

**2026 SAN FRANCISCO BAY AREA**

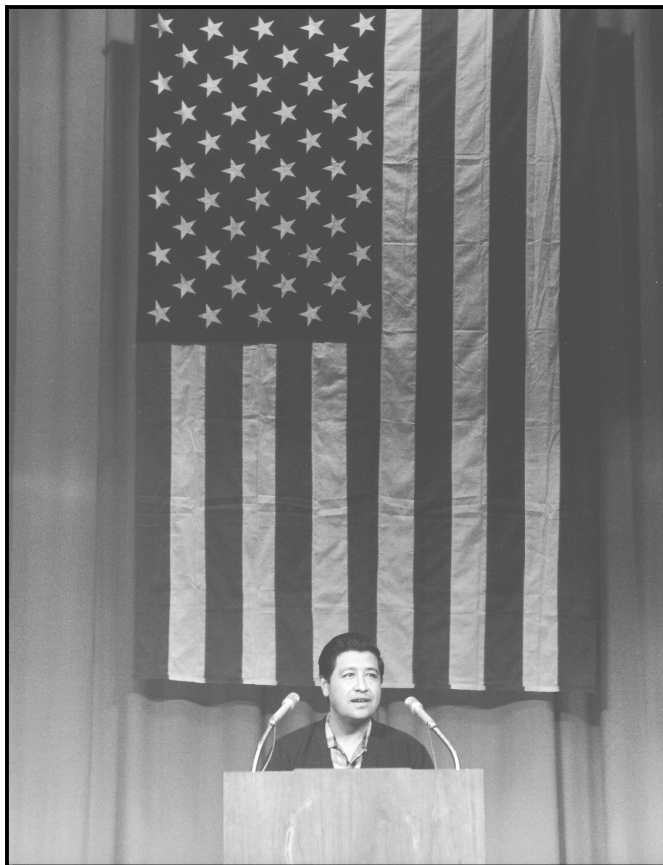
**CESAR E. CHAVEZ & DOLORES HUERTA DAY PARADE & FESTIVAL**

**Saturday, April 11, 2026**

**CESAR E. CHAVEZ HOLIDAY BREAKFAST**

**Tuesday, March 31, 2026**

**33<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 Chavez & Dolores Huerta Holiday Parade & Festival 2026**

San Francisco's Annual Cesar E. Chavez & Dolores Huerta 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), and United Farm Workers Co-Founder, Dolores Huerta. Cesar & Dolores inspired farm workers and millions of people who never worked on a farm to commit themselves to social, economic and civil rights activism.

Cesar & Dolores' legacy continues to educate, inspire and empower people from all walks of life. They are role models 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 Chavez & Dolores Huerta Day 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 2026 Festival highlights include two stages: Main Stage at 24<sup>th</sup> St/Bryant; and Youth Stage & entertainment at 24<sup>th</sup> St/Harrison St.

The Cesar Chavez & Dolores Huerta Day Committee is partnering with the Latin American Teachers Association (LATA); the San Francisco Labor Council; and the Mission Artist Coalition (MAC) to make this a family and community event.

Thousands attend the Annual Cesar Chavez & Dolores Huerta Holiday Celebration--families, students, artists, community based organizations, labor unions, community leaders, elected officials, schools, business, 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 and Dolores Huerta.

**WHEN:** Saturday, April 11, 2026

**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 Chavez & Dolores Huerta Festival, Folsom St.—Bryant Street.



## 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, 6,000 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 10 seats (1 table) at Cesar Chavez Breakfast (3/31/2026)**
- ❖ **space (10' X 10' Booth) and tent in prominent location**

### 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](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 (3/31/2026)**
- ❖ **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



## 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 type="checkbox"/> Black Eagle Table (10)   | \$1,000 |

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 Chavez & Dolores Huerta Holiday Parade & Festival fiscal sponsor available on 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 **3/10/2026** 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: 2929 19<sup>TH</sup> Street, San Francisco, CA 94110, attention, Eva Royale.
- ❖ Sponsorship checks must be made payable to: Cesar Chavez Holiday Parade & Festival and mailed to: 2929 19<sup>th</sup> Street, San Francisco, CA 94110.
- ❖ For more information call 415- 602-6269.
- ❖ Signature: Date: Printed Name: