

LET THE SPIRIT FLOURISH AND GROW



CESAR CHAVEZ  
FOUNDATION

2023 CESAR CHAVEZ  
FOUNDATION GALA  
**THURSDAY, MARCH 23, 2023**

MILLENNIUM BILTMORE HOTEL LOS ANGELES

506 S GRAND AVE, LOS ANGELES, CA 90071



*“We have **looked** into the **future** and the **future** is **ours**.”* – Cesar Chavez

The Cesar Chavez Foundation invites you to celebrate our 20th Annual Legacy Awards Gala. After a 3-year covid hiatus, we look forward to a fun evening and the opportunity to thank you in person for supporting Cesar's legacy and work through the Cesar Chavez Foundation. This year's theme, – **Let the Spirit Flourish and Grow** – is a reminder to relish in the beauty of community, laughter and honoring those who carry Cesar's same forthright spirit for positive change today.

### Annual Gala

Our annual gala brings together national and local leaders from every sector of business, government, labor, and education to remember Cesar Chavez's life and work. It honors distinguished individuals for their commitment to social justice and positive contributions to society. Every year, we honor those who uplift the communities to which Cesar tirelessly devoted his life. All honorees embody Cesar's vision of freedom and his commitment to social justice and equal dignity, which continue to inspire our nation's leaders and the American people.

### About the Cesar Chavez Foundation

Sixty years ago, civil rights leader Cesar Chavez ignited a movement that would transform communities by championing the rights of farmworkers, Latinos, and working families. Today Cesar's values and vision are carried forth through the Cesar Chavez Foundation with a successful group of social enterprises that support Latinos and our most vulnerable working families through affordable housing development, culturally responsive programs that empower students, radio broadcasting that reaches millions to inform and inspire and the National Chavez Center, which preserves and promotes the legacy of Cesar Chavez.

Thanks to your support over the years, the Chavez Foundation has created affordable housing across 34 underserved communities from rural to urban areas throughout the Southwest. Your donation has allowed us to build over 5,000 affordable multi-family units, award \$500,000 in scholarships, and provide culturally rich programs to 38,000 students in over 150 school districts.

We invite you to join our prestigious list of supporters for this event to continue Cesar's legacy of inspiring and transforming communities for generations to come.

## 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 oldest and most recognized 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

Anthem Blue Cross

Bank of the West

BNSF Railway

Bracero Tequila

Care 1st

Chevron

Coca-Cola

Disney

Edison International

EPIC Insurance Brokers & Consultants

ESPN

Frito-Lay

Frontier Communications

General Motors

Greenfield Construction

Hennessy

iHeart MEDIA

Jackson Lewis P.C.

JPMorgan Chase & Co.

KABC7

Kaiser Permanente

Kris Kristofferson

National Equity Fund

NBCUniversal Telemundo

Pantelion

Participant Media

PG&E

Proteus

RAAM Construction

Raygoza Landscaping

Shackleford, Melton, McKinley & Norton

Southern California Gas Company

Southwest Airlines

The California Endowment

Time Warner Cable

Toyota

Trammell Crow Company

United Health Care

Univision

Verizon

Wells Fargo

Yardi Systems Inc

# 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

## **Hillary Rodham Clinton**

Former Senator and US States Secretary of State  
The California Labor Movement Organization

## **Antonio Villaraigosa**

Former Mayor of LA

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

Priest and Founder of Homeboy Industries

## **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

## **Michael Peña**

Actor

## **Rosario Dawson**

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

## **The Walt Disney Company**

Company

## **Dianne Feinstein**

United States Senator

## **Hon. Xavier Becerra**

Attorney General of California

## **Mario Lopez**

Actor/Entertainer

## **Maria Teresa Kumor**

President Voto Latino

## **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

## **Lulu Garcia-Navarro**

NPR Correspondent

## **Lalo Alcaraz**

Cartoonist & Writer

## **Hon. Alex Padilla**

Secretary of State of California

## **Shepard Fairey**

Artist & Activist

## **Sylvia Mendez**

Civil Rights Activist

# SPONSORSHIP AND AD OPPORTUNITIES

## **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.
- Company name mentioned and tagged in gala-related social media posts
- (5) 30-second radio ads on Chavez Radio Group consisting of Forge and Campesina (over 1 million active listeners)

## **GOLD SPONSOR - \$35,000**

- Corporate logo on select marketing materials produced for the Gala.
- Video or commercial screened at Gala.
- Stage and video screen recognition a Sponsor.
- (2) ten-person tables at Gala.
- Corporate logo on Cesar Chavez Foundation website and select e-marketing blasts.
- One full-page, color advertisement in commemorative program book.
- Inclusion in all press materials
- Company name mentioned and tagged in gala-related social media post
- (3) 30-second radio ads on Chavez Radio Group consisting of Forge and Campesina (over 1 million active listeners)

## **SILVER SPONSOR - \$20,000**

- Corporate logo on select marketing materials produced for the Gala.
- Video screen recognition as 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.
- (1) 30-second radio ads on Chavez Radio Group consisting of Forge and Campesina (over 1 million active listeners)

## **BRONZE SPONSOR - \$10,000**

- Corporate logo on select marketing materials produced for the Gala.
- Video screen recognition as Sponsor.
- Ten-person table at Gala.
- Corporate logo on Cesar Chavez Foundation website.
- Full-page, color advertisement in commemorative program book.

# VIRTUAL PROGRAM BOOK

## FULL PAGE - \$1,000 (8.5" W x 6" H)

Ad pages are setup with a .25" theme border on all sides. Your artwork is set up between the borders at 8.5" x 6".

## HALF PAGE - \$500 (4.25" W x 6" H)

Ad pages are setup with a .25" theme border on all sides. Your artwork is set up between the borders at 4.25" x 6".

Ads will be inserted digitally and set up within the allotted space between the theme borders. If you prefer to submit a text advertisement, our designer will lay out your ad keeping with the theme of the book. No proofs will be provided. Please submit art as a CMYK or B&W PDF or eps, at 300 dpi with fonts outlined to **alexia@goodnessakestrategies.com**.

Please contact: **Alexia Valencia** at **alexia@goodnessakestrategies.com** for any sponsorship customization opportunities.

## DEADLINE FOR AD SUBMISSIONS IS FRIDAY, MARCH 10, 2023

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

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 Gold Sponsor**

☐ **\$20,000 Silver Sponsor**

☐ **\$10,000 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 OR BY: ☐ VISA ☐ MasterCard ☐ AMEX

Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVV: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ Date: \_\_\_\_\_

### Checks Payable to:

Cesar Chavez Foundation  
Attn: Gala Event  
P.O. BOX 310  
Keene, CA 93531

Tax ID: 95-2466747

\* The Cesar Chavez Foundation's mission is to carry on Cesar's life's work of uplifting the lives of Latinos and working families by inspiring and transforming communities through social enterprises that address essential human, cultural and community needs.



**THANK YOU FOR YOUR CONTINUED SUPPORT**



**2023 CESAR CHAVEZ LEGACY AWARDS GALA | MARCH 23, 2023**