



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:

Ambassador of Argentina to the U.S.,

His Excellency Jorge Martín Arturo Argüello

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

Ambassador of Colombia to the U.S.,

His Excellency Luis Gilberto Murillo

Chargé d' Affaires Embassy of Cuba, **Ambassador Lianys Torres Rivera**

Ambassador of Costa Rica,

Her Excellency Catalina Crespo-Sancho

Ambassador of the Dominican Republic,

Her Excellency Sonia Guzmán

Ambassador Extraordinary and Plenipotentiary,

His Excellency Francisco Carrión Mena

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 Campbell

Ambassador of Peru to the U.S., **His Excellency Gustavo Meza-Cuadra Velásquez**

Ambassador of Spain to the U.S.,

His Excellency Santiago Cabanas

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 the arts 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.
- ★ 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!