

Join us for the 2024

# Via Encuentro

Via International's annual fundraising gala



## ABOUT VIA INTERNATIONAL

Via International is a 501 (c) 3 nonprofit organization based in San Diego, operating programs on both sides of the border for 48 years. Via's mission is to promote sustainable development by engaging and supporting leaders in emerging communities.

## 2024 GOALS

**ViaGO**

bridge local and national youth through the inaugural Via GO alumni network and youth pipeline

**Via Baja**

grow capital reserves for our microfinance program in Baja California

**Via Migrante**

scale support for recent arrivals at two new shelters in Tijuana

**Via Barrio**

start up Pan y Paz community commercial bakery, led by a women's collective in Barrio Logan

## THE EVENT

Join us for Mix & Mingle, food and drink, live music, and fun! We will honor Rigo Reyes, who is retiring after 40 years of community development leadership. We expect around 200 participants. All proceeds will be invested into our programming to:

- support artists and youth with cultural heritage programming in San Diego's historic barrios.
- promote nutrition and mental health among recent arrivals in Tijuana.
- incubate small businesses on both sides of the border.
- empower youth in their process of self-determination and leadership.



**When:** May 18, 2024, 3:00 - 6:00 PM

**Where:** Bread & Salt, 1955 Julian Ave, San Diego

**Special Honoree:** Rigoberto Reyes

## OPPORTUNITIES TO BE INVOLVED

**Attend!** [Click here](#) to purchase your tickets today. Early bird rates available through April 18, 2024: [GiveButter.com/ViaEncuentro2024](https://GiveButter.com/ViaEncuentro2024)

**Can't attend?** You can still support us to reach our fundraising goals by [making a donation](#) to support community members and youth participants to attend the event. [GiveButter.com/ViaEncuentro2024](https://GiveButter.com/ViaEncuentro2024)

**Donate an item** or experience for an auction or raffle!

**Sponsor the event!** We are seeking sponsors at four different levels to help support the event and reach. See attached sponsorship page.

## TITLE SPONSOR - BENEFITS

Amount: \$10,000

Tickets: 8

**At Event:**

- Stage Moment
- Home Screen
- Carousel Feature
- Group Feature

**Digital Thank You:**

- Solo Eblast
- Group Eblast
- Event Page
- Social Media

## GOLD SPONSOR - BENEFITS

Amount: \$5,000

Tickets: 6

**At Event:**

- Home Screen
- Carousel Feature
- Group Feature

**Digital Thank You:**

- Group Eblast
- Event Page
- Social Media

## SILVER SPONSOR - BENEFITS

Amount: \$2,000

Tickets: 2

**At Event:**

- Carousel Feature
- Group Feature

**Digital Thank You:**

- Event Page
- Social Media

## BRONZE SPONSOR - BENEFITS

Amount: \$500

Tickets: 1

**At Event:**

- Group Feature

**Digital Thank You:**

- Social Media

			At Event				Digital Thank You			
	Amount	Tickets	Stage Moment	Home Screen	Carousel Feature	Group Feature	Solo Eblast	Group Eblast	Event Page	Social Media
<b>Title</b>	\$10,000	8	✓	✓	✓	✓	✓	✓	✓	✓
<b>Gold</b>	\$5,000	6		✓	✓	✓		✓	✓	✓
<b>Silver</b>	\$2,000	2			✓	✓			✓	✓
<b>Bronze</b>	\$500	1				✓				✓

For sponsorship inquiries, contact Molly Porth Cabrera at [molly@viainternational.org](mailto:molly@viainternational.org)