



SPONSORSHIP OPPORTUNITIES 2025





Letter from the President

On behalf of Pensando En Ellos, we are honored to invite you to our annual event—the 16th Anniversary Pensando en Ellos Gala—on Friday, July 25th, from 7:00 p.m. to 1:00 a.m. at the Marriott Fairview Park in Falls Church, Virginia.

This year, the need is urgent. Our goal is to raise \$40,000 to build a “Nido de Huanchaco” schoolhouse. We will continue to support the school’s daily meal program, supplies, and educational instruction, and build a permanent schoolhouse that will last for years to come. These essential tools will impact the lives of children who rely on this school for education, nourishment, and safety.

The evening will begin with a silent auction, followed by a themed dinner, live music, dancing, and a few surprises. Please visit our website www.pensandoenellos.org for ticket pricing and further details. I have included our sponsorship package for your review.

Together, let’s build a legacy of learning—one brick, one book, one child at a time.

Walter Cabel
President

About Pensando En Ellos

Founded in 2009, Pensando En Ellos is a 501(c)(3) nonprofit organization committed to transforming the lives of children in Huanchaco, Peru, through access to education, resources, and hope. What began as a small grassroots effort to support the local school, Casita de Madera, has evolved into a powerful mission of sustainable impact.

Over the years, Pensando En Ellos has provided critical support to ensure students have the tools they need to learn, from notebooks and uniforms to daily meals and classroom materials. In 2019, the organization proudly helped construct a new school facility, creating a safer, more stable learning environment for students and teachers alike.

Each year, volunteers and donors return to Huanchaco to deliver school supplies and reinforce the organization’s commitment to the children and families it serves. With every visit, donation, and act of kindness, Pensando En Ellos helps plant seeds of opportunity, empowering the next generation to dream, learn, and thrive.

Together, we are building more than schools. We are building brighter futures.

Location

Huanchaco, province of Trujillo, Peru

Huanchaco, a vibrant coastal town, is celebrated for its world-renowned surf breaks, traditional caballitos de totora (reed boats), and delicious ceviche. Located near the ancient ruins of Chan Chan, Huanchaco holds deep historical and cultural significance. In 2012, it was proudly declared a World Surfing Reserve by the Save The Waves Coalition. Today, this historic community forms part of the famous “Moche Route,” attracting visitors from around the world.

By supporting education in Huanchaco, you are helping preserve its rich heritage and empowering the next generation to build a brighter future for their community.

Demographics

As of the 2017 census, Huanchaco District in the La Libertad region of Peru had a population of approximately 74,773 residents. The median age in Huanchaco is around 24.7 years, indicating a relatively young population.

While specific data on the number of children in Huanchaco is limited, national statistics suggest that approximately 24.5% of Peru's population is under 15. Applying this percentage to Huanchaco's population, it's estimated that there are about 18,300 children under 15 years old in the district.

This youthful demographic highlights the importance of educational initiatives and infrastructure development in Huanchaco. Investing in schools and educational programs can have a significant impact on the community's future.

Why the Urgent Need for a New School

Casita de Madera, once a vibrant place for young learners, now faces serious structural challenges.

Upper Area: The classrooms here are so severely damaged that they can no longer be used.

Lower Area: Although still in use, these classrooms sit on a fragile wooden structure weakened by termite damage, putting the safety and comfort of the children at risk every day.

These conditions make it clear: the children urgently need a safe, stable environment where they can learn, grow, and dream freely. Born is the project “Nido de Huanchaco”.

With your support, we can rebuild a space that honors their potential and protects their future.



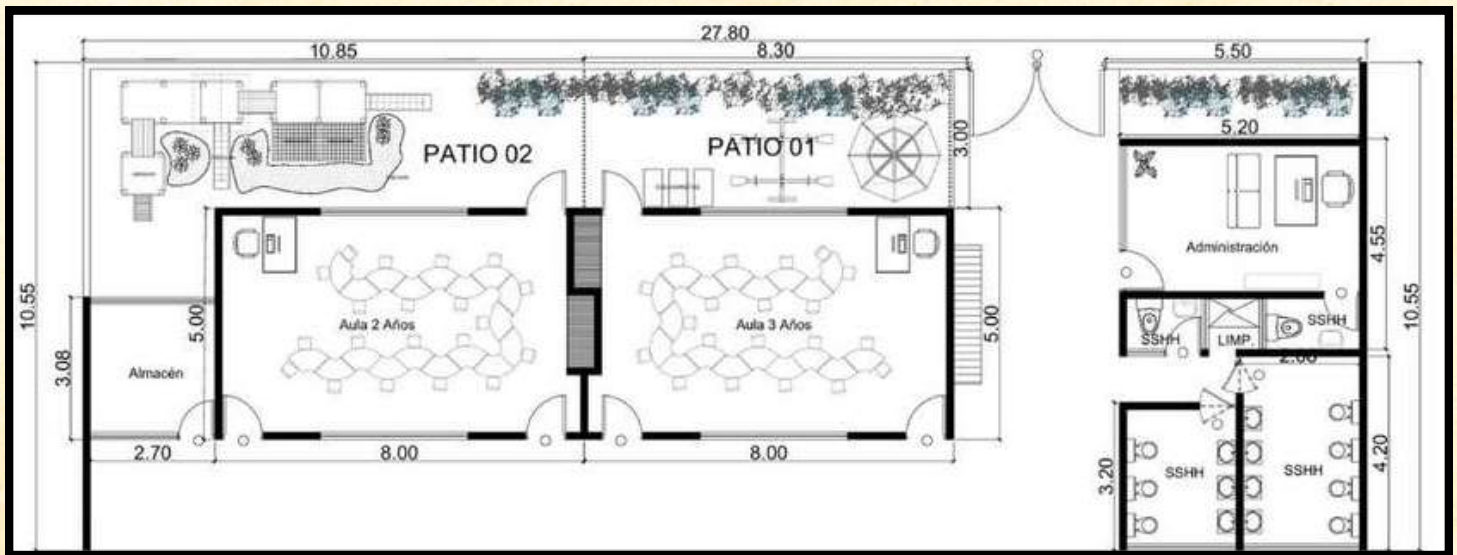
Project: “Nido Huanchaco”

The property covers an area of approximately 1,000 square meters.

The project will focus on building new classrooms in the upper area of the property, which will first require the removal of the existing damaged structures.

The new construction will cover approximately 280 square meters, providing safe, modern learning spaces for the children of Huanchaco.

Together, we can transform this space into a vibrant center of hope, learning, and opportunity.



Classroom 1

Classroom 2

Storage Room

Patio 1 (Outdoor Courtyard 1)

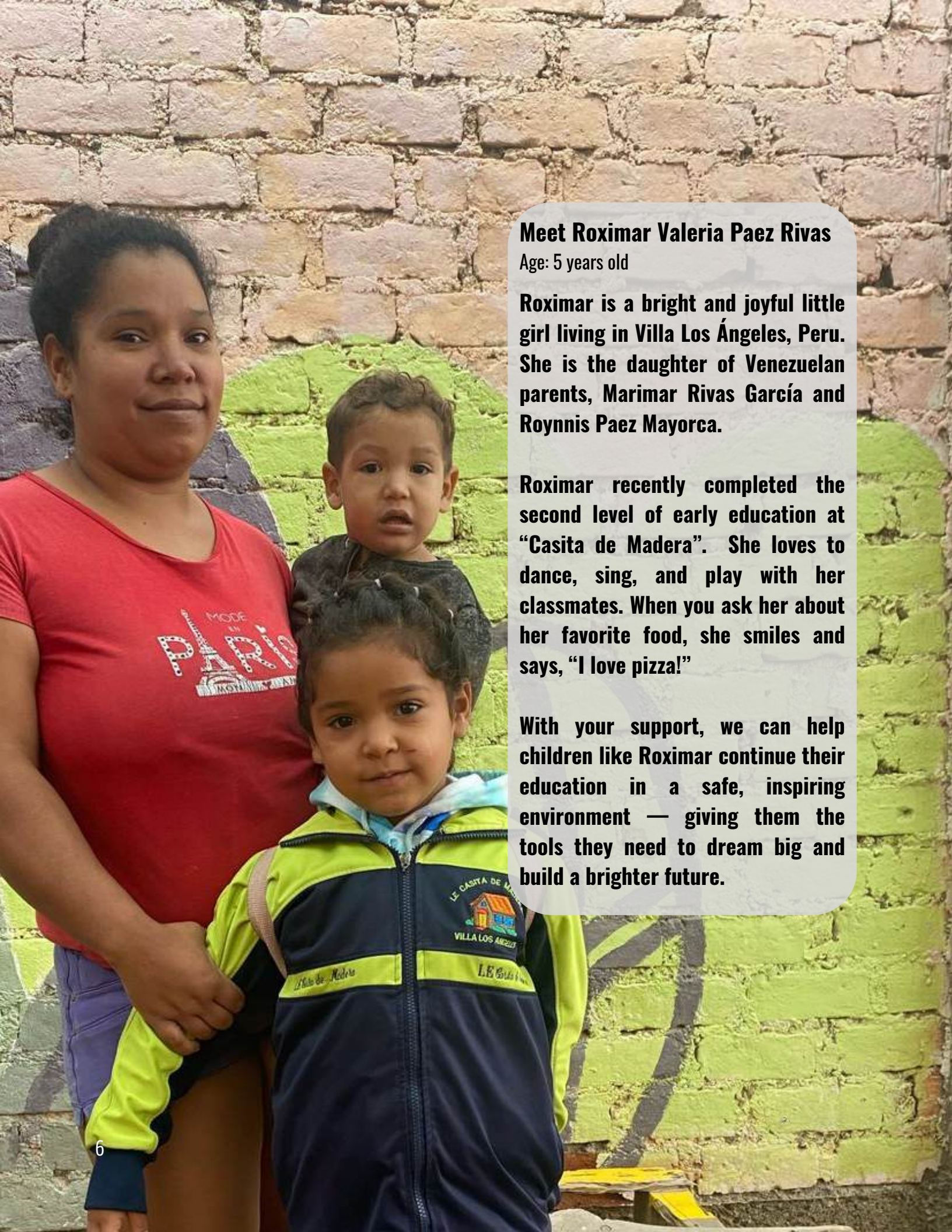
Patio 2 (Outdoor Courtyard 2)

Administration Office

Boys' Restroom

Girls' Restroom

Administration Restroom



Meet Roximar Valeria Paez Rivas

Age: 5 years old

Roximar is a bright and joyful little girl living in Villa Los Ángeles, Peru. She is the daughter of Venezuelan parents, Marimar Rivas García and Roynnis Paez Mayorca.

Roximar recently completed the second level of early education at “Casita de Madera”. She loves to dance, sing, and play with her classmates. When you ask her about her favorite food, she smiles and says, “I love pizza!”

With your support, we can help children like Roximar continue their education in a safe, inspiring environment — giving them the tools they need to dream big and build a brighter future.

Sponsorship Tiers

Benefits	Presenting Sponsor	Visionary Sponsor	Change Maker	Mentor	Padrino / Madrina	Amigo / Amiga
	\$7,999 +	\$5000 - \$7998	\$2500 - \$4,999	\$1000 - \$2499	\$250 - \$999	\$100
Exclusive Presenting Sponsor at Gala	☒					
Classroom / Patio in your name	☒	☒				
Ribbon-cutting ceremony recognition	☒	☒				
Name/Logo on plaque on donor wall	☒	☒	☒			
Speaking opportunity at Event	☒	☒	☒			
Name/Logo on event welcome sign	☒	☒	Name List			
Certificate of Appreciation	☒	☒	☒	☒		
Social media recognition	☒	☒	☒	☒		
Event Program Recognition	Front Cover	Back Cover	Inside Page	Sponsor List	Sponsor List	
Pensando en Ellos website	☒	☒	☒	☒	☒	
Tickets	20	10	4	2	1	
Post-Event Recognition	☒	☒	☒	Sponsor List	Sponsor List	Sponsor List

We warmly welcome in-kind donations that help bring our event to life, whether through entertainment, photobooths, printed materials, media coverage, or professional services.



Presenting Sponsor – \$7,999 – \$10,000+

Exclusive Title Opportunity – Only One Available

As the Presenting Sponsor, your organization will be front and center as the lead partner in this transformative project. You'll receive top-tier recognition before, during, and after the event, with lasting acknowledgment on-site at the school. This level reflects a profound commitment to educational equity and long-term community development.

Your Contribution Makes Possible:

- The demolition of unsafe existing structures
- Core civil construction to lay a strong foundation
- Installation of a durable structural metal framework
- Construction of a welcoming, redesigned main entrance

Sponsorship Benefits Include: Event, On-Site & Permanent Recognition

- Exclusive naming rights: "Presented by [Sponsor Name]" on the event welcome sign
- A classroom or patio dedicated in your name
- Permanent acknowledgment on the school building's entrance plaque
- Speaking opportunity during the event program
- Recognition at the ribbon-cutting ceremony

Marketing & Media Visibility

- Dedicated spotlight across all event communications
- Premium logo placement on Facebook and Instagram
- Exclusive logo placement on the event program cover page
- One-year recognition on the Pensando en Ellos website
- Acknowledgment in post-event newsletter, thank-you email, and press release

Guest Experience

- 20 VIP tickets (includes 2 reserved tables)
- Post-Event Recognition
- Logo inclusion in the post-event newsletter and thank-you email



VISIONARY SPONSOR – \$5,000 – \$7,998

Inspiring Change and Empowering Futures

As a Visionary Sponsor, your support fuels the heart of the construction, transforming open space into safe, inspiring classrooms where futures take shape. Your generosity helps build physical structures and strengthens a foundation of hope, learning, and opportunity for generations to come.

Your Contribution Makes Possible:

- Installation of durable drywall, interior walls, and roofing
- Completion of major architectural finishes for functional, welcoming classrooms and learning spaces

Sponsorship Benefits Include: On-Site & Permanent Recognition

- Name/logo listed as a “Visionary Sponsor” on the event welcome sign
- Name included on a plaque placed on the schoolhouse donor wall
- Your name/logo displayed on a classroom or community space

Marketing & Media Visibility

- Speaking opportunity during the evening’s program
- Logo recognition on Facebook and Instagram
- Logo placement on the event program back cover
- Featured on the Pensando en Ellos website for one year
- Additional recognition on the website and social media platforms

Guest Experience

- 10 VIP tickets (includes 1 reserved table)

Post-Event Recognition

- Logo inclusion in the post-event newsletter and thank-you email





CHANGE MAKER – \$2,500 – \$4,999

Driving Progress, Creating Possibilities

As a **Change Maker**, your support breathes life into the learning environment, transforming bare walls into vibrant, functional spaces where students feel safe, valued, and inspired to learn. Your gift helps turn a building into a true home for education and opportunity.

Your Contribution Makes Possible:

- Interior and exterior painting to create a bright, welcoming atmosphere
- Secure doors, windows, and essential classroom finishes that enhance safety and usability

Sponsorship Benefits Include: On-Site & Permanent Recognition

- Your name/logo displayed on a classroom or community space
- Recognition on our donor appreciation wall
- A personal thank-you letter from the children

Marketing & Media Visibility

- Name/logo listed as a “Change Maker” donor on the event welcome sign
- Verbal recognition from the stage during the gala program
- Logo placement on the inside page of the event program
- Recognition on social media and the Pensando en Ellos website

Guest Experience

- 4 VIP Gala tickets with priority seating

Post-Event Recognition

- Logo inclusion in the post-event newsletter and thank-you email



MENTOR – \$1,000 – \$2,499

Guiding Futures with Heart and Purpose

As a Mentor Sponsor, your gift brings comfort, dignity, and essential infrastructure to the students' daily experience. By supporting clean, safe restroom facilities, you help ensure a healthy environment that allows children to focus on learning and growing with confidence.

Your Contribution Supports:

- Installation of bathrooms tailored for students and staff
- Plumbing systems and fixtures that support daily operations and sanitation

Sponsorship Benefits Include: Recognition & Appreciation

- Name listed on the Donor Recognition sign at the event
- Name included on the inside of the printed event program
- Recognition on our donor wall
- Certificate of appreciation

Marketing Visibility

- Recognition on social media (Instagram and Facebook)

Guest Experience

- 2 Gala tickets with reserved seating



PADRINO / MADRINA – \$250 – \$999

A Gift of Care. A Touch of Home.

As a Padrino or Madrina, your heartfelt contribution adds the thoughtful details that turn a classroom into a nurturing space. From fresh paint to essential furnishings, your support helps create an environment where every child feels welcomed, supported, and ready to learn.

Your Gift Supports:

- Paint for bright, engaging classrooms
- Tools and small furnishings that enhance comfort and functionality

Sponsorship Benefits Include:

- 1 Gala ticket
- Recognition at the event
- A heartfelt thank-you message on social media

AMIGO / AMIGA – \$100+

Small Gift. Big Heart.

As an Amigo or Amiga, your support reminds us that every act of kindness counts. Your generosity helps build a brighter future, one child and one contribution at a time. Thank you for standing with us in our mission to uplift and empower through education.

Sponsorship Benefits Include:

- Recognition during the event
- A heartfelt thank-you message



In-Kind Donations

Creative Contributions. Meaningful Impact.

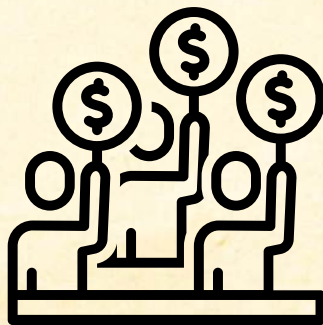
We warmly welcome in-kind donations that help bring our event to life, whether through entertainment, photobooths, printed materials, media coverage, or professional services.

These valuable contributions are recognized with customized benefits based on the estimated value and may include event recognition, complimentary tickets, logo placement, and more.

Let your talents and resources make a lasting difference in our shared mission.



Music



Auction Item



Photobooth

Board of Directors

2025 - 2026

Walter Cabel

President

Hector Herrera

Vice President

Carmen Cabel

Treasurer

Patricia Balladares

Administrative Secretary

Alfonso Tamayo

Public Relations

Esther Pickmans

Volunteer

Johnny Balladares

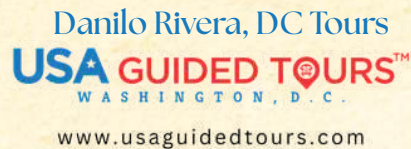
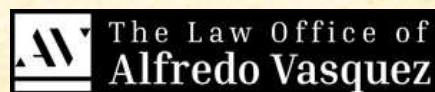
Volunteer

Liszt Paredes

Volunteer

Disclaimer: Fundación Pensando en Ellos does not own, nor does it hold any legal claim to, the land on which the schoolhouse construction will take place. All construction efforts are carried out in partnership with and at the request of the local community, with the sole purpose of supporting educational development.

2023 Sponsors



Ticket Purchases HERE via Eventbrite

Donations and Gala Tickets

Payment Methods

Make checks payable to:

Pensando en Ellos, Inc.

6221 Cheryl Drive
Falls Church, Va. 22044



venmo

Scan this code to pay



zelle



**For more information about our projects in Peru, please visit
www.pensandoenellos.org or call Carmen Cabel at 571-334-5880.**

