A LEGACY OF SERVICE

CESAR CHAVEZ FOUNDATION

2024 CESAR CHAVEZ LEGACY AWARDS

THURSDAY, APRIL 04, 2024

VIBIANA
214 SOUTH MAIN STREET
LOS ANGELES, CA

presented by

 AltaMed
Your community health network
“It is my deepest belief that only by giving our lives do we find life.” – Cesar Chavez

At the Cesar Chavez Foundation, our 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. The mission achieved through four areas of focus:

National Chavez Center
Preserving the legacy of Cesar Chavez at Nuestra Señora Reina de La Paz in Keene, California, memorial gardens, a visitor center, licensing office and sprawling conference and educational center.

Housing and Economic Development Fund
Quality affordable housing and multi-generational community support, including Si Se Puede Learning Centers and Si Se Puede Senior Centers.

Education Fund
Developing future leaders through self-sustaining elementary educational programs, products and services.

Communications Fund
Entertaining, educating and encouraging community engagement through Chavez Radio Group and across multiple platforms.
CESAR CHAVEZ LEGACY AWARDS

The Cesar Chavez Foundation invites you to celebrate the 2024 Cesar Chavez Legacy Awards—hosted by actor and comedian Cristela Alonzo. 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.

This special event 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.
A LETTER FROM THE PRESIDENT

Dear friends:

It is with great pleasure that I welcome and thank you for your consideration to support the Cesar Chavez Legacy Awards. This annual event honors my father’s legacy of service in order to inspire and transform communities, as we do every day at the Cesar Chavez Foundation.

Cesar’s vision was a union as a community of people, in which many thousands joined him to work for social justice and to live out the principles he cherished: nonviolence, self-sacrifice, and service to others.

Each of our honorees embodies Cesar’s legacy. Among them are those who united with our movement during good times and bad, selflessly lent their invaluable support, inspired our people with their commitment to empowerment, or achieved history-making milestones for Latinos as they championed crucial issue, or unequivocally stood up for democracy and civil society and against bigotry and authoritarianism.

The labors of these consequential figures in their own way reflects Cesar’s spirit, lessons, and values. We look forward to having you join us at this exciting event to honor those who carry Cesar’s spirit and to celebrate the wonderment of a movement that still continues through us all as we gather honor and be a part of a change for a better world.

¡Sí Se Puede!

Manuel H. Bernal
President, Cesar Chavez Foundation
HONOREES

ROBERT RIVAS
Speaker of the California Assembly

JANE FONDA
Actor/Activist

CÁSTULO DE LA ROCHA
President and CEO AltaMed

HOST

CRISTELA ALONZO
Actor/Comedian
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
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
- California Latino Legislative Caucus Foundation
- California Wellness Foundation
- Care1st
- Carrillo Law Firm
- Chevron
- City of Los Angeles
- Coalition for Humane Immigrant Rights
- Cordoba Corporation
- Coca-Cola
- Disney
- Edison International
- EPIC Insurance Brokers & Consultants
- ESPN
- Frito-Lay
- Frontier Communications
- General Motors
- Grand Valley State University
- Greenfield Construction
- HD Supply
- Hennessy
- HD Supply
- Hennessy
- iHeart MEDIA
- Jackson Lewis P.C.
- JPMorgan Chase & Co.
- Lubin Olson & Niewiadomski
- KABC7
- Kaiser Permanente
- Kris Kristofferson
- National Equity Fund
- NBCUniversal Telemundo
- Pantelion
- Participant Media
- PG&E
- Proteus
- RAAM Construction
- Raygoza Landscaping
- Robert F. Kennedy Medical Plan/Juan De La Cruz Pension Plan
- Shackelford, Melton, McKinley & Norton
- Southern California Gas Company
- Southcoast AQMD
- Southwest Airlines
- The California Endowment
- Time Warner Cable
- Toyota
- Trammell Crow Company
- United Farm Workers
- United Health Care
- Univision
- Verizon
- Wells Fargo
- Yardi Systems Inc
- Y&M Architects
SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSORS

PLATINUM SPONSOR - $35,000
• Corporate logo on select marketing materials produced for the awards event.
• Video or commercial screened at the awards event.
• Stage and video screen recognition as a Sponsor.
• (1) Premier Lounge Access Front row seating: 10 person lounge
  - VIP bar access
  - One Limited Edition Tequila Bottle at table
• Inclusion in all press materials
• Company name mentioned and tagged in awards event-related social media post
• SOCIAL MEDIA POST (IG, LinkedIn from CCF/NCC)
• Guided Tour of the Cesar E Chavez National Monument
• Securing a Cesar Chavez Foundation Family Member to present at your office for Cesar Chavez Day/week (activation)

GOLD SPONSOR - $20,000
• Corporate logo on select marketing materials produced for the awards event.
• Video screen recognition as Sponsor
• Seats for 10 guests at the awards
• Full-page, color advertisement in commemorative program book.
• Inclusion in the official awards event press release.
• SOCIAL MEDIA POST (IG, LinkedIn from CCF/NCC)

SILVER SPONSOR - $10,000
• Corporate logo on select marketing materials produced for the awards event
• Video screen recognition as Sponsor.
• Seats for 10 guests at the awards
• SOCIAL MEDIA POST (IG, LinkedIn from CCF/NCC)
EXCLUSIVE FUNDRAISING OPPORTUNITIES AVAILABLE

For more information, please contact
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