



**2024 SAN FRANCISCO BAY AREA  
CESAR E. CHAVEZ HOLIDAY PARADE & FESTIVAL**

**Saturday, April 13, 2024**

**31<sup>st</sup> ANNIVERSARY SPONSORSHIP PACKAGE**



**Cesar's Legacy – Educate, Inspire & Empower**

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

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





## **Cesar E. Chavez Holiday Parade & Festival 2024**

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 24<sup>th</sup> 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 2024 Festival highlights include the 24<sup>th</sup> Street Main Stage at 24<sup>th</sup>/Bryant with music and performances.

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; at the Cesar E Chavez Holiday Parade & Festival.

**WHEN:** Saturday, April 13, 2024

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

**WHERE:** Parade begins at Dolores Park on 19<sup>th</sup> Street and ends on 24<sup>th</sup> Street at the Cesar E. Chavez Festival, Folsom St.—Bryant Street.

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2929 19<sup>TH</sup> Street San Francisco, CA 94110 phone (415) 602.6269

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## EVENT SPONSORSHIP PACKAGE

### PRESENTING SPONSOR: \$10,000

- ❖ Top placement of name on program
- ❖ Logo on all promotional print, web and media materials
- ❖ Logo on approximately 2,000 print posters, 5,000 postcards, and 10,000 print cards
- ❖ Logo and web link on [www.cesarchavezday.org](http://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 8 seats (1 table) at Cesar Chavez Breakfast (3/28/2024)**
- ❖ **space (10' X 10' Booth) 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, 5,000 post cards and 10,000 cards
- ❖ Logo and web link on [www.cesarchavezday.org](http://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 4 seats at Cesar Chavez Breakfast (3/28/2024)**
- ❖ **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](http://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](http://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

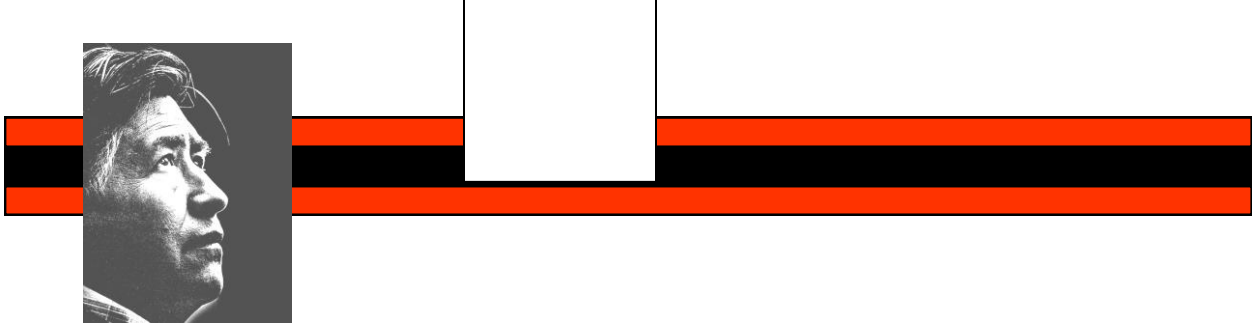
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## SPONSORSHIP COMMITMENT FORM

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    | <input checked="" type="checkbox"/> Holiday Supporter | \$100   |

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 information is available upon request.
- ❖ 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](mailto:cesarchavezday@gmail.com) by **3/15/2024** for inclusion of sponsorship print and web materials.
- ❖ Sponsorship commitment forms can be emailed to [cesarchavezday@gmail.com](mailto:cesarchavezday@gmail.com) or mailed to 1188 Franklin St. #203, San Francisco, CA 94109, attention, Eva Royale.
- ❖ Sponsorship checks must be made payable to: Cesar Chavez Holiday Parade & Festival at 1188 Franklin St. #203, San Francisco, CA 94109.
- ❖ For more information call 415- 602.6269.
- ❖ Signature: Date: Printed Name:

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