

SABOR

Familiar

SABOR FAMILIAR SPONSORSHIP OPPORTUNITY CELEBRATING CULTURE. NOURISHING COMMUNITY.

This Hispanic Heritage Month, THRIVE Peninsula proudly launches Sabor Familiar, a bold, new initiative bringing the vibrant flavors of Latin America to the heart of our community through a dedicated Hispanic foods section at The Market at THRIVE. Launching August 15, this section will deliver fresh produce and culturally relevant pantry staples, not just serving, but empowering 40+ Spanish-speaking families weekly and welcoming ALL shoppers eager to explore authentic Latin American cuisine.

Sabor Familiar is a commitment to health equity, cultural respect, and food access. By partnering with THRIVE, your organization will provide fresh, nutritious foods critical to the well-being of underserved Hispanic families and help sustain a growing program supported by community-driven food drives. You'll also connect directly with key community leaders, businesses, and civic groups during our Hispanic Heritage Month events—including an exclusive Mixer—and position your organization as a visible champion of inclusion and impact across the Virginia Peninsula. Detailed benefits are outlined in the sponsorship levels below.

🏆 **El Corazón del Sabor — \$10,000** *(Includes all benefits from lower levels)*

- Lead Sponsor of all Sabor Familiar programs
- Prominent logo placement on all program materials, including:
- Reusable Market bags
- Branded bookmarks in the Free Book Store
- Lobby signage during cooking demos and outreach events
- VIP speaking opportunity at the Sabor Familiar Mixer (Sept 16) and any additional events

★ **El Sabor Principal — \$5,000** *(Includes all benefits from lower levels)*

- Logo on reusable Market bags & signage
- Speaking opportunity at the Sabor Familiar Mixer (Sept 16)

🍷 **El Campeón Comunitario — \$2,500** *(Includes all benefits from lower levels)*

- Logo on Market signage, marketing materials, and reusable bags
- Option to include marketing materials in bags

🇺🇸 **El Compañero del Sabor — \$1,000**

- Name recognition on marketing materials
- Featured in recognition on social media and press
- Invitation to launch celebration

Additional Ways to Support: Sponsor Spanish-language children's books · Host a cooking demo, health talk, or outreach event · Help fund weekly fresh produce purchases · Have a creative idea?

Sabor Familiar is a first-of-its-kind initiative on the Peninsula, uniting cultural celebration with critical nutrition and community support.

Honor culture and nourish with dignity.

WE'RE OPEN TO CUSTOM
PARTNERSHIPS!



SABOR Familiar

¡CELEBREMOS EL MES DE LA HERENCIA HISPANA Y APOYEMOS A TODA NUESTRA COMUNIDAD!

¡Te invitamos al Encuentro Comunitario!

- Conéctate con dueños de negocios, funcionarios de la ciudad y líderes de iglesias y comunidad.
- Contaremos con refrigerios ligeros y un ambiente familiar

📅 16 de Septiembre

🕒 4 PM – 6 PM

📍 12749 Nettles Drive, Newport News

✉ Confirma tu asistencia:
rafael@thrivepeninsula.org

¡Tú puedes hacer la diferencia!

- ✨ Organizar una colecta de comida con productos hispanos que nos representan
- 💛 Dona tu tiempo como voluntario
- 🇪🇺 Comparte comida o apoya con una donación para los programas de **Prosperar**

Más que llenar la barriga, la comida llena el corazón.. Es tradición, es familia, es hogar. Ayúdanos a que más familias se sientan como en casa.

HONREMOS NUESTRA CULTURA Y AYUDEMOS CON DIGNIDAD EN CADA COMIDA..

THRIVE Peninsula sirve a más de 40 familias hispanas cada semana con comida, vivienda y esperanza.



CONTACT US

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