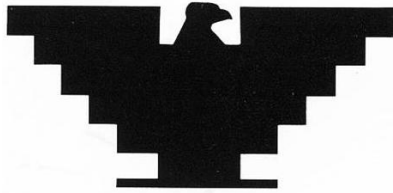




**Celebrating the life work of Cesar E. Chavez**

**March 31, 1927- April 23, 1993**



## **EVENT SPONSORSHIP PACKAGE**

**2012 SAN FRANCISCO BAY AREA**

**CESAR E. CHAVEZ HOLIDAY BREAKFAST**

**FRIDAY, MARCH 30<sup>th</sup>, 2012**

**[www.cesarchavezday.org](http://www.cesarchavezday.org)**

**[cesarchavezday@gmail.com](mailto:cesarchavezday@gmail.com)**



# EVENT SPONSORSHIP PACKAGE

San Francisco's Annual Cesar E. Chavez Holiday Breakfast is a significant community event that brings together community leaders, elected officials, prominent business leaders and labor union representatives to celebrate the life and legacy of Cesar E. Chavez, an iconic American civic leader.

Cesar E. Chavez advocated for the human rights of agricultural farm workers in California and throughout the United States, and co-founded the *National Farm Workers Association* now the *United Farm Workers of America (UFW)*, the nation's largest and most robust farm workers' labor union.

The annual breakfast event will be hosted at the *Mission Language & Vocational School- Latino Culinary Academy* in the City's Mission neighborhood. The breakfast will have a guest speaker, which will shed light on how Cesar E. Chavez's legacy lives on through their work, or speak to having the privilege of working directly with him. Past speakers include; **Dolores Huerta**, Co-Founder of UFW and **Richard Chavez**, Cesar's brother.

**WHEN: Friday, March 30<sup>th</sup>, 2012**

**TIME: 8:00 AM – 10:00 AM**

**WHERE: Mission Language & Vocational School- Latino Culinary Academy  
2929 19<sup>th</sup> Street, San Francisco, CA 94110**

**Cesar E. Chavez Holiday Breakfast** is produced by the Cesar E. Chavez Holiday Parade & Festival Committee in partnership with the 24<sup>th</sup> Street Merchants & Neighborhood Association/Baja 24<sup>th</sup> and the Latin American Teachers' Association (LATA). The CEC Committee works in collaboration with the SFUSD, SF Labor Council, the Mission Cultural Center for Latino Arts, El Tecolote newspaper and many volunteers.

**The Lower 24<sup>th</sup> Street Neighborhood Association/Baja 24<sup>th</sup>** is a collaborative group working together to produce a quality of life that creates a safe, clean, and healthy environment for residents, families, and merchants to work, live and enjoy recreational activities in the Mission neighborhood. They work to preserve the unique beauty and culture that is the trademark of the **Lower 24<sup>th</sup> Street Neighborhood Association/Baja 24<sup>th</sup>**, and the larger Mission community.

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Cesar E. Chavez Holiday Parade & Festival 255 9<sup>th</sup> Street Suite 205, San Francisco, CA 94103

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# EVENT SPONSORSHIP PACKAGE

## PRESENTING SPONSOR: \$10,000

- ❖ Top placement of name on event program
- ❖ Special recognition & acknowledgement from stage
- ❖ Top billing of name on promotional materials
- ❖ Seating for 2 at the VIP table
- ❖ Special seating; table of 10
- ❖ Logo/name on Cesar E. Chavez Holiday Parade poster (April 21, 2012 community event)
- ❖ Logo/name on promotional banner in San Francisco MUNI stations (30 days prior to event)
- ❖ Name/logo on Cesar E. Chavez Holiday website [www.cesarchavezday.org](http://www.cesarchavezday.org)

## GOLD EAGLE SPONSOR: \$5,000

- ❖ Special placement of name on event program
- ❖ Special recognition from breakfast event stage
- ❖ Name on promotional materials
- ❖ Seating for 1 at the VIP table
- ❖ Special seating; table of 10
- ❖ Logo/name on Cesar E. Chavez Holiday Parade poster (April 21, 2012 community event)
- ❖ Logo/name on promotional banner in San Francisco MUNI stations (30 days prior to event)
- ❖ Name/logo on Cesar E. Chavez Holiday website [www.cesarchavezday.org](http://www.cesarchavezday.org)

## SILVER EAGLE SPONSOR: \$2,500

- ❖ Special recognition from breakfast event stage
- ❖ Special placement of name on program
- ❖ Special seating; table of 10
- ❖ Name/logo on Cesar E. Chavez Holiday website [www.cesarchavezday.org](http://www.cesarchavezday.org)

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# EVENT SPONSORSHIP PACKAGE

## **BRONZE EAGLE SPONSOR: \$1,000**

- ❖ Recognition from breakfast event stage
- ❖ Special seating; table of 10
- ❖ Name/logo on Cesar E. Chavez Holiday website [www.cesarchavezday.org](http://www.cesarchavezday.org)

## **BLACK EAGLE SPONSOR: \$600**

- ❖ Special seating; table of 10
- ❖ Program Acknowledgement

## **BLACK EAGLE TABLE SPONSOR:**

**\$600**

- ❖ Special seating; table of 10
- ❖ Program Acknowledgement

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