



- **History: Why we March**

The purpose of the César E. Chávez March for Justice is to celebrate and pay tribute to the life and legacy of César E. Chávez, a San Antonio tradition since 1997.

Since 1997 people from all walks of life and from every side of our great city have united on the last Saturday of March to make the 2-mile trek from the Westside of San Antonio to downtown. We march in unity to not only celebrate this beautiful legacy but to also lend our voices on the issues most important for our community. This expression is beautifully displayed with colorful banners, t-shirts, handmade posters, music, and art depicting the plight of and honoring the farmworker.

Cesar Chavez, a role model, and true American hero was a civil rights, Latino and farm labor leader, a genuinely religious and spiritual figure; a community organizer and social entrepreneur; a champion of militant nonviolent social change; and a crusader for the environment and consumer rights. Cesar Chavez loved San Antonio and visited many times to organize and mobilize for La Causa.

Today, there are many important causes and the need to address many of the issues facing our community needs us all to civically engage where we can to help make a difference, in full Si Se Puede spirit!

- **Our Causes:** We march to lend our voice and address.

- Wage disparities—low minimum wage, unequal pay for women.
- Rising costs and access to healthcare benefits.
- Food Insecurity.
- Voting rights.
- Educational reform and graduation rates at high school and college levels.
- The Digital Divide impact in our inner city the importance of access to technology for students and working families.
- Gentrification of inner-city neighborhoods and high property taxes and supporting housing development that is committed to meeting the needs of working families, creating living communities we can all be proud of.

¡VIVA LA CAUSA! ¡SI SE PUEDE!

- **28th annual César E. Chávez March for Justice takes over Alamo City**
- **Join the annual César Chávez March for Justice in San Antonio: honor, walk, and donate**
- **César E. Chávez March for Justice kindles activism for migrant workers**
 - As per a Bexar County Sheriff's deputy told the San Antonio Report an **estimated 35,000 to 40,000 people** marched.



¡Sí Se Puede! \$25,000 Sponsorship:

- Logo placement on main banner
- Logo placement in marketing collateral
- Logo placement on sponsor board
- Logo placement on website
- Recognition on social media and any live social media posts during March
- Recognition during event programs
 - **2 Speaking opportunities**
 - Exclusive access to CECLEF Events: Press Conference and César E. Chavez March
- Press release mention
- **2 - 3 min speaking opportunity** during press conference mention (February 2025)
- César E. Chavez March mention during program
- (2) *10X10 branded activation areas*: (beginning / end of the march on 03.29.2025)
- (2) Tables with 10 seats during fundraising dinner 03.29.2025
 - 1 table for organization
 - 1 table for scholarship recipients and parents
 - Ability to provide company branded marketing materials at (pop-up displays, leave behinds, marketing collateral)
 - **3 min speaking opportunity**

¡La Lucha Sigue! \$15,000 Sponsorship:

- Logo placement on main banner
- Logo placement in marketing collateral
- Logo placement on sponsor board
- Logo placement on website
- Recognition on social media and any live social media posts during March
- Recognition during event programs - **Sponsor mentions**
 - **1 Speaking opportunities (press conference or fundraising dinner)**
 - Exclusive access to CECLEF Events: Press Conference and César E. Chavez March
 - Press release mention
 - Press conference mention (February 2025)
 - César E. Chavez March mention during program (March 2025)
 - César E. Chávez Day Holiday Celebration / Scholarship Dinner Fundraiser mention (March 2025)
- (1) *10X10 branded activation area*: (beginning or end of the march on 03.29.2025)
- Table with 10 seats during fundraising dinner 03.29.2025

¡Activista! \$10,000 Sponsorship:

- Logo placement on main banner
- Logo placement in marketing collateral
- Logo placement on sponsor board
- Logo placement on website
- Recognition on social media and any live social media posts during March
- Recognition during event programs and **Sponsor mention**
 - César E. Chávez Day Holiday Celebration / Scholarship Dinner Fundraiser mention (March 2025)
- Table with 10 seats during fundraising dinner 03.29.2025



🇲🇽 ¡De Colores! \$5,000 Sponsorship:

- Logo placement on main banner
- Logo placement in marketing collateral
- Logo placement on sponsor board
- Logo placement on website
- Recognition on social media
- Recognition during event programs
 - César E. Chávez Day Holiday Celebration / Scholarship Dinner Fundraiser mention (March 2025)
- Table with 10 seats during fundraising dinner 03.29.2025

🇲🇽 ¡Presente! Table: César E. Chávez Holiday Celebration/Scholarship Fundraiser Dinner: \$2,500 Sponsorship

- Recognition during Scholarship Dinner Fundraiser
- Table with 10 seats during fundraising dinner 03.29.2025

🇲🇽 César E. Chávez Holiday Celebration/Scholarship Fundraiser Ticket: \$150 Sponsorship

- 1 seat during fundraising dinner 03.29.2025

🇲🇽 ¡Chávez / Huerta! \$_____ Donation

- Recognition on social media (\$500+)



**César E Chávez Legacy & Educational Foundation (CECLEF)
29th Annual César E. Chávez March for Justice and
the César E. Chávez Holiday Celebration/Scholarship Fundraiser
Saturday, March 29, 2025**

Sponsorship Levels

Company Name: _____

(Company name as it should appear on printed material)

Contact Name: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: () _____ **Fax:** () _____

E-mail: _____

Sponsorship Levels

- ¡Sí Se Puede! \$25,000 Sponsor
- ¡La Lucha Sigue! \$15,000 Sponsor
- ¡Activista! \$10,000 Sponsor
- ¡De Colores! \$5,000 Sponsor
- ¡Presente! Table \$2,500 table
- Scholarship \$150 per seat
Fundraiser Ticket
- ¡Chávez / Huerta! \$ _____
Donation

TOTAL: _____

Make checks payable to: **César E Chávez Legacy & Educational Foundation (CECLEF)**
PO BOX 830402 | San Antonio, Texas 78283

To pay or contribute a donation please visit ceclef.org and donate.