



Noche de Estrellas 2024  
GALA Theatre's Annual Benefit Event  
The National Museum of Women in the Arts  
Wednesday, May 29, 2024



Photo Credits: Magda Nakassis

## 2024 Honorees

**Nicole Quiroga**

President and CEO of Greater Washington Hispanic Chamber of  
Commerce

*Award for Women Leaders in Business and Culture*

**José Carrasquillo**

Director of Artistic Programming, Ford's Theatre

*Abel López Leadership Award in Latino Arts*

# Noche de Estrellas 2024

Honors, Auctions, and Performances

The 'Noche de Estrellas' benefit is a celebration of GALA's dedication to artistic vision and commitment to youth education programs.

This special evening also honors remarkable individuals in the arts, philanthropy, and community who have demonstrated exceptional commitment to enriching the Latino community and fostering cultural opportunities for young minds. These distinguished honorees deeply understand the transformative power of the arts in shaping the lives of young individuals. Their passion and efforts reflect GALA's mission of community service and artistic excellence, driven by the belief that cultural enrichment can create lasting opportunities for the youth within the Latino community.

As a prominent force in the realm of Latino arts in the United States, GALA continually pioneers new avenues for artists, playing a pivotal role in shaping the future landscape of Latino theatre.

The funds raised during our initiative will play a crucial role in bolstering GALA's Paso Nuevo youth education program. This program serves as a nurturing and creative space, empowering young individuals to explore their cultural identity while simultaneously honing their artistic and academic skills to pave the way for future success. Notably, Paso Nuevo proudly earned recognition as President's 2012 National Arts and Humanities Youth Program Awards.

## Honorary Host Committee:

The Embassy of Argentina to the U.S.,

Embassy of Chile to the U.S., **His Excellency Juan Gabriel Valdés**

Ambassador of Colombia to the U.S.,

**His Excellency Luis Gilberto Murillo**

The Embassy of Cuba to the U.S., **Chargé d' Affaires Ambassador Lianys Torres Rivera**

Ambassador of Costa Rica to the U.S.,

**Her Excellency Catalina Crespo-Sancho**

Ambassador of the Dominican Republic to the U.S.,

**Her Excellency Sonia Guzmán**

Ambassador of Ecuador to the U.S.,

**Her Excellency Ivonne A-Baki**

Ambassador of El Salvador to the U.S.,

**Her Excellency Milena Mayorga**

Ambassador of Mexico to the U.S.,

**His Excellency Esteban Moctezuma Barragán**

Ambassador of Nicaragua to the U.S. **His Excellency Francisco Obadiah Campbell Hooker**

Ambassador of Peru to the U.S.,

**His Excellency Alfredo Ferrero Diez Canseco**

The Embassy of Spain to the U.S.,

Ambassador of Uruguay to the U.S., **His Excellency Andrés Augusto Durán Hareau**

Mayor of the District of Columbia,

**Honorable Muriel E. Bowser**

City Council of the District of Columbia, Chair,

**Honorable Phil Mendelson**

Ward One Councilmember, City Council of the District of Columbia, **Honorable Brianne Nadeau**

**Amy Austin**, Theatre Washington

**Janet Farrell**, M&T Bank, retired

**Dorothy and Bill McSweeney**, Arts Patrons

## Event and Auction Committee:

Dèspina Petradakis, Art Moran, Teri Gálvez, John Fitzgerald López, Sonia Gutierrez, Syddia Lee Chee, Jason Leon, Andreina Cavallotti.



## Noche de Estrellas 2024

Honors, Auctions, and Performances

Join us for an unforgettable evening at GALA's signature event:

### Cocktail Hour & Silent Auction

Mix and mingle during our elegant cocktail hour

Explore exclusive items in our silent auction

### Honorees' Awards Ceremony

Celebrate our outstanding honorees Nicole Quiroga and José Carrasquillo

### Exquisite Dinner Experience

Indulge in a curated dining experience at our star-studded event

### Live Auction Excitement

Engage in spirited bidding on unique and luxurious items

Support GALA's mission through live auction participation

### Captivating Performances

Be enchanted by talented GALA artists

Experience the vibrant energy of PASO NUEVO students' performances

## CORPORATE SPONSORSHIP LEVELS

Sponsorship enhances your company's visibility and commitment to the global Latino market. Benefit from exposure before a diverse audience of international dignitaries, artists, business leaders, diplomats, and philanthropists, attending GALA's Noche de Estrellas.

Elevate your brand with our sponsorship packages and tap into the \$1.7 trillion purchasing power of the U.S. Latino population.

### Estrella Sponsor

**\$15,000**

- ★ Join us with a VIP table for ten (10) at the Noche de Estrellas 2024 event.
- ★ Ensure visibility among our diverse online audience with prominent recognition on GALA's high-traffic website, boasting over 60,000 hits annually.
- ★ Ten (10) tickets to a GALA performance of your choice for the 2024-25 season.
- ★ Maximize your brand exposure with logo/credit featured on all our marketing materials.
- ★ Showcase your brand with a full-page advertisement in the event program.
- ★ Be the talk of the town with credit on the marquee's LED screen at the street entrance, running 24/7 ten days leading up to the event.
- ★ Projected logo/credit onto the main stage during the event.
- ★ Solidify your company's support for the arts and enjoy the spotlight with a credit mention from the stage during our event.

### Gold Sponsor

\$10,000

- ★ Join us with a VIP table for eight (8) at the Noche de Estrellas 2024 event.
- ★ Ensure visibility among our diverse online audience with recognition on GALA's high-traffic website, boasting over 60,000 hits annually.
- ★ Eight (8) tickets to a GALA performance of your choice for the 2024-25 season.
- ★ Maximize your brand exposure with logo/credit featured on all our marketing materials.
- ★ Showcase your brand with a half-page advertisement in the event program.
- ★ Be the talk of the town with credit on the marquee's LED screen at the street entrance, running 24/7 a week leading up to the event.
- ★ Solidify your company's support for the arts and enjoy the spotlight with a credit mention from the stage during our event.

### Silver Sponsor

\$5,000

- ★ Join us with a table for six (6) at the Noche de Estrellas 2024 event.
- ★ Ensure visibility among our diverse online audience with recognition on GALA's high-traffic website, boasting over 60,000 hits annually.
- ★ Four (4) tickets to a GALA performance of your choice for the 2024-25 season.
- ★ Maximize your brand exposure with logo/credit featured on all our marketing materials.
- ★ Showcase your brand with a quarter-page advertisement in the event program.
- ★ Solidify your company's support for the arts and enjoy the spotlight with a credit mention from the stage during our event.

### Bronze Sponsor

\$2,500

- ★ Secure three (3) tickets to the Noche de Estrellas 2024 event.
- ★ Ensure visibility among our diverse online audience with recognition on GALA's high-traffic website, boasting over 60,000 hits annually.
- ★ Three (3) tickets to a GALA performance of your choice for the 2024-25 season.
- ★ Maximize your brand exposure with logo/credit featured on all our marketing materials.
- ★ Showcase your brand with a one-eighth-page advertisement in the event program.
- ★ Solidify your company's support for the arts and enjoy the spotlight with a credit mention from the stage during our event.

### Copper Sponsor

\$1,000

- ★ Secure two (2) tickets to the Noche de Estrellas 2024 event.
- ★ Ensure visibility among our diverse online audience with recognition on GALA's high-traffic website, boasting over 60,000 hits annually.
- ★ Three (3) tickets to a GALA performance of your choice for the 2024-25 season.

### Pay-It-Forward Ticket

\$100

- ★ Support making the arts accessible and make a difference with our pay-it-forward tickets.
- ★ Contribute to the funding of the PASO Nuevo GALA Theatre program and enrich the lives of low-income students of the broader DC area with the gift of live theatre performance tickets (5).
- ★ 100% tax-deductible.

**\$250 Individual** (\$160 is tax deductible). **\$450 Couple** (\$270 is tax deductible).

We thank you for sponsoring and attending this enchanting evening of celebration, fine dining, and captivating performances. Secure your spot for an event that promises to be the highlight of the season!