



TransFashion

Friday, August 26,

2022

*Unconditional Visibility*

**Sponsorship Proposal**

**10<sup>th</sup> Edition**

**Coaí, Inc.**

P.O. Box 8634

San Juan, Puerto Rico 00910-0634

Centro para Puerto Rico, Rio Piedras

# Content

|   |           |
|---|-----------|
| <b>Coaí, Inc. ....</b>                            | <b>3</b>  |
| <b>State of Affairs of the Organization .....</b> | <b>5</b>  |
| <b>Event Description .....</b>                    | <b>7</b>  |
| <b>Previous Editions.....</b>                     | <b>9</b>  |
| <b>Sponsorship Categories</b>                     |           |
| <b>Platinum.....</b>                              | <b>25</b> |
| <b>Gold.....</b>                                  | <b>26</b> |
| <b>Silver.....</b>                                | <b>27</b> |
| <b>Bronze.....</b>                                | <b>28</b> |
| <b>Corporate Group.....</b>                       | <b>29</b> |
| <b>Friends.....</b>                               | <b>30</b> |
| <b>Followers.....</b>                             | <b>31</b> |
| <b>TransFashion Program.....</b>                  | <b>32</b> |
| <b>TransFashion Sponsorship Contract .....</b>    | <b>33</b> |

# 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 LGBTTTQQI<sup>1</sup> people in Puerto Rico.

## Our Vision

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

---

<sup>1</sup> 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. These changes affect our target population further due to the social exclusion and stigma associated with sexually diverse populations.

Coaí, 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**



PROGRAMA DE COAÍ INC.

### **Trans Tanamá**

North (San Juan) / South (Juana Díaz)



**Estudios de Conducta (ECO) – MSM-IDU-HET**  
**National HIV Behavioral Surveillance**  
San Juan, Carolina, Guaynabo

**MSM**



**IDU**



**HET**



To this end, our organization is planning several fundraising activities to find resources that will allow us to support and continue the work we have done for the past 29 years.

# Event Description

Among the schedule fund raising events planned for 2021, are:

## *Name of Activity*

**TransFashion 10<sup>th</sup> Edition:** Unconditional Visibility

## *Date*

Friday, August 26, 2022

## *Time*

8:00 p.m. – 12:00 p.m.

## *Place*

Centro para Puerto Rico – Rio 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 12 renowned clothing & accessories designers in Puerto Rico:

David Antonio  
Eddie Laboyx  
Felipe Seda  
Hector Omar  
Heriberto Vazquez  
Innova Corsetry  
Javier Arnaldo  
Juan Colon  
Karlz Louis,  
Lilliana Diaz,  
Orlando Lopez,  
Ramon Rinaldi Droz  
Sanel Rivera  
Sonia Bonilla

# Event Description

## Purpose

One of the purposes of the event is to raise funds 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 2022** 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 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 raising 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

## 4 Designers

David Antonio

Juan Colón

Lisa Thon

Sonia Rivera

## 1st Edition After Party

Conrad San Juan Condado Plaza, Condado-San Juan



## Previous editions (cont.)

**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**

### *6 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**



**CASTING**  
PARA MODELOS TRANS

Asiste a nuestro casting y podrás ser escogida para modelar piezas de diseñadores como:

*Lisa Thon, David Antonio, Sonia Rivera, Juan Colón, José Raúl y Jaer Cabán*

**CASTING:**  
4 de octubre de 2013 | 7 PM  
Soho (229 Ave. F. D. Roosevelt)  
Requisitos:  
Vestimenta negra y "Top Model Look"

**EVENTO:**  
15 de noviembre de 2013 | 8 PM  
Museo de Vida Silvestre

**TE INVITAN:**

**TRANSfASHION** 

para más información 787-793-7550 / 787-379-1367  
o escribe a coai05@gmail.com



SEGUNDA EDICIÓN

**TRANSfASHION**

15 de noviembre de 2013 | 8 PM  
Museo de Vida Silvestre  
Donativo \$75\*

**Diseñadores:**  
Lisa Thon, David Antonio,  
Sonia Rivera, Juan Colón  
José Raúl, Jaer Cabán

\*Incluye entrada al evento y sorteo de varios premios  
Para información adicional puede comunicarse a:  
787-793-7550 / 787-379-1367 / 787-310-2604  
coai05@gmail.com / www.coaipt.org

## Previous editions (cont.)

### 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

### 9 Designers

Heriberto Vázquez

Jaer Cabán

Javier Arnaldo

José Raúl

Joseph D'Aponte

Juan Colón

Lisa Thon

Pedro Angel Chalusant

Sonia Rivera

### 3rd Edition After Party

Circo Bar







## Previous editions (cont.)

**Casting for 4th Edition**  
Saturday December 19, 2015  
Aki Restaurant, Old San Juan

**4th Edition**  
Thursday – February 11, 2016  
Ambassador Theater  
Santurce

*12 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



## Previous editions (cont.)



## Previous editions (cont.)

**Casting for 5th Edition**  
**Friday December 16, 2016**  
**Broadway Dinner Theatre & Lounge**  
**Punta Las Marias, Isla Verde - Carolina**

**5th Edition**  
**Friday – March 3, 2017**  
**Centro para Puerto Rico**  
**Río Piedras**

### *12 Designers*

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

**5th Edition After Party**  
**Centro para Puerto Rico**  
**Río Piedras**







**TRANSFASHION**  
INC.

Viernes  
Marzo  
**3** 8pm  
Centro para  
Puerto Rico

Información: 787-793-7550  
coai05@gmail.com

Viernes, 3 de marzo de 2017 / AÑO 4 - VOL. 924

**IN DICE**

www.indicepr.com • GRATUITO

**IN HOUSE**  
**PASARELA**  
**#TRANS**

El@s son solo cuatro de l@s 20 modelos que formarán parte de la quinta edición del "TransFashion". Conócel@s mejor aquí... <8-9

**INSPIRA TU VIDA**

**IN NEWS**  
**¿QUÉ PIENSA LA GENTE?**  
Mira cuáles fueron las opiniones ante los 100 años de la "Ley Jones" <2

**IN ACTION**  
**JUEVES DE PELÍCULA**  
Antes de ir al cine, no te pierda la reseña de "Silence" <10

**IN SPORTS**  
**VENEZUELA ESTÁ LISTO**  
Buscan olvidar el pasado y darlo todo en el Clásico <14






## Previous editions (cont.)

### Casting for 6th Edition

Friday January 26, 2018

Polo Norte Gay Lounge

Old San Juan

### 6th Edition

Friday – March 9, 2018

Museo de Arte Contemporáneo

Santurce

### 12 Designers

*David Antonio*

*Jaer Cabán*

*Javier Arnaldo*

*Jean Carlos De Jesús*

*José Raúl*

*Juan Colon*

*Keke Rohena (Julio Alfredo Sánchez Estrada)*

*Lisa Thon*

*OF Atelier by Orlando López*

*Ramón Rinaldi*

*Sonia Bonilla*

*Sonia Rivera*

### 6th Edition After Party

Museo de Arte Contemporáneo

Santurce



VIER  
26  
ENERO

**CASTING TRANS FASHION**

@ Polo Norte en Viejo San Juan  
9:00pm a 11:30

Código de Vestimenta: Negro  
Para más información, llame al 787-379-1367 ó escriba a coai05@gmail.com



## Previous editions (cont.)

### **Casting for 7th Edition**

**Friday January 25, 2019**

**La Bodega**

**Old San Juan**

### **7th Edition**

**Friday – March 1, 2019**

**Museo de Arte Contemporáneo**

**Santurce**

### *13 Designers*

*David Antonio*

*Eddie Laboyx*

*Innova Corsetry*

*Jaer Cabán*

*Javier Arnaldo*

*José Raúl*

*Juan Colon*

*Liliana Diaz*

*Orlando López*

*Oswaldo Morales*

*Ramón Rinaldi*

*Sonia Bonilla*

*Sonia Rivera*

### **7th Edition After Party**

**Museo de Arte Contemporáneo**

**Santurce**

## Previous editions (cont.)



## Previous editions (cont.)

### **Casting for 8th Edition**

**Friday January 31, 2020**

**Musas y Eventos**

**CBA, Santurce**

### **8th Edition**

**Friday – March 6, 2020**

**Centro para Puerto Rico / Fundación Sila María Calderón**

**Rio Piedras**

### *12 Designers*

*David Antonio*

*Eddie Laboyx*

*Felipe Seda*

*Jaer Cabán*

*Javier Arnaldo*

*José Raúl*

*Juan Colon*

*Karlz Louis*

*Liliana Diaz*

*Ramón Rinaldi*

*Sonia Bonilla*

*Sonia Rivera*

### **8th Edition After Party**

**Centro para Puerto Rico / Fundación Sila María Calderón**

**Rio Piedras**



## Previous editions (cont.)



## Previous editions (cont.)

**Casting for 9th Edition**  
Online casting

**9th Edition**  
**Saturday – March 27, 2021**  
**Antiguo Arsenal de la Marina Española (La Puntilla)**  
**Old San Juan**

**7 Designers**

David Antonio  
Eddie Laboyx  
Javier Arnaldo  
Jose Raúl  
Juan Colon  
Luis Felipe Seda  
Ramón Rinaldi

**9th Edition After Party**  
**Antiguo Arsenal de la Marina Española (La Puntilla)**  
**Old San Juan**





## Previous editions (cont.)





## Previous editions (cont.)

Casting for 2022 New York Fashion Week Special Edition  
Online casting

**Special Edition**  
Friday – April 29, 2022  
Caelum Gallery  
New York, NY

**4 Designers**

Felipe Seda  
Javier Arnaldo  
Ramon Rinaldi Droz  
Accesories by renowned jewelry artist Carlos Vega



# 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 9 previous editions and the 2022 NY  
Fashion Week Special Edition available at  
[www.transfashionpr.com](http://www.transfashionpr.com)**

# Sponsorship Categories

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

## **“Platinum” category**

**Platinum**  
**\$10,000.00**

### **A Platinum sponsorship includes:**

- Preferential seating during the event (1<sup>st</sup> row / 10 seats).
- 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 (2<sup>nd</sup> row / 7 seats)
- 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**

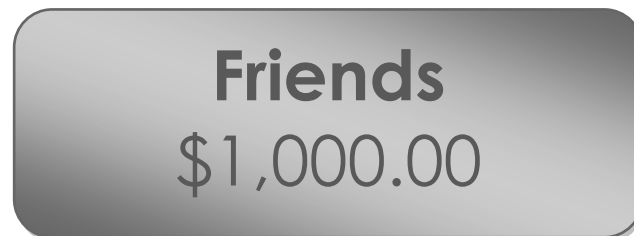
**Corporate group**  
**\$1,500.00**

### **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 August 12, 2022.**

We are confident that the 8<sup>th</sup> edition of **TransFashion** will be a great success and we look forward to having 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](http://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 or by email at coai05@gmail.com