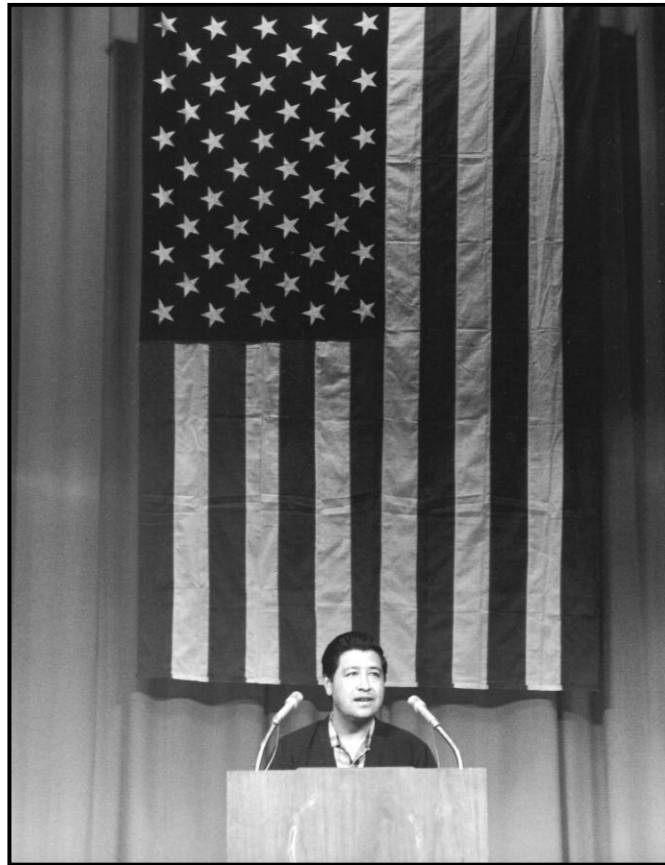

**2017 SAN FRANCISCO BAY AREA
CESAR E. CHAVEZ HOLIDAY PARADE & FESTIVAL
EVENT SPONSORSHIP PACKAGE**

SATURDAY, APRIL 29, 2017



Cesar's Legacy – Educate, Inspire & Empower

www.cesarchavezday.org

cesearchavezday@gmail.com



Cesar E. Chavez Holiday Parade & Festival 2017

San Francisco's Annual Cesar E. Chavez Holiday Parade & Festival is a significant community event in the City's Mission neighborhood that celebrates the life and legacy of Cesar E. Chavez (3/31/27-4/23/93). Cesar inspired farm workers and millions of people who never worked on a farm to commit themselves to social, economic and civil rights activism.

Cesar's legacy continues to educate, inspire and empower people from all walks of life. He is a role model for all Americans and for generations to come.

The culturally diverse event draws audiences from San Francisco and the Bay Area, and has become the largest celebrated Cesar E. Chavez community event in Northern California.

The event begins with a parade and march from Dolores Park, a historical Mission neighborhood park. The parade is led by the Latino Honor Students from San Francisco Bay Area public schools carrying their school banners; followed by community based organizations, labor unions, community leaders, elected officials, floats inspired by the UFW movement, musicians, dancers, and Classic cars. Hundreds of supporters march through the Mission neighborhood ending on 24th Street at the Cesar E. Chavez Festival.

The Festival includes family entertainment, cultural dance and music, a Children's Area, a Classic Car Show, arts & crafts vendors, local community resources, and information booths. Merchants will have sidewalk sales and food will be provided by local restaurants. The 2017 Festival highlights include two stages: Main Stage at 24th St/Bryant; and Youth Stage & entertainment at 24th St/Treat.

Thousands attend the annual Cesar E. Chavez Holiday Celebration--families, students, artists, community based organizations, labor unions, community leaders, elected officials, schools, business and corporate partners and many more. Don't miss this wonderful opportunity to showcase your entity services and/or products while supporting an important community event. Please join us in commemorating the life and work of Cesar Chavez.

WHEN: Saturday, April 29, 2017

TIME: PARADE - 11:00 AM FESTIVAL – 11:00 AM to 6:00 PM

WHERE: Parade begins at Dolores Park on 19th Street and ends on 24th Street between Treat and Bryant Streets at the Cesar E. Chavez Festival.

Cesar E. Chavez Holiday Parade & Festival • Cesar's Legacy – Educate, Inspire & Empower

2929 19TH Street San Francisco, CA 94110 phone (415) 621-2665

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EVENT SPONSORSHIP PACKAGE

PRESENTING SPONSOR: \$10,000

- ❖ Logo on all promotional print, web and media materials
- ❖ Logo on approximately 2,000 print posters, 6,000 postcards, and 10,000 print cards
- ❖ Logo and web link on www.cesarchavezday.org for a year duration
- ❖ Verbal acknowledgement and recognition from main stage
- ❖ **Personality/representative carrying lead banner, or ride in a classic car in the Parade**
- ❖ **4 passes to VIP area (festival) and 10 seats (1 table) at Cesar Chavez Breakfast (3/31/2017)**
- ❖ **Booth space (10' X 10') and tent in prominent location**
- ❖ Prime logo/name on event program

GOLD EAGLE SPONSOR: \$5,000

- ❖ Logo on all promotional print, web and media materials
- ❖ Logo on approximately 2,000 print posters, 6,000 post cards and 10,000 cards
- ❖ Logo and web link on www.cesarchavezday.org for a year duration
- ❖ **Personality/representative carrying lead banner, or ride in a classic car in the Parade**
- ❖ **2 passes to VIP area (festival) and 5 seats at Cesar Chavez Breakfast (3/31/2017)**
- ❖ **Booth space (10' X 10') and tent in prime location**
- ❖ Logo/name on event program

SILVER EAGLE SPONSOR: \$2,500

- ❖ Logo and web link on www.cesarchavezday.org for a year duration
- ❖ 2 passes to VIP Festival Area
- ❖ Booth space (10' X 10') and tent provided
- ❖ Name on event program

BRONZE EAGLE SPONSOR: \$1,000

- ❖ Logo and web link on www.cesarchavezday.org for a year duration
- ❖ Booth space (10' X 10') provided
- ❖ Name on event program

BLACK EAGLE SPONSOR: \$500

- ❖ Booth space (10' X 10') provided
- ❖ Program listing

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SPONSORSHIP COMMITMENT FORM

Please check level of sponsorship:

- | | | | |
|---|----------|---|---------|
| <input type="checkbox"/> Presenting Sponsorship | \$10,000 | <input type="checkbox"/> Gold Eagle Sponsorship | \$5,000 |
| <input type="checkbox"/> Silver Eagle Sponsorship | \$2,500 | <input type="checkbox"/> Bronze Eagle Sponsorship | \$1,000 |
| <input type="checkbox"/> Black Eagle Sponsorship | \$500 | | |

Contact Name:

Contact Title:

Organization:

Organization Name or Individual Name to be listed in program:

Address:

City: State: Zip:

Phone 1: Phone 2: Fax: Email:

I understand that:

- ❖ Completion of this form is confirmation of my [organization's] support as a sponsor of this event.
- ❖ Cesar E. Chavez Parade & Festival fiscal sponsor is Mission Language & Vocational School (MLVS) a 501c3, Tax ID Number 94-2174237.
- ❖ Sponsorship monies are non-refundable.
- ❖ It is my responsibility to provide my [organizations] logo in any of the following formats; jpeg, via email to cesarchavezday@gmail.com by **3/1/2017** for inclusion of sponsorship print and web materials.
- ❖ Sponsorship commitment forms can be emailed to cesarchavezday@gmail.com or mailed to 2929 19th Street, San Francisco, CA 94110, attention Eva Royale.
- ❖ Sponsorship checks must be made payable to: Cesar E. Chavez Holiday Parade & Festival at 2929 19th Street San Francisco, CA 94110.
- ❖ For more information call 415- 621-2665.
- ❖ Signature: Date: Printed Name:

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