VIRTUAL BENEFIT CONCERT

WHO/WHAT
Devastated by overflowing rivers and unstable grounds, thousands of Salvadorans have been left without food or shelter, all while battling a deadly pandemic. The Salvadoran American Humanitarian Foundation (SAHF) alongside world-renowned artist Alvaro Torres, have organized a virtual livestream to raise funds for those affected. Accompanied by Marisela De Montecristo, winner of Nuestra Belleza Latina 2013 and Miss El Salvador 2018, and Broadway star and actress, Ana Villafañe, the virtual concert aims to provide hope and relief to those in need.

WHEN
Tuesday, June 30th, 2020 8:00 PM (EST)

WHERE
YouTube / Alvaro Torres' Channel - https://www.youtube.com/user/alvaroultimoromantic
Facebook / Alvaro Torres' Page - https://www.facebook.com/AlvaroTorresOficial/
Facebook / Marisela De Montecristo's Page - https://www.facebook.com/Mariselamontecristo/
Facebook / Ana Villafañe’s Page - https://www.facebook.com/AnaVillafane/
Facebook / SAHF’s page - https://www.facebook.com/SAHF1983/
www.asiesmigente.com
TROPICAL STORM AMANDA DEVASTATION

30 DEAD / 29,000 FAMILIES AFFECTED / 3,562 IN SHELTERS
TROPICAL STORM AMANDA DEVASTATION

4,128 ACRES OF DAMAGED CROPS / 392 DAMAGED SCHOOLS
Alvaro Torres: Member of the Hall of Fame of Latino Singers and Songwriters, Alvaro Torres has released more than 40 albums throughout his career and has more than 80 hit singles. As the maximum exponent of Salvadoran music and as the country’s musical ambassador, Alvaro has become an inspiration and a symbol of national pride for El Salvador and Central America alike.
Crowned UNIVISION’s Nuestra Belleza Latina 2013 and Miss El Salvador 2018, the model, television host, entrepreneur and philanthropist, has worked in the Latino industry’s top television programs and has graced the cover of COSMOPOLITAN en Español. In her multi-faceted career, Marisela has become the spokesperson for KIA, Colgate, Subway, JC Penney, Maybelline NY, AT&T, among others. She has also ventured in the business world as she opened a restaurant and has another on the way. As the founder of the DeMontecristo Foundation, Marisela hopes to help children all around the world.
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TV, NEWSPAPERS AND RADIO
MIAMI, MARYLAND, WASHINGTON DC AND VIRGINIA

MIAMI

Mega TV 41 – 15 seconds tv spots / Monday, June 22 to June 29th
Actualidad 1020 AM 50 – 15 seconds radio spots / Monday, June 22 to June 30th
Caracol Radio 40 – 15 seconds radio spots / Monday, June 22 to June 26th
ElNuevoHerald.com 30,000 impressions

MARYLAND, VIRGINIA AND WASHINGTON DC

www.asiesmigente.com
• According to The Pew Research Center, an estimated 2.3 million Hispanics of Salvadoran origin resided in the United States in 2017, according to a Pew Research Center analysis of the U.S. Census Bureau’s American Community Survey. Salvadorans in this statistical profile are people who self-identified as Hispanics of Salvadoran origin; this includes immigrants from El Salvador and those who trace their family ancestry to El Salvador.

• Salvadorans are the third-largest population (tied with Cubans) of Hispanic origin living in the United States, accounting for 4% of the U.S. Hispanic population in 2017. Since 2000, the Salvadoran-origin population has increased 225%, growing from 711,000 to 2.3 million over the period. At the same time, the Salvadoran foreign-born population living in the U.S. grew by 142%, from 539,000 in 2000 to 1.3 million in 2017. By comparison, Mexicans, the nation’s largest Hispanic origin group, constituted 36.6 million, or 62%, of the Hispanic population in 2017.
SPONSORSHIP OPPORTUNITIES

PRESENTING
(SOLD)

- Company logo to appear in 20 tv promotional spots
- Company mentions in 25 radio promotional spots
- Mention as Presenting Sponsor by host during the event
- 5 rolling banners with company logo as presenting sponsor

$15,000
SPONSORSHIP OPPORTUNITIES

PLATINUM (NON LEFT)
- Five - 15 second tv spots with logo
- Ten - 15 second radio spots with mention
- Three roll banners with logo during concert streaming

$10,000

GOLD (NON LEFT)
- Two - 15 second tv spots with logo; along with other Gold Sponsors
- Five - 15 second radio spots with mention; along with other Gold Sponsors
- Two exclusive roll banners with logo during concert streaming

$5,000

SILVER (NON LEFT)
- Logo to appear once in 15 second tv promo spot along with other Silver Sponsors
- Two - 15 second radio spots with mention; along with other Silver Sponsors
- One roll banner with logo during concert streaming

$2,500
SPONSORSHIP OPPORTUNITIES

HOPE  
(10 available)

• Ten mentions on a rolling banner during the live streaming concert. Your name will appear along all other Hope Sponsors

$1,000

FRIEND  
(20 available)

• Five mentions on a rolling banner during the live streaming concert. Your name will appear along all other Hope Sponsors

$500
ABOUT SAHF

SAHF mobilizes an international network of collaborators to transform people and communities in El Salvador through health, education, nutrition, early childhood development and disaster relief with its in-country institutional partner FUSAL, and supports other local organizations to further their missions.
OUR VISION
We are working towards a future where all the citizens of El Salvador can meet their basic human needs

OUR MISSION
To enhance the well-being of the underserved people in El Salvador through human development programs in health, nutrition and education implemented in partnership with our in-country sister organization FUSAL, and other agencies

OUR PRINCIPALS
INTEGRITY, EXCELLENCE, LOVE OF WORK, RENOVATION, RESPECT, SOLIDARITY AND SERVICE
01 WeSUPPORT Acquisition and distribution of in-kind goods

02 WeNOURISH Early Childhood Development

03 WeAID Disaster Relief

04 WePARTNER Monetary grants to Salvadoran NGO’s from their US donors

05 WeEMPOWER Education

06 WeEMPOWER Community Development
EL SALVADOR IS NOT ALONE

It has me, It has you, It has us!
THANK YOU!

DONATE
sahf_org

FUNDRAISE
SAHF1983

VOLUNTEER
sahf

JOIN US

www.sahf.org / 305.860.0300 / communications@sahf.org
Sponsorships opportunities please contact Carlos Reyes