How your monetary support helps students

Since 2007, when the annual gala became the chief fundraising event for Wayne State University’s Center for Latino/a and Latin American Studies (CLLAS), the center has emerged as a national leader in inclusive excellence, providing equitable access to a quality higher education for low-income, first-generation and underrepresented students.

As a result of the center’s tremendous success, CLLAS was named a national finalist in the baccalaureate division of the 2011 Examples of Excelencia! competition, sponsored by Excelencia! in Education.

Over the last eight years, revenues generated through the annual gala have led to significant improvements in student financial and academic support, including:

- A nearly 100 percent increase in base scholarships awarded to each student enrolled in the Chicano Boricua Studies (CBS) Scholars Program
- Important enhancements in the CBS Summer Enrichment Program (SEP), which have led to higher success rates in English and math courses compared to WSU peers
- Significantly improved overall retention, persistence and graduation rates among our students
- Increased scholarship support for all students enrolled in CLLAS
- Extended scholarship support for students pursuing the newly established minor in Latino/a Studies

WHAT: The Wayne State University Center for Latino/a and Latin American Studies’ annual gala generates additional funds for endowment and scholarship support in order to further its mission of providing equitable access to quality higher education for low-income, first-generation and underrepresented students.

WHY: Over the past eight years, the annual celebration has generated total gross revenues in excess of $150,000, allowing CLLAS to significantly increase its base scholarship for all student program participants.

WHEN: The annual Gala & Celebración marks the beginning of WSU’s observance of the National Hispanic Heritage Month. This year’s gala will take place on Friday, Sept. 15, 2017, from 6 to 8:30 p.m.

WHERE: This year’s event will be held at El Kiosko Banquet Hall, 7271 Dix Street, Detroit, MI 48209.
SPONSORSHIP LEVELS

LATINO/A STUDIES SUPER ESTRELLA – $6,000
- Principal logo recognition in full-page color advertisement acknowledging contributions in *El Central Hispanic News*
- Mention in all press releases
- Special award during the event
- Speaking and/or presenting opportunity during event
- Principal logo signage at event
- Principal logo on event program
- Two tables (16 tickets) for event

LATINO/A STUDIES STUDENT CHAMPION – $3,000
- Logo recognition in full-page color advertisement acknowledging contributions in *El Central Hispanic News*
- Mention in all press releases
- Special spoken recognition during the program
- Logo signage at event
- Logo on event program
- One table (8 tickets) for event

LATINO/A STUDIES STUDENT BENEFCTOR – $1,500
- Recognition in full-page color advertisement acknowledging contributions in *El Central Hispanic News*
- Mention in all press releases
- Logo signage at event
- Recognition in event program
- One table (8 tickets) for event

NOTE: Sponsors not able to use tickets allotted or purchased are encouraged to donate them to the center for resale or to be designated for use by deserving students.

Please remit payments to:
Center for Latino/a and Latin American Studies
Attn: Melissa Miranda Ellison, Assistant Director for Student Services and Program Development
Wayne State University
656 W. Kirby
3325 Faculty/Administration Building
Detroit, MI 48202