



family fun run + resource fair



Saturday, October 31, 2026, 8:00AM- 12:00PM
Pastor Elementary School
2101 W. Alta Vista Rd, Phoenix, AZ 85041

SPONSORSHIP PACKAGE



Brought to you by

The Hispanic Leadership Institute (HLI) was founded in 1986 with the purpose of promoting the individual development of Hispanics to increase their participation in leadership roles and educate them on the issues affecting Latino communities.

Goal

For the 4th year, HLI will create an event for the Hispanic/Latinx community to educate the community about the importance of mental health and overall wellness. Through this **Fun Run/Walk and Resource Fair** we aim to connect the community with the resources to promote healthy lifestyles.

An epidemic of Mental Health Conditions has rapidly increased in the U.S. The Hispanic/Latinx community in the U.S. is facing additional challenges to mental health care, including language barriers, poverty, health insurance coverage, lack of cultural competence, legal status, acculturation, and stigma.

Behavioral health issues are much more common than many people realize. While one in five people will experience a mental health disorder each year, many more will experience feelings of anxiety or depression unrelated to a mental health disorder. Many of these issues were brought to the forefront during the COVID-19 crisis over the past year, as national attention to mental health increased and the stigma associated with it started to fade. Valle del Sol is working to help all people with behavioral health issues get better and gain the skills to live healthy, happy, and productive lives.

Mission

Valle del Sol inspires positive change by investing in health and human services to strengthen families with tools and skills for self-sufficiency and by building the next generation of Latino and diverse leaders.

Source [The State of Mental Health in America | Mental Health America \(mhanational.org\)](#)
[Hispanic/Latinx | NAMI: National Alliance on Mental Illness](#)
[About | Valle del Sol](#)

Partnering with Valle Del Sol

Valle del Sol, since 1970 has been providing sensitive cultural care and leadership development to the Latino community and underserved communities. Valle del Sol is committed to inspiring positive change by investing in health and human services.



family fun run + resource fair

The Hispanic Leadership Institute and Valle Del Sol have been supporting Arizona's Hispanic communities since 1986. We are excited to help bring our communities Movimiento this Fall and offer access to health resources, and services, community resources and celebrate la salud del valle (health in our valley). This year we are partnering with Roosevelt School District. Proceeds from this event will be utilized to help make this event a success!

We invite you to join us in making the Movimiento Family Fun Run and Resource Fair a reality.

Saturday, October 31, 2026 | 8:00 am -12:00 pm
Ed and Verma Pastor Elementary School
2101 W. Alta Vista Rd, Phoenix, AZ 85041

Sponsorship levels range from a Title Event sponsor (exclusive opportunity for 3 sponsors) to a donation and in-kind sponsor where you can contribute to the event by providing water, snacks, or other items of need to ensure we meet our goal of supporting the community! We are excited to work directly with you to create a sponsorship experience that works best for your brand.

Sponsorship donations are tax deductible, as Valle del Sol is a 501(C)3 organization.

Questions? Please contact Mathew Sotelo, HLI Director of Leadership at:
(602) 802-6262 or hli@valledelsol.com.



ABOUT THE EVENT

1-Mile Fun Run/Walk

[Movimiento](#) is a community event created for the Hispanic/Latinx community to promote movement and benefit mental/general health. Increasing family union, social interactions, and promoting well-being. There will also be family activities along the event path.

Saturday, October 31, 2026
9:00am Run/Walk Start time
Pastor Elementary School
2101 W. Alta Vista Rd, Phoenix, AZ 85041

Health and Wellness Fair

Saturday, October 31, 2026| Ongoing from 8 am - 12 pm
Pastor Elementary School
2101 W. Alta Vista Rd, Phoenix, AZ 85041

Embracing the Hispanic/Latinx culture to create a sense of belonging and trust, this event will provide attendees with bilingual health resources from local organizations and partners. Attendees will leave with an understanding of the programs and services available to them and information to help them get access to these valuable resources. In addition, participants will have the opportunity to connect with Hispanic/Latinx leaders from different sectors.

PARTNER WITH US

Show your community that you're dedicated to mental health!

Dear Community Leader:

We need your help! Please give consideration to becoming one of our sponsors for the Movimiento Family Fun Run and Resource Fair. Support from this event will be used to provide services through Valle del Sol and support the Hispanic Leadership Institute in its mission to empower Latino leaders.

Your support will help us:

1. **Increase awareness** of health and wellness, financial stability, education, employment, and utilities resources in Maricopa County in the Hispanic/Latinx community;
2. **Remove the barriers** of mental health services that our community faced by having access to free services through Valle del Sol;
3. Provide an opportunity for our community to **engage with you!**

As a recognized community leader and your commitment to help our community, we invite you to **partner with us** to make this event an overwhelming success.

While the aim of the event is to promote positive health and to raise funds for the community, it also serves as a broader function. It will provide exposure for the many generous sponsors that help make it possible. It will allow the myriad of businesses who promote and support healthy living to showcase their products and services. It will provide the public free access to health information and resources located close to home and it will bring focus to Maricopa County and the surrounding areas to keep their citizens healthy and active. Help us raise awareness about mental health and well being; support this unique convening of healthcare professionals, educators, advocates, community leaders and others; and strengthen the connections for improving the quality of care for those living with mental illnesses.

All our sponsorship levels include participation in our Health and Wellness Fair. In-kind donations of race materials for sponsorship are also accepted. Sponsorship donations are tax deductible, as Valle del Sol is a 501(C)3 organization.



ABOUT MOVIMIENTO

To support underserved families in South Phoenix by promoting physical activity, mental health resources, and civic engagement opportunities.

SPONSOR the 4th Annual *Movimiento Family Fun Run + Resource Fair*

The 4th Annual *Movimiento* is scheduled to take place on Saturday, October 31, 2026, at Ed and Verma Pastor School. This event is Valle del Sol's annual community event, presented in conjunction with the Hispanic Leadership Institute (HLI) and Roosevelt School District.

Your sponsorship will help us:

- Increase awareness of health and wellness, financial stability, education, employment, and utility resources available in the local community
- Remove the barriers to health services that our community faces by having access to no cost services through Valle del Sol and other providers

By sponsoring Movimiento, you will:

- Increase visibility for your organization within Arizona's Latino community
- Network with local community leaders participating in the event
- Receive coverage by major media organizations in attendance

2025 Movimiento was a hit with just over 200 participants! Help us grow in 2026! Our goal is to reach 500 attendees and expand our impact for families in South Phoenix.

Sponsorship donations are tax-deductible, as Valle del Sol is a 501(C)3 organization. All our sponsorship levels secure your organization's participation in the Health & Wellness Fair. In-kind donations are also accepted.

TITLE SPONSOR - \$5,000 (3 Available)

Sponsorship Benefits

- Labeled as *Title Sponsor* on all event collateral and communications (*Exclusive*)
- Logo on stage backdrop banner (logo must be received by Sept. 5)
- Organization name/logo on the event webpage
- Logo on event t-shirt (logo must be received by Sept. 5)
- Larger and prominent company logo placement on event t-shirt
- Public "thank you" at starting line and event stage
- Preferred booth location at health fair
- Feature in event press release
- Exclusive Video/Post on Valle de Sol's social media platforms
- Inclusion in any secured media coverage day of event
- Recognition in communication to the Hispanic Leadership Institute Alumni network and Valle de Sol's contact list

GOLD SPONSOR - \$2,500

Event Benefits

- Organization name/logo on the event webpage
- Logo on event t-shirt (logo must be received by Sept. 5)
- Preferred booth location at health fair
- Public recognition on event stage
- Feature in event press release
- Recognition on Valle de Sol's social media platforms

SILVER SPONSOR - \$1,000

Event Benefits

- Organization name/logo on the event webpage
- Logo on event t-shirt (logo must be received by Sept. 5) T-Shirt or Bag
- Booth location at health fair
- Public recognition on event stage
- Recognition on Valle de Sol's social media platforms

BOOTH SPONSOR - \$200 (FOR-PROFIT)

Event Benefits

- Booth location at health fair (includes a 6-foot table and 2 chairs)
- Recognition on Valle de Sol's social media platforms

BOOTH SPONSOR - \$25 RAFFLE PRIZE (NON-PROFIT)

Event Benefits

- Booth location at health fair (includes a 6-foot table and 2 chairs)
- Recognition on Valle de Sol's social media platforms

For sponsorship information and interest inquiries, contact Matthew Sotelo at hli@valledelsol.com or (719) 360-1836. In-kind donations and volunteer support are also invited. Please contact us if interested in these opportunities.