- Recognition in all media interviews and media tours.
- Recognition during the event opening and closing activities.

## “Silver” category



### **A Silver sponsorship includes:**

- The display of 1 banner in the main salon.
- A 1/2 page announcement in the printed event program.
- Inclusion of your organization/company Logo in all the event promotions:
  - Posters
  - Newspaper announcement, article or review (El Nuevo Día)
  - Coaí, Inc. web page
  - Coaí, Inc. Facebook group page
  - Printed invitation
  - Announcements or press releases
- Recognition in all media interviews and media tours.
- Recognition during the event opening and closing activities.

## “Bronze” category

**Bronze**  
**\$2,500.00**

### **A Bronze sponsorship includes:**

- A 1/4 page announcement in the printed event program.
- Inclusion of your organization/company Logo in all the event promotions:
  - Posters
  - Newspaper announcement, article or review (El Nuevo Día)
  - Coaí, Inc. web page
  - Coaí, Inc. Facebook group page
  - Printed invitation
  - Announcements or press releases
- Recognition in all media interviews and media tours.
- Recognition during the event opening and closing activities.

## “Friends” category



### **A Friends sponsorship includes:**

- A 1/4 page announcement in the printed event program.
- The mention and use of your organization/company Logo in all the event promotions:
  - Posters
  - Newspaper announcement, article or review (El Nuevo Día)
  - Coaí, Inc. web page
  - Coaí, Inc. Facebook group page
  - Printed invitation
  - Announcements or press releases
- Recognition during the event opening and closing activities.

## “Supporters” category



### **A Supporters sponsorship includes:**

- The mention and use of your organization/company Logo in all the event promotions:
  - Posters
  - Newspaper announcement, article or review (El Nuevo Día)
  - Coaí, Inc. web page
  - Coaí, Inc. Facebook group page
  - Printed invitation
  - Announcements or press releases
- Recognition during the event opening and closing activities.

## **TransFashion program**

Every attendee of our fashion show will receive a TransFashion Program (500 programs estimated) which will include aspects of the activity and advertisements. If you would like to have your company, products or services promoted\* in our program, please mark your preferred ad size and cost:

¼ page- \$250.00

½ page- \$500.00

Full page - \$1,000.00

\* Art and desired information for the ad will be provided by the company accordingly to the size selected and send to [coai05@gmail.com](mailto:coai05@gmail.com) (attention – Mr. José J. Mulinelli-Rodríguez) using jpeg, bitmap and/or pdf formats on or before **Friday November 16, 2012.**

We are confident that the event **TransFashion** will be a great success and we look forward to have you as our sponsor. With a sponsorship commitment you will make possible Coaí's long standing and greatly needed work of providing supports and services for the health and wellbeing of these underserved populations, and of our society in general.

For additional information, we are available for a formal presentation and further details; please contact Dr. Lexter Rosario-Sanjurjo, Chairman of the Board of Directors, at (787) 310-2604 and Mr. José Joaquín Mulinelli-Rodríguez, Executive Director, at (787) 379-1367.

We include our website address so you can access more information and where you can also review our financial statements. ([www.coaipr.org](http://www.coaipr.org)).

Cordially,

Dr. Lexter Rosario-Sanjurjo  
Chairman of the Board of Directors  
Coaí, Inc.

José Joaquín Mulinelli-Rodríguez  
Executive Director  
Coaí, Inc.



# TransFashion Sponsorship Contract

**Name of the company or sponsor:**

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**Address:**

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**Telephones / Mobiles**

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**Select your sponsorship category:**

Platinum - \$10,000.00

Gold - \$7,500.00

Silver - \$5,000.00

Bronze - \$2,500.00

Friends - \$2,000.00

Supporters - \$1,000.00

TransFashion program (500 copies)

\_\_\_ ¼ page - \$250.00 / \_\_\_ ½ page - \$500.00 / \_\_\_ full page - \$1,000.00

Coaí, Inc. will honor and comply with all agreements established under the sponsorship category selected. **ALL CHECKS MUST BE MADE PAYABLE TO COAÍ, INC.**

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Coaí, Inc.

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Sponsor signature

**Please detach this page and send with check to the following address:**  
P.O. Box 8634  
San Juan, PR 00910-0634