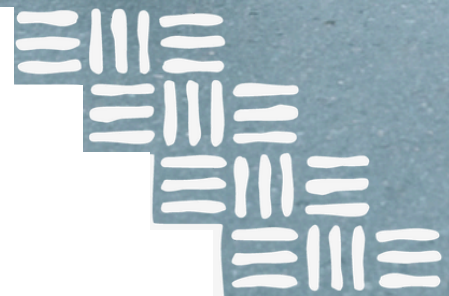


Sponsorship Opportunities

ABRAZO 2027 5K WALK & 10K RUN

Benefiting Arts & Culture Programming



About Casa Familiar



Casa Familiar is the leading service and community development organization in the community of San Ysidro, providing over 40 bilingual programs and services at six different sites in the community. Programs range from Civic Engagement to Health & Social Services, Arts & Culture to Education.

Casa Familiar's mission is to enhance the quality of life for people living in underserved and underrepresented communities.

Values

Integrity

Honesty, equity & inclusivity, leading by example

Familia

Familia first, traditions, uplift diminished voices

Respect

Respect for self, elders, and others; respect and care for land and environment

Culture & Community

Love, support, and accountability; Building community; Transborder culture

Collaboration

Partnering with residents, government, and others to enhance the quality of life

Abrazo 2027

The Abrazo 5K Walk & 10K Run is Casa Familiar's signature annual fundraiser. It celebrates movement, unity, and community. For 6 years, the event has brought together families, athletes, and supporters from across Tijuana, San Ysidro, and South Bay San Diego.

Event Highlights

- 400+ Participants
- San Ysidro–Tijuana Border Scenic Route
- Local vendors
- Music
- Beer Garden for post-race celebration
- Family-friendly activities



DATE

Saturday, May 1, 2027
6:30 AM - 11:00 AM

LOCATION

4061 Camino de la Plaza #490
San Ysidro, CA 92173

PRICE

5K Walk: \$60
10K Run: \$75





ROOTS

RUN

DEEP



PRESERVE THE PAST, PROTECT THE FUTURE

Casa Familiar celebrates a major milestone: 20 years of dedicated arts and culture space in San Ysidro through The Front Arte y Cultura. As an organization, community, and people, we have always centered arte y cultura in our work and in how we uplift community voice. This long-standing foundation inspires our Abrazo 2027 theme: Roots Run Deep—a celebration of where we come from and the future we are growing together.

Nearly two decades ago, Casa invested in a space that advances local artists, supports neighborhood design, and expands creative opportunities for residents. Since opening in 2007, The Front has grown into a place where belonging takes shape. It has provided room for artists and for the small local art economies that allow creativity to grow. Emerging artists who had limited opportunities to display their work in other San Diego galleries found a welcoming platform at The Front, and many are now recognized as established and thriving creators.

This year's Abrazo will directly benefit our Arts & Culture Programming, allowing us to continue supporting local artists and expanding a workforce development program that provides youth with technical training. We honor 20 years of creativity and belonging, and we invite you to help us continue strengthening spaces where arte and cultura flourish.

Sponsorship Levels & Benefits

***Lead-Off: Commit at any level by October 30, 2026 and you will qualify as a Lead-Off Sponsor**

	Lead Off Sponsor*	Anchor \$25,000	First \$10,000	Second \$5,000	Third \$2,500	Supporting \$1,500	In-Kind Sponsorship
Logo on Race Website	✓	✓	✓	✓	✓	✓	✓
Logo on Event Banner	✓	✓	✓	✓	✓	✓	✓
Logo on Post-Event Video	✓	✓	✓	✓	✓		
Logo on Stage Banner	✓	✓	✓	✓			
Verbal Acknowledgement on Main Stage	✓	✓	✓	✓			
Logo on E-Communications	✓	✓	✓				
Logo on Race Bib	✓	✓					
Acknowledgment on Press Release	✓	✓					
Logo on Event Flyer	✓						
# of Dedicated Social Media Posts	5	4	3	2	1	1	Tagging in relevant post
# of Registrations	12	10	8	6	4	3	2

Abrazo 2027 Commitment Form

☐ \$_____ **Lead Off Sponsor** (*Please specify the amount in the space.*)

☐ **\$25,000 Anchor**

☐ **\$2,500 Third**

☐ **\$10,000 First**

☐ **\$1,500 Supporting**

☐ **\$5,000 Second**

☐ **Payment Enclosed**

☐ **Bill Me Later**

Company Name: _____

Name on Card: _____

Type of Card: ☐ Visa ☐ Master Card ☐ Amex ☐ Discover

Account Number: _____

Expiration Date: _____

Security Code: _____

Billing Address: _____

City, State, Zip: _____

Phone Number: _____

Authorized Signature: _____

By signing this form, you authorize Casa Familiar to charge your card for the amount listed above.

Frequently Asked Questions

What types of items are accepted as in-kind sponsorships?

Nutritional snacks, boxed lunches, water, energy drinks, tote bags, and/or promotional items.

By when should I submit my information and commitment form?

To be considered a Lead Sponsor, commitments must be made by **October 30, 2026**.

Sponsorship commitments at other levels are welcome at any time; however, to ensure full benefits of the selected sponsorship level, all required sponsor information must be submitted no later than **April 2, 2027**.

What is included in the complimentary registrations?

Registrations include the Event T-Shirt, Bibs, & Medals, and Food & Drink Bracelet. Beer Garden access is included in the Food & Drink Bracelet





“Smiles were everywhere, and there was a sense of togetherness, a true essence of community, and a powerful reminder of what we can create when we come together with purpose.”

—Abrazo 2026 Participant

Contact us for further inquiries

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2027

