

12th Annual Cesar E. Chavez Day Walk & Festival



presented by the



www.ufwfoundation.org/events/walk.html
(323) 264-2700. ext 203



**BOARD OF
DIRECTORS**

Arturo Rodriguez
President

Dear Friend,

Tanis Ybarra
Secretary

The UFW Foundation wishes to thank you for the opportunity to request sponsorship of the 12th Annual Cesar E. Chavez Day Walk & Festival honoring an American hero on Saturday, in April of 2010 in Los Angeles, California. This unique event is the largest community celebration in the nation with an expected 5-8,000 attendees honoring Chavez's life of service and commemorating the California state holiday of service and learning.

Lupe Martinez
*Center for Race,
Poverty and the
Environment*

Gina Montoya
MALDEF

The goals of the 12th Annual Chavez Walk & Festival are the following

- Educate youth, families and community members about the life, legacy and work of Cesar Estrada Chavez, the first Latino to ever have a state holiday in his honor;
- Inform and inspire young people and their families to serve their community by "giving back,"
- Provide a positive family environment, where values of community, education, empowerment, leadership, and health are encouraged and;
- Support the UFW Foundation's programs to help improve the lives of farm workers throughout the nation.

Ramon Ramirez
PCUN

Diana Tellefson
Executive Director

The UFW Foundation is a 501(c)(3) non-profit organization inspired by the United Farm Workers' first president and founder, Cesar Estrada Chavez. The organization's mission is to empower and improve the lives of farm workers and other low-income and immigrant workers through (1) the advancement of research, implementation, and enforcement of equitable policy, (2) civic engagement, and (3) community education. The walk is the Foundation's largest and premiere community education event. A benefits package for participation along with a Walk Fact sheet is enclosed for your review.

This year's Walk & Festival promises to be better and larger than ever with more attendees and programming leading up to and at the walk. With your financial support we can make this a memorable event for all involved.

It is my sincere hope and request that you help fund the walk and will be able to join the festivities on Saturday, in April of 2010. We look forward to meeting with you to discuss this further. If you have any questions or need further information, please feel free to contact me at (323) 359-6288. Thank you for your time and Si Se Puede!

Sincerely,

Felicia Montes
Public Outreach Director

12th Annual Cesar E. Chavez Walk & Festival

Celebrating Cesar E. Chavez Day (a California state holiday)

EVENT FACT SHEET

DATE Saturday, in March/April 2010 in Los Angeles, CA

TIME *Registration 9:00am, First Program begins at 10:00am, Walk at 11:00am, Festival (2nd Program) begins at 1pm Festival ends about 3:00pm*

LOCATION TBD

EXPECTED ATTENDANCE 6,000 people (majority youth and families)



2005 Walk Left to Right: Actor Esai Morales, Controller Steve Westly, Councilman Jose Huizar, Mayor Antonio Villaraigosa, Christine Chavez, UFW Board Pres. Arturo Rodriguez

PURPOSE The goals of this event are; (1) to educate youth, families and community members about the life, legacy and work of Cesar Estrada Chavez, the first Latino to ever have a state holiday in his honor; (2) to inform and inspire young people and their families to serve their community by “giving back”; (3) to provide a positive family environment, where values of community, education, empowerment, leadership, and health are encouraged; and (4) to support the UFW Foundation’s programs to help improve the lives of farm workers throughout the nation. We will encourage participants to continue the legacy of Cesar E. Chavez, an American hero, with our young leaders of tomorrow. In keeping with the Cesar Chavez tradition of *familia* --family involvement— we will also create a program reaching out to youth and community to participate in Chavez Day’s Civic Action initiatives.

EXPOSURE Opinion surveys have shown that Cesar E. Chavez is the most respected and trusted individual among Latinos in California. This year will mark 16 years since the passing of Cesar Chavez and the eighth year California has had an official state holiday in his honor.

The Los Angeles Walk & Festival is the Cesar Chavez Farm Worker Movement’s premiere public event and the largest in the country. In coordination with the Walk, over 25,000 students will learn about the life of Cesar E. Chavez. As in previous years, approximately 6,000 people, including educators, students and their families are expected to participate in the event. There will also be “walk teams” from professional, corporate, community organizations; schools; elected officials; actors and representatives from the Hollywood community.

In the past, Walk promotion has come from a number of areas, including approximately 50,000 informational pamphlets and leaflets distributed; 5,000 business window signs displayed; phone banking; the Cesar Chavez Walk web page and extensive in-kind ads/promotions from our media partners. You are offered the unique opportunity to be a part of this historical event that will generate more attention, participation and media coverage than ever before.

PROGRAM This year’s walk will be located in Downtown Los Angeles, which is a gathering place for people all over the city. After a brief welcome, participants will take a 1-mile walk through the streets of Downtown Los Angeles returning to the starting location for festival-type entertainment--speakers, music, comedy and awards. A separate kids’ corner with age appropriate entertainment will be set up for the younger audience. Circling the festival stage will be sponsorship, community service, and merchandise booths.

BENEFICIARY The Walk is hosted by the UFW Foundation; a 501 (c)(3) non-profit organization. Gifts can be designated to the UFW Foundation. The UFW Foundation is a nonprofit organization inspired by the first president and founder of United Farm Workers, Cesar Estrada Chavez. The organization’s mission is to empower and improve the lives of farm workers and other low-income and immigrant workers through; (1) the advancement of research, implementation, and enforcement of equitable policy; (2) civic engagement; and (3) community education.

CONTACT Felicia Montes, UFW Foundation- Public Outreach Director
4545 Cesar E. Chavez Avenue Los Angeles, CA 90022 Phone (323) 264-2700 ext. 203
Fax (323) 263-2807 Email: cesarchavezwalk@yahoo.com

UFW Foundation – Cesar Chavez Day Walk & Festival 2010 Membership Levels

Platinum Eagle Member \$25,000 to \$20,000

- Top billing of name on all promotional materials (i.e., posters, flyers, press releases)
- Logo on approximately 50,000 flyers and 5,000 posters and all printed materials, press releases and official signage at Walk
- Prominent On stage Logo/Banner
- Special Recognition at the Cesar Chavez Walk
- Top mention on official Chavez Walk 2010 T-shirt
- Speaking opportunity at the Event
- Provide event day sponsor recognition on main stage once per hour
- Personality/representative at front of the 12th Annual Cesar E. Chavez Day Walk 2010
- Provide 8 passes to VIP area (backstage refreshment tent restricted to talent Chavez family, and VIPs)
- Provide Event Sponsor with six (6) VIP Parking-Passes
- Top booth space, (10' x 10') booth provided in prominent location
- Corporate logo on the website event page and link to your website
- Highlighted as Signature Sponsor in all Email Blasts for walk and in quarterly E-newsletter.
- VIP Photo Opportunities
- Opportunity for product placement and giveaways
- Receive two gift sets of Black Eagle Wine
- One-Year Platinum Eagle Membership to the UFW Foundation

Gold Eagle Member: \$15,000 to \$10,000

- Logo on approximately 50,000 printed materials, press releases and official signage at the walk.
- Corporate logo on the website event page and link to your website
- Prominent Logo on official Walk stage banner
- Recognition at the Cesar Chavez Walk from stage
- Recognition on official Chavez Walk 2010 T-shirt
- Highlighted as Sponsor in quarterly E-newsletter and email blasts for the walk
- Photo Opportunities
- Prime booth space, booth provided (10' x 10') in great location
- Personality/representative in the 12th Annual Cesar E. Chavez Benefit Walk 2010
- Provide 5 passes to VIP area and four (4) VIP Parking-Passes
- Receive one gift set of Black Eagle Wine
- 1 year Gold Eagle Membership to the UFW Foundation

Silver Eagle Member: \$7,500-\$5,000

- Logo on approximately 50,000 flyers, posters, press releases, and printed materials
- Corporate logo on the website or quarter page ad in our quarterly newsletter
- Logo on official Walk stage banner
- Mention at the Cesar Chavez Walk
- Mention at the Cesar Chavez Walk from stage
- Mention on official Chavez Walk 2010 T-shirt
- Booth & space provided, (10' x 10')
- Provide four (4) passes to VIP area and four (4) VIP Parking-Passes
- Select two Bottles of our featured wines From Black Eagle Wines
- 1 year Silver Eagle Membership to the UFW Foundation

Bronze Eagle Member \$2,500- \$1,000

- Logo on approximately 50,000 flyers, posters, press releases, and printed materials
- Booth & space provided, (10' x 10')
- Corporate logo on the website or 1/8 page ad in our quarterly newsletter
- Provide Event Sponsor with two (2) passes to VIP area (2) VIP Parking-Passes
- Select one Bottle of our featured wine From Black Eagle Wines
- 1 year Bronze Eagle Membership to the UFW Foundation

The UFW Foundation
Presents
**THE 12TH ANNUAL
CESAR E. CHAVEZ DAY WALK & FESTIVAL**

Celebrating Cesar Chavez Day 2010

A California State Holiday



**Join the farm worker movement, the
Chavez family, students, community,
celebrities, and elected
representatives.**

SI SE PUEDE! ☺

(323) 264-2700 ext. 203

cesarchavezwalk@yahoo.com

www.ufwfoundation.org/events/walk.html

REGISTER ONLINE:

<http://www.gifttool.com/athon/AthonDetails?ID=1717&AID=524>

Saturday In March or April 2010

9:00am- Registration

REGISTRATION FORM: Chavez Walk 2010

Name: _____ School/Organization/Group: _____

Phone #: _____ FAX Phone #: _____

Address: _____

City: _____ Zip Code: _____ # in Walk Team: _____

E-mail Address: _____ Donation Amount: \$ _____

Return Via Mail to: Chavez Walk: 4545 Cesar Chavez Avenue, Suite 2E. LA, CA 90022

Via Email to: cesarchavezwalk@yahoo.com Via FAX (323) 263-2807

Your donation will also go to help fund these various programs:



Embrace the Legacy of Cesar E. Chavez Education Initiative

This Education program reaches tens of thousands of students across Southern California.

EDUCATION

January-March 2010

Distribute *educational materials & curriculum* to teachers school wide

- Standard-based grade appropriate Curriculum & state holiday information

Available at <http://chavez.cde.ca.gov/ModelCurriculum/Intro.aspx>

- Resource Guide available with information & activities
- Videos available from UFWF, Los Angeles office
- Animated children's version
- Short history & walk invitation

CELEBRATION

Around Cesar Chavez Day

- Organize School Assemblies, lunchtime activities, special events, etc.
- Involve: student groups, interested teachers, parents, community, etc.
- Speaker's bureau available upon full involvement in ETL
- Assembly kit: free video(s), speaker, and educational entertainment

SERVICE

Saturday 11 a.m.

- 12th Annual Chavez Walk (Date and Location To be Announced)
- Join thousands of students and community members by forming a walk team
- Recruit: students, teachers, administration, staff, and parents
- Register Here: <http://www.gifttool.com/athon/AthonDetails?ID=1717&AID=524>
- Coordinate turnout & logistics for your schools walk team
- Buses available, contact the UFW Foundation soon for more information
- Service Learning Information, Projects, and Toolkits available from The Chavez Foundation at (213) 362-0260 and www.chavezfoundation.org

A SEASON OF SERVICE 2010
Celebrating Service in Los Angeles



Martin Luther King Jr. Day, Cesar Chavez Day, and Big Sunday



SPRING INTO ACTION

Join Los Angeles community members to share stories, serve their community,
and learn from each other in a Season of Service.

In the spirit of Dr. King and Chavez and their philosophy of non-violence the program includes
three important days of service and participation in community education events.

*The Season kicks off with Martin Luther King Jr. Day Parade,
on Monday, January 18th, and continues with the Cesar Chavez Day Walk & Festival
on Saturday, 2010 for Cesar Chavez's birthday, and culminates at the various Days of Service planned throughout the city, including
Big Sunday 2010.*

Youth and families are encouraged to attend all events.
Students will be able to receive service-learning credit or points if they attend all 3.

Kingdom Day Parade	Cesar Chavez Walk & Festival	Day(s) of Service
 <p><u>Date:</u> Monday, January 18, 2010</p> <p><u>Time:</u> 11 AM</p> <p><u>Location:</u> Los Angeles, CA Commences on Martin Luther King Blvd a few blocks west of Crenshaw.</p> <p><u>Summary:</u> Honoring the life and legacy of Dr. Martin Luther King Jr. this parade is celebrated on the state holiday. The parade commences on Martin Luther King Blvd a few blocks west of Crenshaw and lasts for two miles until Western. It includes more than 150 floats, 20 drill teams, ten dance groups, celebrities aplenty and the bombastic tunes of a military marching band.</p> <p><u>Contact:</u> Council of Racial Equality (CORE) (323) 299-1234</p>	 <p><u>Date:</u> TBA</p> <p><u>Time:</u> 11 AM</p> <p><u>Location:</u></p> <p><u>Summary:</u> The Annual Chavez Day Walk & Festival is the largest community celebration in honor of the California state holiday of service and learning commemorating Chavez's life of service. The event includes a walk and a community education and entertainment festival for the whole family to educate, empower, and serve the community.</p> <p><u>Contact:</u> UFW Foundation (323) 264-2700, ext. 203 cesarchavezwalk@yahoo.com www.ufwfoundation.org</p>	<p><u>Date:</u> TBA</p> <p><u>Time:</u> 8am</p> <p><u>Location:</u> Across the City of Los Angeles</p> <p><u>Summary:</u> Days of Service are organized throughout the year with the Mayor's office.</p> <p>BIG SUNDAY is an annual, city-wide volunteer day. Last year on Big Sunday, done in partnership with the Office of Mayor Antonio R. Villaraigosa, more than 50,000 volunteers from hundreds of congregations, schools, offices, clubs and other groups volunteered at nearly 250 different non-profits.</p> <p><u>Contact:</u> (213) 922-9737 volunteer@lacity.org www.dayofservicela.org www.bigsunday.org</p>