

Latino Network presents

# CESAR CHAVEZ DAYS 2017

## EMBRACING THE LEGACY CESAR CHAVEZ VIVE!

Sixth grade student  
essay, poetry, and  
art contest \* Entries  
are due no later than  
March 25, 2017  
For more information  
contact: Ley Yeager  
at email  
leyyeager@gmail.com

## FOR MORE INFORMATION:

Alfredo Figueroa at  
alfredof01@charter.net

## CO-SPONSORS:

Altura  
Riverside Art Museum  
UCR Chicano  
Student Programs



### **FRIDAY, MARCH 31 | 18TH ANNUAL CESAR E. CHAVEZ MEMORIAL BREAKFAST 7:30AM • MARRIOT HOTEL RIVERSIDE, CA**

Keynote Address: Julie Chavez Rodriguez. While other families went on picnics, hers went on picket lines. When her grandfather took her out for a drive, it often meant knocking on doors or leafleting in support of farm workers. This was everyday life for Rodriguez - the granddaughter of famed labor leader Cesar Chavez. Currently Julie Chavez serves as U.S. Senator Kamala Harris' California State Director. She worked in the Obama administration as principal deputy director of public engagement, policy advisor and special assistant to President Barack Obama.

### **FRIDAY, MARCH 31 | FELIZ CUMPLEAÑOS /HAPPY BIRTHDAY CESAR 12-1 PM • DOWNTOWN PEDESTRIAN MALL**

Free birthday cake at the Chavez Memorial Statue. Artist C. Matthew Luther will be available with a newly created Mobile Printmaking Cart (its attached to a bicycle). Participants will be able to watch him work and even help, engage in conversation about printmaking, and get hands-on experience. Co-sponsored by Riverside Art Museum

### **FRIDAY, MARCH 31 | CESAR E. CHAVEZ - REMEMBERING A HERO, CELEBRATING A LEGACY 6:00PM • UNIVERSITY OF CALIFORNIA RIVERSIDE**

A radio tribute including musica, speeches and more. Radio Aztlan - KUCR 88.3 FM

### **WEDNESDAY, APRIL 5 | TRABAJAMOS/WE WORK: IN THE FIELDS OF THE NORTH PHOTOGRAPHS AND LECTURE BY DAVID BACON 6-8PM • RIVERSIDE ART MUSEUM**

Bacon's images of farmworkers are a striking revelation of the labor necessary to put food on America's tables. Black and white images provide a glimpse into the lives of those who work in the field and capture both the struggle and the hope of their existence. Co-sponsored by Riverside Art Museum and Altura Credit Union

### **FRIDAY, APRIL 7 | BRINGING COMMUNITY TOGETHER THROUGH ART COMMUNITY ALTAR PROJECT 6-8PM • RIVERSIDE ART MUSEUM**

The art project is inspired by an altar created by Colorado artist Emanuel Martinez currently housed in the Smithsonian American Art Museum. Used in the Mass when Cesar Chavez broke his 25-day fast in 1968, the altar depicts images and icons of La Causa. Riverside-based artist Cynthia Huerta creates her altar, working closely with five different community groups: the congregants at Our Lady of Guadalupe Shrine in the Eastside, the participants of Tesoros de Casablanca, Moreno Valley College students, Riverside Latino Network members, and justice-involved youth on probation involved in RAM's Creative Horizons program. Huerta guided them through conversations about their values, community, and heritage. Community Remarks/Artists Reception

### **SATURDAY, APRIL 8 | 15TH ANNUAL CESAR E. CHAVEZ 5K RUN/WALK 7:30-11:00AM • BELL TOWER UNIVERSITY OF CALIFORNIA RIVERSIDE Chicano Student Programs \* (951) 827-3821**

## **Latino Network Chavez Days/Breakfast Sponsorship Opportunities**

### **\$5000- Legacy Sponsor (2 available)**

- (Your company name) presents the Cesar Chavez Breakfast
- Table (8 seats) at the Annual Cesar Chavez Breakfast-front row
- Special Meet and Greet with Guest Speaker
- Live recognition in front of over 100 community leaders
- Logo/banner placed on stage for Chavez Breakfast
- Sponsorship recognition on Website and Social Media platforms
- Sponsorship recognition at all Chavez Days events \*
- Team of (4) at Cesar E. Chavez 5k Run/Walk
- Full page Color ad and Profile in Chavez Breakfast Program

### **\$2500- Si Se Puede Sponsor (4 available)**

- Four tickets at the Annual Cesar Chavez Breakfast (4 seats)-front row
- Live recognition at event in front of over 100 community
- 1/2 page ad in Chavez Breakfast Program
- Sponsorship recognition on all Social Media platforms
- Sponsorship recognition at all Chavez Days events \*

### **\$2500- Centerpieces for Cesar Chavez Breakfast Only (1 available)**

- Four tickets at Annual Cesar Chavez Breakfast (4 seats)-front row
- Company logo on centerpieces for Chavez Breakfast
- Live recognition at event in front of over 100 community leaders
- Sponsorship recognition on all Social Media platforms
- 1/2 page recognition for Center Pieces in program

### **\$1,500 Art Sponsor (1 available)**

- Two tickets at Annual Cesar Chavez Breakfast
- Live recognition at event announcing winners
- Company logo on all print social media platforms
- 1/4 page Color ad in Chavez Breakfast Program

### **\$1,500 Essay and Poetry Sponsor (1 available)**

*Essay and Poetry contests are for sixth graders*

- Two tickets to Cesar Chavez Breakfast
- Live recognition at event announcing winners
- Company logo on all print social media platforms
- 1/4 page Color ad in Chavez Breakfast Program
- Present awards to winners

\*Chavez Days list of activities attached. Make checks payable to the **Riverside Latino Network**, a 501(c)3 non-profit corporation, tax id# 33-0901347. All payments can be sent to P.O. Box 20615, Riverside, CA 92516.



# Latino Network



## 18<sup>th</sup> Annual Cesar E. Chavez Memorial Breakfast

Friday, March 31, 2017

### Ad Order Request

#### Contact Information

Contact/Business Name:	
Address:	
City/Zip:	
Telephone #:	E-mail:

#### Ad Information

<p>Ad Size:</p> <p><input type="checkbox"/> \$ 150.00 ~ Full Page (7.5 x 10 inches)</p> <p><input type="checkbox"/> \$ 100.00 ~ Half Page (7.5 x 4.85 inches)</p> <p><input type="checkbox"/> \$ 75.00 ~ Quarter Page (3.625 x 4.85 inches)</p> <p><input type="checkbox"/> \$ 50.00 ~ Business Card (3.625 x 2.25 inches)</p> <p>Ad Full Page Cover:</p> <p><input type="checkbox"/> \$ 300.00 ~ First Full Page Inside Cover (<b>*Only One Available*</b>)</p> <p><input type="checkbox"/> \$ 300.00 ~ Last Full Page Inside Cover (<b>*Only One Available*</b>)</p> <p><input type="checkbox"/> \$ 500.00 ~ Back Cover Full Page (<b>*Only One Available*</b>)</p> <p>Ad Layout Enclosed:</p> <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No, please create (additional \$75 fee)</p> <p><i>(All ads must be camera-ready in PDF or JPEG format, 300dpi resolution)</i></p> <p>Notes: _____</p> <p>_____</p>
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**Submission deadline is Thursday, March 23, 2017**

Please submit ads to Ofelia Valdez-Yeager, [valdezyeager@sbcglobal.net](mailto:valdezyeager@sbcglobal.net)  
Ofelia can be reached at (951) 453-4062.

Please make checks payable to **Latino Network** PO Box 20615, Riverside, CA 92516

**Full Page Ad**  
Rate: \$150.00

7.5 x 10 inches  
PDF or JPEG

<b>Half Page Ad</b> Rate: \$100.00	
7.5 x 4.85 inches PDF or JPEG	
<b>Quarter Page Ad</b> Rate: \$ 75.00 3.625 x 4.85 inches PDF or JPEG	<b>Business Card Ad</b> Rate: \$50.00 3.625 x 2.25 inches PDF or JPEG

**First and Last Page Full Page  
Inside Ad**  
Rate: \$300.00

**Back Cover Full Page Ad**  
Rate: \$500.00

*Latino Network fundraising events help support local community programs such as Latino Network Leadership Institute, and HOPE Leadership programs. Your contribution also supports scholarship opportunities, local educational programs and cultural events.*

*Thank you for your support!*