



Friday, March 3,

TransFashion

2017

Unconditional Visibility

Sponsorship Proposal

5th Edition

Coaí, Inc.

P.O. Box 8634

San Juan, Puerto Rico 00910-0634

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Coaí, Inc.

Coaí, Inc. is a nonprofit organization founded in 1991 and incorporated in the Puerto Rico Department of State on February 12, 1992, registration number 22393.

Who we are?

We are a multidisciplinary team of professionals and community representatives joined in the common goal of providing services to under-served populations in Puerto Rico. Among the roles and responsibilities of Coaí, Inc. is:

Health Promotion
Disease Prevention
Health Education
Health Communication
Community Education

Research
Health Literacy
Promotion of Equality
Promotion of Social Justice
Based on Respect for Diversity

Our Mission

Coaí, Inc. is a non-profit organization dedicated to promoting health and preventing disease from a social justice and human rights perspective, with emphasis on LGBTTTQQI¹ people in Puerto Rico.

Our Vision

We work to achieve that Health be recognized and guaranteed as a Human Right in Puerto Rico.

¹ LGBTTTQQI stands for: Lesbian, Gay, Bisexual, Transgender, Transsexual, Queer, Questioning and Intersex Populations

Our Values

We believe in:

HIV / AIDS / STI prevention and treatment for all, free of prejudice and discrimination against affected people.

Holistic health services for all, including; sexual and reproductive rights and the freedom to make informed decisions.

The right of individuals to freely exercise of their sexuality.

The right to sexual education from a comprehensive gender inclusive perspective.

The respect for the diversity of the gay, lesbian, bisexual, transsexual and transgender communities.

Diversity of definitions and family compositions, all equally protected.

Relationships free of Violence, and equal protection when affected by partner or family violence.

Gender equity.

The Provision of culturally competent, sensitive and dignified health promotion services and treatment, respectful and empathetic to all people.

The universal principles of privacy, confidentiality, integrity, justice, dignity and autonomy.

An inclusive work environment that respects human rights.

Teamwork and fostering jobs through coalitions and community partnerships.

State of Affairs

Changes in state and federal funding policies for community-based organizations have created great challenges to our operations and threaten the health and welfare of our participants. In particular these changes affect our target population further due to the social exclusion and stigma associated with sexually diverse populations.

Coái, Inc. serves throughout Puerto Rico adults, adolescents, children, and lgbttqqi as active participants in our programs:

Aché TOP (Taking on Prevention)

North (San Juan) / South (Juana Díaz) / West (Mayagüez)

Guailí

San Juan

Trans Tanamá

San Juan

Estudios de Conducta (ECO) – MSM-IDU-HET

National HIV Behavioral Surveillance

San Juan, Carolina, Guaynabo

To this end, our organization is planning several fundraising activities in order to find resources that will allow us to support and continue the work we have done for the past 25 years.

Event Description

Among the schedule fund raising events planned for 2017, are:

Name of Activity

TransFashion 5th Edition: Unconditional Visibility

Date

Friday, March 3, 2017

Time

8:00 p.m. – 12:00 p.m.

Place

Centro para Puerto Rico, Río Piedras.

Description

The proposed event is a fashion show to benefit Coaí, Inc., bringing together on the runway well-known local female transgender and transsexual models that have excelled in the defense and advocacy for human and civil rights of their communities, currently unprotected due to prejudice and discrimination that exists against them.

The models will be wearing clothes designed by the following 9 renowned clothing & accessories designers in Puerto Rico:

**Ivelisse Nieves
Jaer Cabán
Javier Arnaldo
José Luis Negrón
Joseph D'Aponte
Juan Colon
Lisa Thon
Orlando L. Vázquez Reyes aka Zaira Houston
Osvaldo Morales
Rafael Torrech
Sonia Bonilla
Sonia Rivera**

**Casting for 5th Edition
Friday December 16, 2016
Broadway Dinner Theater and Lounge, Punta Las Marías**

Event Description

Purpose

One of the purposes of the event is to raise funds in order to enhance our outreach strategies and services through Coaí, Inc. We need to provide continuation to programs that have been developed and were successful in meeting the diverse health needs of our participants.

In addition, **TransFashion 2017** will be a means of expression intended to promote awareness and sensibility within the mainstream population towards a community excluded from access to supports and resources available to other citizens. While we will be making this social issue visible, we hope to promote equity and respect towards human diversity in Puerto Rico.

Brief Background

Transgender and transsexual communities, in Puerto Rico and globally, lack many essential supports and services in order to achieve the optimal physical, mental and social health. This is due to the absence of legislation and social policies to protect them and promote sensibility, respect toward diversity, and social justice.

Goal

TransFashion is the first event of its kind, held in Puerto Rico. Its goal is not only raise funds for the continuity of health educational and preventive programs in Coaí, Inc., but it will also raise social consciousness needed for a common good, a more just society.

Previous editions

1st Edition

Friday – November 30, 2012

Conrad San Juan Condado Plaza, Condado-San Juan

Designers

David Antonio

Juan Colón

Lisa Thon

Sonia Rivera

1st Edition After Party

Conrad San Juan Condado Plaza, Condado-San Juan

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Casting for 2nd Edition

Friday October 4, 2013

Soho Tapas Bar & Restaurant

Hato Rey

2nd Edition

Friday – November 15, 2013

Museo de Vida Silvestre, Pueblo Viejo-San Juan

Designers

David Antonio

Jaer Cabán

José Raúl

Juan Colón

Lisa Thon

Sonia Rivera

2nd Edition After Party

Museo de Vida Silvestre, Pueblo Viejo-San Juan

Previous editions

Casting for 3rd Edition

Friday November 7, 2014

La Jirafa Verde

Santurce

3rd Edition

Friday – January 23, 2015

Symphony Hall Pablo Casals Reception Area

Luis A. Ferré-Aguayo Performing Arts Center, Santurce-San Juan

Designers

Heriberto Vázquez

Jaer Cabán

Javier Arnaldo

José Raúl

Joseph D'Aponte

Juan Colón

Lisa Thon

Pedro Angel Chaluisant

Sonia Rivera

3rd Edition After Party

Circo Bar

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Casting for 4th Edition

Saturday December 19, 2015

Aki Restaurant, Old San Juan

4th Edition

Thursday – February 11, 2016

Ambassador Theater

Santurce

Designers

Andrés González

Heriberto Vázquez

Ivelisse Nieves

Jaer Cabán

Javier Arnaldo

Juan Colon
Krystalos by Joan Laureano y Arturo Fradas
Lisa Thon
OF Atelier – Orlando López
Pedro Angel Chaluisant
Sonia Bonilla
Sonia Rivera

4th Edition After Party
Ambassador Theater
Santurce

Opportunities for Sponsorship

We are reaching out to organizations and companies with a commitment to promoting Community Health and Social Justice, to invite as Sponsors for the important and unique event.

What follow is a brief description with diverse categories where you or your organization/company would be interested in collaborating with.

We urge you to be part of the forerunners, of the people of vision that will transform injustice, discrimination and violence into health, social justice for all.

**Additional information, photos and videos
of the 4 previous editions available at
www.transfashionpr.com**

Sponsorship Categories

Your Organization / Company can opt to be a sponsor of this event by selecting one of the categories:

“Platinum” category

Platinum
\$10,000.00

A Platinum sponsorship includes:

- Preferential seating during the event (1st row).
- Preferential localization in the exhibit hall.
- Entitlement to show your products or services.
- You can display a total of 3 banners either in the main salon or exhibit hall.
- Full-page announcement in the front or back cover of the event program.
- The inclusion of your organization/company Logo in all the event's promotions:
 - Posters
 - Newspaper announcement, article or review
 - Coaí, Inc. web page
 - Coaí, Inc. Facebook group page
 - Announcements or press releases
- Recognition in all media interviews and media tours.
- Recognition during the event opening and closing activities.

“Gold” category



A Gold sponsorship includes:

- Preferential seating during the event (2nd row)
- The display of a total of 2 banners in the main salon.
- Entitlement to exhibit your products or services.
- Full-page announcement in the printed event program.
- Inclusion of your organization/company Logo in all the event promotions:
 - Posters
 - Newspaper announcement, article or review
 - Coaí, Inc. web page
 - Coaí, Inc. Facebook group page
 - Announcements or press releases
- Recognition in all media interviews and media tours.
- Recognition during the event opening and closing activities.

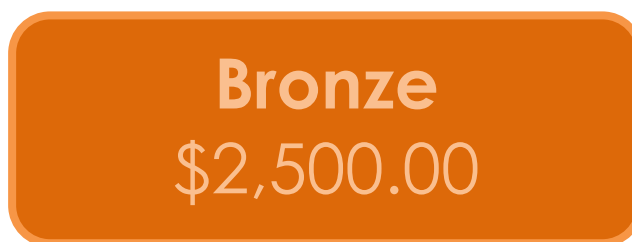
“Silver” category



A Silver sponsorship includes:

- The display of 1 banner in the main salon.
- A 2/3 page announcement in the printed event program.
- Inclusion of your organization/company Logo in all the event promotions:
 - Posters
 - Newspaper announcement, article or review
 - Coaí, Inc. web page
 - Coaí, Inc. Facebook group page
 - Announcements or press releases
- Recognition in all media interviews and media tours.
- Recognition during the event opening and closing activities.

“Bronze” category



A Bronze sponsorship includes:

- A 1/4 page announcement in the printed event program.
- Inclusion of your organization/company Logo in all the event promotions:
 - Posters
 - Newspaper announcement, article or review
 - Coaí, Inc. web page
 - Coaí, Inc. Facebook group page
 - Announcements or press releases
- Recognition in all media interviews and media tours.
- Recognition during the event opening and closing activities.

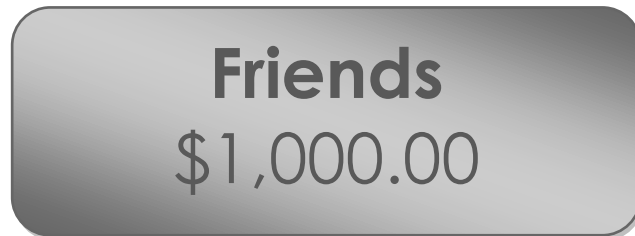
“Corporate group” category

Corporate group
\$1,500.00

A Corporate Group sponsorship includes:

- A 1/8 page announcement in the printed event program.
- A 10-persons reserved table in the cocktail and bar area.
- The mention and use of your organization/company Logo in all the event promotions:
 - Posters
 - Newspaper announcement, article or review
 - Coaí, Inc. web page
 - Coaí, Inc. Facebook group page
 - Announcements or press releases
- Recognition in all media interviews and media tours.
- Recognition during the event opening and closing activities.

“Friends” category



A Friends sponsorship includes:

- The mention and use of your organization/company Logo in all the event promotions:
 - Posters
 - Newspaper announcement, article or review
 - Coaí, Inc. web page
 - Coaí, Inc. Facebook group page
 - Announcements or press releases
- Recognition in all media interviews and media tours.
- Recognition during the event opening and closing activities.

“Followers” category



A Followers sponsorship includes:

- The mention and use of your organization/company Logo in all the event promotions:
 - Posters
 - Newspaper announcement, article or review
 - Coaí, Inc. web page
 - Coaí, Inc. Facebook group page
 - Announcements or press releases

TransFashion Program

Every attendee of our fashion show will receive a TransFashion Program (250 programs estimated) which will include aspects of the activity and advertisements. If you would like to have your company, products or services promoted* in our program, please use the Sponsorship Contract to mark your preferred ad size and cost:

¼ page- \$250.00 / ½ page- \$500.00 / Full page - \$750.00

* Art and desired information for the ad will be provided by the company accordingly to the size selected and send to:

coai05@gmail.com / Attention – Mr. José Joaquín Mulinelli-Rodríguez.

We appreciate using jpeg, bitmap and/or pdf formats on or before **Friday February 10, 2017**.

We are confident that the 5th edition of **TransFashion** will be a great success and we look forward to have you as our sponsor. With a sponsorship commitment you will make possible Coaí's long standing and greatly needed work of providing supports and services for the health and wellbeing of these underserved populations, and of our society in general.

For additional information or for a formal presentation and further details; please contact:

Dr. Carlos Emanuel Rodríguez-Díaz, Chairman of the Board of Directors, at (787) 380-6633 or coai05@gmail.com

Mr. José Joaquín Mulinelli-Rodríguez, Executive Director, at (787) 379-1367 or coai05@gmail.com.

We encourage you to visit our website address, www.coaipr.org, to access more information of our Organization.

Cordially,

Dr. Carlos Emanuel Rodríguez-Díaz,
Chairman - Board of Directors - Coaí, Inc.

José Joaquín Mulinelli-Rodríguez,
Executive Director - Coaí, Inc.



Sponsorship Contract

ALL DONATIONS MUST BE MADE PAYABLE TO COAÍ, INC.

Name of the company or sponsor:

Company or sponsor's address:

Sponsor's contact person name, telephones and or mobiles numbers

Select your sponsorship category:

Platinum - \$10,000.00

Gold - \$7,500.00

Silver - \$5,000.00

Bronze - \$2,500.00

Corporate Group - \$1,500.00

Friends - \$1,000.00

Followers - \$500.00

TransFashion program (250 copies)

___ ¼ page - \$250.00 / ___ ½ page - \$500.00 / ___ full page - \$750.00

Coaí, Inc. will honor and comply with all agreements established under the sponsorship category selected.

Coaí, Inc. contact person signature Sponsor contact person signature

Please detach this page and send with check to the following address:

P.O. Box 8634 San Juan, PR 00910-0634