



The Chicano
Federation

CHICANO FEDERATION ANNUAL UNITY LUNCHEON

2021 SPONSORSHIP

MAY 14TH, 2021 | THE US GRANT HOTEL

Chicano Federation was established in 1969 to provide a variety of comprehensive, neighborhood-based services to a large and diverse population.

Our mission is to invest in communities through a variety of programs aimed at building resiliency and promoting self-sufficiency. Our vision is for our diverse communities to thrive. Chicano Federation programs and services address San Diego's most critical needs by offering subsidized care for infants and toddlers, early childhood education at a preschool in Barrio Logan, healthy meals for over 7,500 children a month, over 300 units of affordable housing at nine apartment buildings in Barrio Logan, City Heights, and South Park neighborhoods of San Diego, and a workforce development program that has helped hundreds of women start family child care homes across San Diego County. For over 50 years, Chicano Federation has been at the forefront in addressing the systemic inequities that disproportionately affect communities of color.

In 2020, Chicano Federation tackled important initiatives including Census 2020, registering our communities to vote, responding to the COVID-19 public health crisis and addressing systemic inequities. During these unprecedented times, Chicano Federation served as a trusted resource and beacon of hope for our communities.

While the format remains to be determined, we are moving ahead with planning our 2021 Annual Unity Luncheon. Chicano Federation's Annual Unity Luncheon brings together hundreds of community and business leaders to raise funds to support the Federation's many community programs and services. In 2021, it will also take on the important role of bringing us together, in unity.



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With COVID-19 alive and well during the 2020 Annual Unity Luncheon, Chicano Federation remained committed to delivering the same high levels of visibility and recognition to our sponsors and supporters through virtually showcasing their support.

We are dedicated to ensuring the same level of visibility and recognition during the 2021 event via the following sponsorship levels:

\$20,000- THE ALLY SPONSOR-ONE AVAILABLE

Sponsorship benefits:

- Two VIP (2) tables (or 20 tickets, depending on the format) with premier seating at the Unity Luncheon
- Company (name and logo) featured as Unity Luncheon Ally Sponsor with prominent sizing and priority placement on event program
- Featured company in Save-the-Date video
- One page color ad in event program
- Company name and logo placement on Save-the-Date, invitation, event signage and media when applicable (including website, releases, flyers/posters)
- Prominent company logo placement on Chicano Federation web page with links
- Acknowledgement of company as Ally Sponsor during the Unity Luncheon
- Promotion through social media (minimum 10 posts) reach – over 20,000 people via social media with each post
- Featured in a monthly email sent to entire donor file (over 7,000 names)
- Acknowledgement of company as Ally sponsor during all earned media
- Company name on any written materials and all mentions pertaining to the Unity Luncheon
- Opportunity for representative to present opening remarks



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\$15,000- THE ACTIVIST SPONSOR-ONE AVAILABLE

Sponsorship benefits:

- Two VIP (2) tables (or 20 tickets, depending on the format) with premier seating at the Unity Luncheon
- Company (name and logo) featured as Unity Luncheon Activist Sponsor with prominent sizing and priority placement on event program
- Featured company in Save-the-Date video
- One page color ad in event program
- Sponsor on Save-the-Date, invitation, event signage and media when applicable (including website, releases, flyers/posters)
- Prominent company logo placement on Chicano Federation web page with links
- Acknowledgement of company as Activist Sponsor during the Unity Luncheon
- Promotion through social media (minimum 6 posts) reach – over 20,000 people via social media with each post
- Featured in a monthly email sent to entire donor file (over 7,000 names)
- Acknowledgement of company as Activist sponsor during all earned media
- Company name included on any written materials and all mentions pertaining to the Unity Luncheon



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\$10,000- PREMIER SPONSOR-TWO AVAILABLE

Sponsorship benefits:

- One (1) table (or 10 tickets, depending on the format) with premier seating at the Unity Luncheon
- Company (name and logo) featured as Unity Luncheon Premier Sponsor
- Sponsor on Save-the-Date, invitation, event signage and media when applicable (including website, releases, flyers/posters)
- Company logo on Chicano Federation web page with links
- Acknowledgement of company as Premier Sponsor during the Unity Luncheon
- Promotion through social media (minimum 5 posts) reach – over 20,000 people via social media with each post
- Featured in a monthly email sent to entire donor file (over 7,000 names)

\$7,500- TITLE SPONSOR-THREE AVAILABLE

Sponsorship benefits:

- One (1) table (or 10 tickets, depending on the format) at the Unity Luncheon
- Company logo featured on invitation and event signage (including website, releases, flyers/posters)
- Company logo on Chicano Federation webpage with links
- Acknowledgement of company as Title Sponsor during the Unity Luncheon
- Promotion through social media (minimum 3 posts) reach – over 20,000 people via social media with each post



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\$5,000- COMMUNITY SPONSOR-15 AVAILABLE

Sponsorship benefits:

- One (1) table (or 10 tickets, depending on the format) at the Unity Luncheon
- Company name on Chicano Federation web page with links
- Acknowledgement of company as Community Sponsor during the Unity Luncheon

\$2,500- TABLE SPONSOR-10 AVAILABLE

Sponsorship benefits:

- One (1) table (or 10 tickets, depending on the format) at the Unity Luncheon
- Acknowledgement as Table Sponsor during the Unity Luncheon

The format of this event is yet to be determined and may be in person or virtual. The benefits of sponsorship are subject to change pending any COVID-19 restrictions.

FOR MORE INFORMATION CONTACT
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