

# 2019 CESAR CHAVEZ LEGACY AWARDS ANNUAL GALA

*Inspiring & Transforming  
Communities*



**THURSDAY, APRIL 4, 2019**

THE MILLENNIUM BILTMORE HOTEL LOS ANGELES



CESAR CHAVEZ  
FOUNDATION

# *Inspiring & Transforming Communities*

The Cesar Chavez Foundation invites you to join us in celebrating our 18th annual Legacy Awards Gala. The event brings together national and local leaders from every sector of business, government, labor and education together to remember the life and work of Cesar and honors distinguished individuals for their commitment to social justice and their positive contributions in their respective fields. The Cesar Chavez Legacy Awards are presented to individuals who exemplify excellence and commitment to community and advocacy.

The Cesar Chavez Foundation preserves and promotes the legacy and values of Cesar Chavez through various social enterprises and programs that improve the quality of life for working families. Through our efforts, we inspire and transform communities.

We invite you to join our prestigious list of sponsors and supporters for this event, which allows us to grow and deepen our work at the National Chavez Center. Various levels of participation are available.

*"We cannot seek achievement for ourselves and forget about progress and prosperity for our community... Our ambitions must be broad enough to include the aspirations and needs of others, for their sakes and for our own."*

*-Cesar Chavez*

# *Inspiring & Transforming Communities*

## **BECOME A SPONSOR**

We invite you to join our prestigious list of sponsors and supporters for this event. Various levels of participation are available. Benefits of participation include:

- Brand alignment with the one of the nation's top Latino organizations.
- Cross promotion via marketing, branding, community relations and public relations for your company.
- Networking and business-to-business opportunities.
- Philanthropy channel to a reputable, meaningful and active non-profit.

## **PAST SPONSORS INCLUDE:**

Anheuser-Busch	General Motors	RAAM Construction
Anthem Blue Cross	Greenfield Construction	Raygoza Landscaping
BNSF Railway	Hennessy	Shackleford, Melton, McKinley & Norton
Bracero Tequila	iHeart MEDIA	Southern California Gas Company
Canana	KABC7	Southwest Airlines
Care 1st	Kaiser Permanente	The California Endowment
Chase	Kris Kristofferson	Time Warner Cable
Chevron	Meruelo Media	Toyota
Coca-Cola	MillerCoors	Trammell Crow Company
Disney	National Equity Fund	United Health Care
Edison International	NBCUniversal Telemundo	Verizon
ESPN	Pantelion	Wells Fargo
Frenkel & Company	Participant Media	Yardi Systems Inc
Frito-Lay	PG&E	
Frontier Communications	Proteus	

# PAST CESAR CHAVEZ LEGACY AWARD HONOREES

## **Miguel Contreras**

Executive Secretary-Treasurer Los Angeles County Federation of Labor

## **Coretta Scott King**

Founder, The King Center

## **The Honorable Nancy Pelosi**

Democratic Leader United States House of Representatives

## **Antonia Hernández**

President & CEO California Community Foundation

## **Ed Begley, Jr.**

Activist

## **The Kennedy Family**

Activist/Politicians

## **Raul Yzaguirre**

Presidential Professor of Practice, Community Development and Civil Rights - Arizona State University

## **Hillary Rodham Clinton**

Former Senator and US States Secretary of State

## **The California Labor Movement**

Organization

## **Antonio Villaraigosa**

Former Mayor of LA

## **Frank J. Quevedo**

Vice President of Equal Opportunity for Southern California Edison

## **Father Gregory J. Boyle, S.J**

Priest and Founder of Homeboy Industries

## **Mark Guerrero**

Musician

## **Arnold Schwarzenegger**

Former California State Governor

## **Monica Lozano**

Publisher and CEO of La Opinión

## **Carlos Santana**

Musician

## **Howard Berman**

Member of the United States House of Representatives for California

## **Ricardo Montalbán**

Actor

## **Janet Murguía**

NCLR President and CEO

## **Hilda Solis**

Former United States Secretary of Labor

## **Cheech Marin**

Actor

## **Sister Jennie Lechtenberg**

Founder of Puente Learning Center

## **Maria Elena Durazo**

Executive Secretary-Treasurer of the Los Angeles County Federation of Labor

## **Luis Valdez**

Playwright and Director

## **Kenneth Salazar**

Former United States Secretary of Interior

## **Dolores Huerta**

Labor Leader and Co-Founder of the United Farm Workers

## **Richard Chavez**

Labor Leader

## **Thomas Saenz**

President of Mexican American Legal Defense Education Fund

## **Diego Luna**

Actor

## **Pablo Cruz**

Producer

## **Michael Peña**

Actor

## **Rosario Dawson**

Actor

## **Jacob Vargas**

Actor

## **John Malkovich**

Actor

## **Herb Wesson**

Los Angeles City Councilmember and President of the Council

## **Kris Kristofferson**

Actor and Musician

## **Jim Plunkett**

Athlete

## **Mily Trevino-Sauceda**

Co-founder of Alianza Nacional de Campesinas

## **Walt Disney Company**

Company

## **Dianne Feinstein**

United States Senator

## **Xavier Becerra**

Attorney General of California

## **Mario Lopez**

Actor/Entertainer

## **Maria Teresa Kumor**

President Voto Latino

## **The Honorable John Lewis**

Civil Rights Icon & US Representative

## **Edward James Olmos**

Actor, Producer & Activist

## **Cristina Jiménez**

Executive Director & Co-Founder United We Dream

## **Jose Montoya**

Artist/Royal Chicano Air Force

## **Most Reverend Jose H Gomez**

Archbishop of Los Angeles

## **America Ferrera**

Actor

## Sponsorship Levels and Benefits:

### **PRESENTING SPONSOR**

**\$50,000**

- Category exclusivity as Presenting Sponsor.
- Corporate logo on all materials produced for the Gala.
- Speaking opportunity for company representative.
- Video or commercial screened at Gala.
- Stage and video screen recognition as Presenting Sponsor.
- (2) ten-person tables at Gala.
- Corporate logo on Cesar Chavez Foundation website and all e-marketing blasts.
- (2) Full-page, color advertisements on inside front or back cover in Commemorative Program Book.
- Inclusion in all press materials.
- Photo opportunity with honorees.
- Right of first refusal for 2018 Presenting Sponsor opportunity.

### **DIAMOND SPONSOR**

**\$35,000**

- Category exclusivity as Diamond Sponsor.
- Corporate logo on select marketing materials produced for the Gala.
- Video or commercial screened at Gala.
- Stage and video screen recognition as Diamond Sponsor.
- (2) ten-person tables at Gala.
- Corporate logo on Cesar Chavez Foundation website and select e-marketing blasts.
- Full-page, color advertisement in Commemorative Program Book.
- Inclusion in all press materials.

## Sponsorship Levels and Benefits

### **PLATINUM SPONSOR**

**\$20,000**

- Corporate logo on select marketing materials produced for the Gala.
- Video screen recognition as Platinum Sponsor.
- Ten-person table at Gala.
- Corporate logo on Cesar Chavez Foundation website.
- Full-page, color advertisement in Commemorative Program Book.
- Inclusion in official Gala press release.

### **GOLD SPONSOR**

**\$15,000**

- Corporate logo on select marketing materials produced for the Gala.
- Video screen recognition as Gold Sponsor.
- Ten-person table at Gala.
- Corporate logo on Cesar Chavez Foundation website.
- Full-page, black and white advertisement in Commemorative Program Book.

### **SILVER SPONSOR**

**\$10,000**

- Corporate logo on select marketing materials produced for the Gala.
- Video screen recognition as Silver Sponsor.
- Ten-person table at Gala.
- Corporate logo on Cesar Chavez Foundation website.
- Half-page, black and white advertisement in Commemorative Program Book.

## Sponsorship Levels and Benefits

### **BRONZE SPONSOR**

**\$7,000**

- Video screen recognition as Bronze Sponsor.
- Ten-person table at Gala.
- Corporate logo on Cesar Chavez Foundation website.
- Half-page, black and white advertisement in Commemorative Program Book.

### **BECOME A SPONSOR**

Please submit art as a CMYK or B&W PDF or eps, at 300 dpi with fonts outlined to [nbenavides@chavezfoundation.org](mailto:nbenavides@chavezfoundation.org)

**Full Pages: 6.5"W x 6.5"H,**

**Half Pages: 6.5"W x 3.25"H, non-bleed.**

Please contact: Nora Benavides at [nbenavides@chavezfoundation.org](mailto:nbenavides@chavezfoundation.org) or 916-201-0686

**DEADLINE FOR AD SUBMISSIONS IS FRIDAY, MARCH 15TH.**

*Visit us online at: [www.chavezfoundation.org](http://www.chavezfoundation.org)*

# Inspiring & Transforming Communities

Name: \_\_\_\_\_

(Please print name exactly as it should be listed in printed materials)

Company \_\_\_\_\_

Address: \_\_\_\_\_

City: State: ZIP: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Yes, please count on me to support the **CESAR CHAVEZ LEGACY AWARDS GALA** with a sponsorship gift at the following level:

**\$50,000 Presenting Sponsor**

**\$35,000 Diamond Sponsor**

**\$20,000 Platinum Sponsor**

**\$15,000 Gold Sponsor**

**\$10,000 Silver Sponsor**

**\$7,000 Bronze Sponsor**

Or

Please accept my donation toward the success of the event in the amount of \$\_\_\_\_\_

Or

I would like to purchase individual \_\_\_\_\_ ticket(s) at \$500 each for a total of \$\_\_\_\_\_.

**Payment made by:**     **Check enclosed**             **VISA**     **MasterCard**     **AMEX**

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_                      3 or 4 digit Security Code: \_\_\_\_\_

Signature: \_\_\_\_\_                                      Date: \_\_\_\_\_

Tax ID: 77-0159465

**Checks Payable to:**

National Chavez Center

Attn: Gala Event

P.O. BOX 62

Keene, CA 93531

*\*The National Chavez Center is a non-profit affiliate of the Cesar Chavez Foundation whose mission is to preserve and promote the legacy of Cesar Chavez.*