

December 20, 2011

Dear Community Business,

The University of California, Riverside is proud to present the 11<sup>th</sup> Annual César E. Chávez 5K Run/Walk; a commemoration of the life, work and core values of César E. Chávez. As our way of contributing to the memory and legacy of such a respected and admired legendary figure, our event seeks to build community; bringing together people of all ages and backgrounds. Through this event, we will raise critically needed resources for student scholarships at UC Riverside and for Riverside area youth programs. This event is also being held in conjunction with California's designated César E. Chávez Day of Service and Learning.

We would be honored if you would consider being a sponsor of the 11<sup>th</sup> Annual César E. Chávez 5K Run/Walk, Saturday, April 7, 2012. Here are the sponsor levels available:

| <b><u>Sponsorship Level</u></b> | <b><u>Amount</u></b> | <b><u>Benefits</u></b>   |
|---------------------------------|----------------------|--|
| Individual/Huelguista           | \$100                | <b>Donor name printed on event program and announced at the event</b>  |
| Silver/Compañero                | \$500                | <i>Benefits listed above and</i><br><b>Donor banner displayed at the event</b><br><b>Team Entry (5 participants)</b> |
| Gold/Amigo                      | \$1000               | <i>Benefits listed above and</i><br><b>Donor name/logo printed on event t-shirt</b>                                  |
| Platinum/Padrino                | \$1500               | <i>Benefits listed above and</i><br><b>Donor name/logo displayed in publicity materials</b>                          |
| Bib Sponsor                     | \$2000               | <i>Benefits listed above and</i><br><b>Name/logo displayed on Bib</b>  |

Thank you for considering this request. A representative from our committee will be contacting you to follow up. If you have any questions please do not hesitate to contact me at (951) 827-3822 or via email at [estella.acuna@ucr.edu](mailto:estella.acuna@ucr.edu).

Sincerely,



Estella Acuña, Director  
Chicano Student Programs

# 11<sup>th</sup> Annual César E. Chávez 5K Run/Walk



Reply to: Estella Acuña  
Director, Chicano Student Programs

From: \_\_\_\_\_  
\_\_\_\_\_

*YES! Estella, I want to help contribute to student scholarships and Riverside area youth programs. Enclosed is my gift of:*

\$2000     \$1500     \$1000     \$500     \$100     \$ \_\_\_\_\_

| <b><u>Sponsorship Level</u></b> | <b><u>Amount</u></b> | <b><u>Benefits</u></b>  |
|---------------------------------|----------------------|---|
| Individual/Huelguista           | \$100                | <b>Donor name printed on event program and announced at the event</b>   |
| Silver/Compañero                | \$500                | <i>Benefits listed above and</i><br><b>Donor name/logo printed on event program</b><br><b>Donor banner displayed at the event</b><br><b>Team Entry (5 participants)</b> |
| Gold/Amigo                      | \$1000               | <i>Benefits listed above and</i><br><b>Donor name/logo printed on event t-shirt</b>   |
| Platinum/Padrino                | \$1500               | <i>Benefits listed above and</i><br><b>Donor name/logo displayed in publicity materials</b>   |
| Bib Sponsor                     | \$2000               | <i>Benefits listed above and</i><br><b>Name/logo displayed on Bib</b>   |

Please make checks payable to:

**CECF, Inc.**

**Return contribution and this form to:**  
**César E. Chávez 5K Run/Walk Committee**  
**C/O Chicano Student Programs - UC Riverside**  
145 Costo Hall Riverside, CA 92521  
(951) 827-3821 \* Fax (951) 827-2189