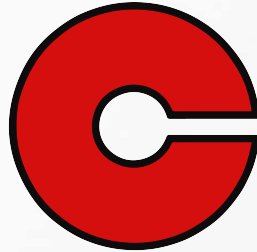


A LEGACY OF SERVICE



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!

A handwritten signature in black ink, appearing to read 'Manuel H. Bernal', with a large, stylized initial 'M' and 'B'.

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
Care 1st
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

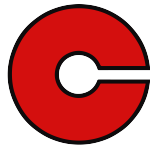
- Corporate logo on select marketing materials produced for the awards event.
- Video screen recognition as Sponsor
- Seats for 10 guests at the awards
- Full-page, color advertisement in commemorative program book.
- Inclusion in the official awards event press release.
- SOCIAL MEDIA POST (IG, LinkedIn 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
NOLAN ORTIZ at nortiz@chavezfoundation.org or
ALEXIA VALENCIA at alexia@goodnessakestrategies.com



CESAR CHAVEZ
FOUNDATION