



ABRAZO 2026

5K Walk & 10K Run

Sponsorship Package

Contact

For questions on other sponsorship or donor opportunities, contact **Ricardo Guerrero** at ricardog@casafamiliar.org.

About Casa Familiar

Casa Familiar was founded in 1973 and is a 501(c)(3), community-based organization dedicated to serving residents in South San Diego County.

Mission

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

Vision

We envision healthy, just, and sustainable communities that reach their full potential.

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



Our Cause This Year



GET UP

STAND UP

MOVE FOR A CAUSE

“You’ll never know how strong you are until being strong is your only choice.”

Our Abrazo 5K Walk and 10K Run theme is "Get Up Stand Up." In the words of Bob Marley "One love, one heart, let's get together and feel alright!" He used his voice for the advancement of social justice. His music, infused messages of love, unity, and resistance.

Please join Casa Familiar and walk for our cause of Advancing Communities. Our 2026 Abrazo 5K Walk/ 10K Run leans into the messages and music of Bob Marley and

Casa's tireless work of Advancing Communities even in adversity — and celebrates the strength of comunidad.

Help us uplift our wins and be a top sponsor to help Casa address growing needs in our community. This event will benefit youth and senior services.

Expect fun rasta vibes, music and 2 special awards will be given after the walk/run during a short program.

Event Details

The Abrazo 5K Walk & 10K Run takes participants along the scenic San Ysidro–Tijuana border. This year, we're excited to bring back the Beer Garden — celebrate after the run with a refreshing drink! Beer access is included with your food and drink bracelet.

Welcoming more than 300 participants each year, this annual fundraising event is packed with community spirit, fun, and contagious energy.

DATE

Saturday, May 2, 2026

SCHEDULE

6:30 AM: Registration

7:00 AM: Welcome

7:30 AM: 10K Run

7:35 AM: 5K Walk

8:45 AM - 11 AM: Awards &
Raffles

LOCATION

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



Sponsorship Levels and Benefits

Year Long Benefits	Lead Off Sponsor* Any Sponsor Level	Anchor \$25,000	First \$10,000	Second \$5,000	Third \$2,500	Supporting \$1,500	In-Kind Sponsorship
Logo on Casa Familiar Website	✓						
Quarterly Social Media Recognition	✓	✓					
Abrazo 5k Walk & 10k Run							
Logo Recognition on E-communications	✓	✓					
Acknowledgement in Press Release	✓	✓	✓				
Social Media Posts during Event Month	5	4	3	2	1	1	1
Logo on Main stage	✓	✓	✓	✓			
Recognition in Event Video	✓	✓	✓	✓	✓	✓	
Registrations + Food & Drink Bracelets + T-shirts	10	10	10	10	10	10	2
Logo on Event Signage	✓	✓	✓	✓	✓	✓	✓
Logo on Race Bib	✓						
Verbal Acknowledgment on Main Stage	✓	✓	✓	✓			

*Commit at any sponsorship level by October 15, 2025, to be recognized as a Lead Off Sponsor and receive the full range of benefits.

Individual Registration

5K Registration	Allies: \$50 Early Bird: \$45	Casa Program Participants \$20 Early Bird: \$15
Registration per person	✓	✓
Event T-shirt, Bibs, & Medals	✓	✓
Food & Drink Bracelet (includes 2 burritos + 2 drinks)	✓	

10K Registration	Allies: \$65 Early Bird: \$60	Casa Program Participants \$20 Early Bird: \$15
Registration per person	✓	✓
Event T-shirt, Bibs, & Medals	✓	✓
Food & Drink Bracelet (includes 2 burritos + 2 drinks)	✓	

Additional Purchases	
Food & Drink Bracelet (includes 2 burritos + 2 drinks)	\$25

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 recognized as a Lead Off Sponsor, commitments at any sponsor level must be received by **October 15, 2025**.

Sponsorships are welcome after this date; to guarantee full benefits for your selected level, all sponsor materials and information must be submitted no later than **April 3, 2026**.

When does Early Bird Registration end?

Early Bird Registration ends on **January 16, 2026**.

Are children's registrations free?

Yes. Registration is complimentary for children aged 12 and under; however, t-shirts, food, and beverages are not included.



Contact us for further inquiries

Ricardo Guerrero
ricardog@casafamiliar.org

2026

