



En este espacio seguro encontraré
las herramientas para mejorar mi vida
y mi FAMILIA





Thank you for your interest in Ser Familia

We offer a variety of programs that help families develop stronger bonds and nurture their potential. The purpose of our programs is to uplift each of these family members children, youth, and adults to thrive and become **constructive members of their communities.**

Your support helps **ensure families receive the guidance, counseling, and resources they need at - no cost -** So they can focus on building stronger relationships and brighter futures together.

Programs designed to make a real difference.

- Parenting Classes (Triple P- Positive Parenting Program)
- Workshops to Improve Couples Communication & Relationships
- Latino Youth Education and Renovacion Juvenil Retreat
- Strengthening Families Program
- Mental Health Counseling Services
- Georgia Latinos Against Domestic Violence (GLADV) Program Community Awareness and Advocacy Programs
- Legal Resources and Immigration Assistance
- CAFE (Center of Emotional and Family Assistance)

Our Roots

Ser Familia's journey began in 2001, sparked by a powerful vision to uplift Latino couples and families facing unique challenges in the Atlanta area. Founded by Belisa and Miguel Urbina, what started as a humble effort has blossomed into a thriving organization transforming countless lives through culturally rooted support, connection and cultural resonance with the community deepening trust and their impact even more meaningful.

Mission

is to offer preventive family services and equip Latinos with the tools, resources, and skills they need to move from crisis to thriving.

Vision

to see all Latino families flourishing and contributing to the well-being of their communities. To achieve this vision, we continually expand the breadth and depth of the services that we provide. We constantly research and develop programs and materials; identify and train new volunteers; organize and deliver new programs; reach new areas in the state; and empower other organizations to learn best practices to serve Latino youth, couples, parents, and families as a whole.



Partner Opportunities

Benefits of Partnering with us:

When you become a partner with Ser Familia, your company helps empower Latino families across Georgia, **creating real**, measurable impact in our community.



Community Impact:

Join a mission that has already served over 90,000 individuals through counseling, education, and family strengthening programs. **Your partnership helps children, parents, and elders build healthy, thriving homes.**



Meaningful Connection:

Reach and engage with Georgia's GROWING Latino community through **authentic, culturally rooted initiatives.**



Positive Brand Associations:

Show your company's commitment by supporting one of Georgia's most **trusted Latino nonprofits**, recognized for over 24 years of leadership, compassion, and action.





What: Experience the vibrant spirit of Puerto Rico right here in Atlanta! Enjoy authentic cuisine, live music, and crafted cocktails all led by renowned Puerto Rican chefs and local community leaders. This event celebrates the island's rich blend of Spanish, African, and Indigenous heritage through flavors, rhythms, and traditions that bring people together. Inspired by the famous Fiestas de la Calle San Sebastián, SanSe Atlanta is more than an event, it's a movement of culture, joy, and community.

Where: Ameris Bank Amphitheatre

When: June 20th, 2026

Admission: \$125 (includes unlimited food, drinks, and live entertainment)

Sponsorship benefits

Brand Alignment: Cultural connection, local, authentic, family & unity.

Target audience: Diverse live audience of 2,000+ spanning ages 25–60, active consumers with purchasing power. extended social media reach across all platforms, Influencers reach, new target & cross-promotion in GA and PR.

Brand Impact: Support a mission-driven event, emotional brand goodwill, awareness to the organization.



SanSe ATLANTA 2026

Auspiciador de Bandera

- **12 VIP** tickets with access to a special area reserved for company guests
- Branding on Ads (TV, Radio, Printed materials, Newspaper Ads) & socials
- Reserved table for company promotion
- Naming of one of the chef's stations with the company name
- Industry exclusivity and recognition as Presenting Sponsor during event & on stage
- Opportunity to hand out promotional items during the event

Defensor del Morro

- **8 VIP** tickets with access to a special area reserved for company guests
- Logo included on printed materials
- Individual social media mentions
- Special recognition by the Event Emcee

Conservadores del Yunque

- **6 VIP** tickets with access to special area reserved for company guests
- Logo included in social media promotion and printed materials
- Special recognition by Event Emcee

Cacique Taino

- **4 VIP** tickets with access to special area reserved for company guests
- Logo included on event flyer and printed materials

V.I.P. Plus

- **2 VIP** tickets with access to special area reserved for company guests
- Name included on event flyer and printed materials

- **V.I.P.** • 2 VIP tickets to special area (no promotion)

2025 Sponsors



Chef Oscar Mendivil

Chef Nagib Sued

Chef Nasha Founder Diaz

Chef Juan Jose Cuevas

Chef Andre Gomez

Chef Natalia Rivera

Chef Julio Viera

Chef Giovanna Hugke

Chef Ventura Vivoni

Chef Francis Sosa

SanSe ATLANTA 2026

Auspiciador de Bandera

\$20,000

Defensor del Morro

\$10,000

Conservadores del Yunque

\$5,000

Cacique Taino

\$2,500

V.I.P. Plus

\$1,000

V.I.P.

\$500

SABOREA ATLANTA

What: One-of-a-kind culinary fundraiser where culture and compassion come together. This signature event directly supports Ser Familia's critical life-changing programs for children and families, empowering thousands across Georgia.

It's more than a tasting it's an opportunity for your company to make a meaningful impact with others while celebrating the richness of Latin culture.

Where: Omni Atlanta Hotel at Centennial Park

When: October 3rd, 2026

Who: Over 500 foodies and professionals

Admission: \$250 per person. Sponsorships start at \$1,000

Background: More than a dozen talented chefs come together to donate their time and skills, crafting an experience for your taste buds that celebrates vibrant flavors of unique cuisines.

Set in a welcoming and elegant themed atmosphere, guests can connect, enjoy exceptional food, cocktails, dance, and bid on unique auction items.

Throughout the evening, attendees will hear powerful stories of Ser Familia's impact—real lives changed through programs put in action, while connecting with community and influential leaders.

Don't miss this unique celebration of culture, connection, and community!



SABOREA ATLANTA

Grand Tasting Sponsor:

- 2 VIP tables (20 seats) at a prime location
- Top logo inclusion, all digital & printed materials, including boosted social media posts
- Individual social media mentions
- Exclusive industry category and recognition as the Presenting Sponsor
- Inclusion in all Media (TV, Radio, and Newspaper Ads)
- Option to include up to three promotional items in event gift bags

Celebrity Chef:

- 1 VIP table (10 seats) at a prime location
- Logo inclusion in all digital & printed materials
- Individual social media mentions
- Special recognition by the Event Emcee
- Opportunity to place up to 2 promotional items in a gift bag

Epicurean:

- 8 seats at a preferred location
- Logo inclusion in all digital & printed materials
- Special recognition by the Event Emcee

Golden Foodie:

- Assigned seating for four (4) guests at a preferred location
- Logo inclusion in all digital & printed materials

VIP Tickets:

- Assigned seating for two (2) guests •Company name recognized in printed materials

2025 Sponsors



CHEF BLADIMIR POCASANGRE

CHEF JULIO VIERA

CHEF KEN & JEANNETTE KATZ CHEF JULIO DELGADO CHEF OSCAR MENDIVIL CHEF ADAN MORENO CHEF FRANCIS SOSA CHEF BELEN DE LA CRUZ
 CHEF MICHAEL BARRAZA CHEF PATRICIA RIVERA CHEF YANI ARAUJO CHEF KENNEDY ALYCE CHEF CHRISTIAN CASTILLO CHEF ANDRE GOMEZ

Grand Tasting Sponsor

\$15,000

Celebrity Chef



\$10,000

Epicurean

\$5,000

Golden Foodie



\$2,500

V.I.P. Tickets

\$1,000



Walking Among Us

What: This event brings our community together to learn, share, and support one another while honoring the lives of those impacted by domestic violence and breast cancer through a beautiful traditional Mexican altar. Together, we celebrate life, resilience, and emotional strength.

Where: Ser Familia HQ

When: October 2026

Who: Over 300 women and their families attend this event

Admission: *FREE*

Background: What began as a vigil to honor victims of domestic violence has grown into a powerful day of remembrance and action. Recognizing that both domestic violence and breast cancer share the same awareness month, the event now pays tribute to both causes. As a proactive advocate for community health, Ser Familia expanded the event to offer free breast cancer screenings and other vital health services to families and friends in attendance. This meaningful tradition not only honors those we've lost but also continues helping others gain access to the care they deserve.





Presenting Sponsor:

- Top logo and branding recognition on digital and printed collateral
- 2 exhibit tables at a prime location with lunch included
- Opportunity to deliver remarks at the event
- Newsletter feature
- Industry Exclusivity and Recognition as Presenting Sponsor
- Logo Inclusion in all Media (TV, Radio, and Newspaper Ads)
- Boosted Social Media Posts

Community Leader:

- Top logo and branding recognition on digital and printed collateral
- 1 exhibit table at a prime location with lunch included
- Newsletter Feature
- Individual Social Media Mentions
- Special recognition during the Event

Health Champion:

- 1 exhibit table at a prime location with lunch included
- Logo inclusion in digital and printed materials and collaterals
- Individual Social Media Mentions

Family Advocate:

- 1 exhibit table with lunch included
- Name and Logo inclusion in digital and printed materials


Exhibitor

- 1 Exhibit table with lunch included



Walking Among Us



Presenting Sponsor 	\$15,000
Community Leader 	\$10,000
Health Champion 	\$5,000
Family Advocate 	\$2,500
Exhibitor 	\$1,000

2025 Sponsors & Community Partners



Huber's Organization for LatinX Advancement



Latino Summit 2026

What: This event unites leaders from the nonprofit sector, government, academia, business, and faith communities to explore the challenges and opportunities facing Georgia's Latino population. Together, we engage in meaningful dialogue, share insights, and spark collaborations that strengthen our state while advancing the Latino community's aspirations for growth, economic mobility, and well-being.

Where: Ser Familia HQ

When: November 2026

Who: More than 200 Latino industry leaders and professionals.

Admission: \$TBD per person.

Background: Since 2013, this event has brought together partners and allies dedicated to advancing the well-being of Georgia's Latino community. It offers a unique opportunity to connect with fellow leaders working toward the same mission, exchange ideas, and discover new ways to strengthen your organization's impact through collaboration and shared support.





Continente Sponsorship:

- **Two** luncheon tables for 10 guests each at a top location
- Priority Logo placement in social media, event programs, and event collaterals, including individual social media mentions
- Recognition from the stage during plenaries and the opportunity to provide remarks during networking luncheon
- Press release inclusion

País Sponsorship:

- **One** table for ten (10) guests at a top location
- Logo placement in social media, event programs, event collaterals
- Opportunity to sponsor a “track” or workshop
- Recognition from the stage during the plenary session

Estado Sponsorship:

- **Eight (8)** tickets at a table in a prime location Logo placement on event program
- Recognition from the stage during the opening session

Ciudad Sponsorship:

- **Four (4)** event tickets
- Name inclusion on event program

Comunidad Sponsorship:

- (Non-Profit Organizations Only)
- **Two (2)** event tickets

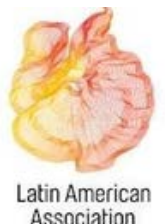
Latino Summit 2026

Continente Sponsorship 	\$12,500
País Sponsorship 	\$5,000
Estado Sponsorship 	\$2,500
Ciudad Sponsorship 	\$1,000
Comunidad Sponsorship 	\$250

2024 Sponsors & Community Partners



Huber's Organization for LatinX Advancement



The logo for 'Rooted & Rising Youth Event' is centered at the top. It features the words 'ROOTED & RISING' in a bold, white, sans-serif font, with '&' in orange. Below this, 'YOUTH EVENT' is written in a smaller, orange, sans-serif font. The text is contained within a blue, rounded rectangular shape with a yellow border. Above the text is a stylized green leaf with a brown stem. The background is a light blue with various decorative elements like small circles, triangles, and flowers in shades of blue, orange, and green.

ROOTED & RISING YOUTH EVENT

▶ **What:** A free bilingual community event designed to nurture creativity, wellness, and connection for families. While youth explore creative zones filled with art, games, and activities that promote emotional growth and friendship. Caregivers participate in an engaging Café session focused on family wellness, and communication. Beyond the fun, the event connects families to essential community resources, raffles and interactive experiences, creating a welcoming environment where everyone feels seen, supported, and inspired.

Where: Ser Familia HQ

When: September 19th, 2026

Who: Youth and families

Admission: Free

Background: By sponsoring, Rooted & Rising can keep happening annually helping us cultivate a mentally and emotionally stronger next generation and a community that continues to RISE together.





Presenting Sponsor:

- Top logo and branding recognition on digital and printed collateral
- 2 exhibit tables at a prime location with lunch included
- Opportunity to deliver remarks at the event
- Newsletter feature
- Industry Exclusivity and Recognition as Presenting Sponsor
- Logo Inclusion in all Media (TV, Radio, and Newspaper Ads)
- Boosted Social Media Posts

Leader:

- Top logo and branding recognition on digital and printed collateral
- 1 exhibit table at a prime location with lunch included
- Newsletter Feature
- Individual Social Media Mentions
- Special recognition during the Event

Champion:

- 1 exhibit table at a prime location with lunch included
- Logo inclusion in digital and printed materials and collaterals
- Individual Social Media Mentions

Advocate:

- 1 exhibit table with lunch included
- Name and Logo inclusion in digital and printed materials

Exhibitor

- 1 Exhibit table with lunch included



Presenting Sponsor

\$10,000

Leader

\$7,500

Champion

\$5,000

Advocate

\$2,500

Exhibitor

\$1,000

Join Ser Familia 2026 mission along side others

Annual Sponsorship Packages



Diamante Level

\$55,000

SanSe Atlanta

Auspiciador de Bandera
(\$20,000 value)

Saborea Atlanta Event

Grand Tasting Sponsorship
(\$15,000 value)

Walking Among Us

Presenting Sponsorship
(\$15,000 value)

Latino Summit

Continente Sponsorship
(\$12,500 value)

Rooted & Rising

Presenting Sponsorship
(\$10,000 value)



Rubi Level

\$34,000

SanSe Atlanta

Defensor del Morro
(\$10,000 value)

Saborea Atlanta Event

Celebrity Chef
(\$10,000 value)

Walking Among Us

Community Leader
Sponsorship
(\$10,000 value)

Latino Summit

Paid Sponsorship
(\$5,000 value)

Rooted & Rising

Leader Sponsorship
(\$7,500 value)

Annual Sponsorship Packages



Esmeralda Level

\$18,000

SanSe Atlanta

Conservadores del Yunque
(*\$5,000 value*)

Saborea Atlanta Event

Epicurean Sponsorship
(*\$5,000 value*)

Walking Among Us

Health Champion
Sponsorship
(*\$5,000 value*)

Latino Summit

Estado Sponsorship
(*\$2,500 value*)

Rooted & Rising

Champion Sponsorship
(*\$5,000 value*)



Zafiro Level

\$9,000

SanSe Atlanta

Cacique Taíno
(*\$2,500 value*)

Saborea Atlanta Event

Golden Foodie Sponsorship
(*\$2,500 value*)

Walking Among Us

Family Advocate
Sponsorship
(*\$2,500 value*)

Latino Summit

Ciudad Sponsorship
(*\$1,000 value*)

Rooted & Rising

Leader Sponsorship
(*\$2,500 value*)

Annual Sponsorship Packages



Amatista Level

\$3,500

SanSe Atlanta

VIP Tickets
(\$1,000 value)

Saborea Atlanta Event

VIP Tickets
(\$1,000 value)

Walking Among Us

Exhibitor Sponsorship
(\$1000 value)

Latino Summit

Ciudad Sponsorship
(\$250 value)

Rooted & Rising

Exhibitor Sponsorship
(\$1,000 value)





2026 Ser Familia Annual Sponsorship Agreement

SPONSOR INFORMATION:

Name & Title of Authorizing Agent: _____
Authorizing Agent's Signature: _____
Mailing Address for Invoice: _____
City: _____ State: _____ Zip: _____

INFORMATION TO BE USED ON PROMOTIONAL MATERIALS:

Information provided below is used on promotional materials. To avoid errors, please print clearly

Company Name: _____
Company Website: _____

The information below should be about the person you want customers to contact about your services or products.

____ Check here if the information is the same as the authorizing agent listed above.

Name, Title: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____ Email: _____
Logo: ____ I have sent a high-resolution JPEG or PNG of our company logo to jrosello@serfam.org

Sponsorship Level: ____ Please invoice us ____ Check enclosed ____

Please send me a receipt for my records

- ____ Diamante Sponsorship- \$55,000
- ____ Rubí Sponsorship- \$34,000
- ____ Esmeralda Sponsorship- \$18,000
- ____ Zafiro Sponsorship- \$9,000
- ____ Amatista Sponsorship- \$3,500

Total Payment in the amount of: \$ _____ (Ser Familia Federal TIN# 35-2166123)

Payment by Check or Money Order
Mail check (or money order) payable to
Ser Familia with a completed agreement to:
Ser Familia
PO Box 146
Acworth, GA 30101
Need additional information? Contact
Miguel Urbina Jr.-Marketing Manager
Call: (678) 363-3079 or
Email: murbina@serfam.org

Payment by Credit Card
(email this completed agreement w/
CC info to murbina@serfam.org)
____ Visa ____ Amex ____ MasterCard ____ Discover
Name on Card: _____
Account Number: _____
Three-Digit Security Code: _____
Exp. Date: _____
Signature _____

