

Dear Friend of The Cheech:

On behalf of *The Cheech Marin Center for Chicano Art & Culture of the Riverside Art Museum* and the *Cultura Con Liantas* group, we are pleased to share with you information about "The Cheech". We hope you will be part of our efforts to develop The Cheech as a vibrant center and become a sponsor of our 5th Annual Pachuco Ball being held on Saturday, August 20, 2022. Building on the success of past balls, we are expecting over 300 people to join us at Harris Hall in Perris this year!

We need your help to make this happen! Sponsorships available for the Pachuco Ball include:

Gold at \$2,500: Benefits include premier placement of table of ten (*FMV \$500) nearest the stage reserved for you, spotlight in the event program, a vintage Pachuco Ball poster signed by Cheech Marin, Pachuco Ball Car Plaque, and a *Papel Chicano Dos* catalogue signed by Cheech Marin and artist CiCi Segura González.

Silver at \$1,000: Benefits include table of ten (*FMV \$500) near the stage reserved for you, mention in the event program, and a vintage Pachuco Ball poster signed by Cheech Marin.

Bronze at \$500: Benefits include mention in the event program, a vintage Pachuco Ball poster signed by Cheech Marin, and four tickets (*FMV \$200).

Copper at \$250: Benefits include mention in the event program and two tickets (*FMV \$100).

Pachuco Ball sponsorships and tickets can be purchased at <https://riversideartmuseum.org/events/pachuco-ball-2022/>.

The Cheech will showcase Chicano culture from the barrio to the bay, cholos to Cesar Chavez, and pre-Columbian to modern murals. It will be the center of Chicano art, not only for paintings, but sculpture, photography, and video arts; Cheech's best-in-the-world collection of Chicano art will be the cornerstone of this center, next door to the historic Mission Inn, in a re-purposed 61,420-square-foot facility that was originally opened in 1964 as the Riverside Public Library. The Cheech opened to the public on June 18, 2022 and received critical acclaim from major media outlets across the nation such as the *New York Times*, *Los Angeles Times*, artnet.com, and CBS Morning News.

The Cheech is a public-private partnership between Marin, the City of Riverside, and RAM, a nonprofit organization. RAM oversees programming and administration of the center, bringing 50+ years of experience in collaborative, community-based education programs and exhibitions that showcase a diversity of artistic expression.

Thank you for your consideration of our request. If you have any questions, please contact Valerie Found, Director of Community and Resource Development at the Riverside Art Museum, at 951.684.7111 or at vfound@riversideartmuseum.org.

Warmest regards,

**Fair Market Value (FMV) of tickets is \$50 each.*

RAM is a 501(c)(3) nonprofit, Federal Tax ID #95-1904692. Please check with your tax professional regarding the tax-deductible amount of your sponsorship.



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***Reach for The Cheech
Capital Campaign***

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THE CHEECH MARIN CENTER
FOR CHICANO ART & CULTURE
RIVERSIDE ART MUSEUM