



2ND ANNUAL

Chicano Elegance

2024

CURATED BY ELVIRA ZAMORA
CREATIVE DIRECTOR OF @THRIFS_

ABOUT CHICANO ELEGANCE

“CHICANO ELEGANCE-
A REAWAKENING EXPERIENCE OF
THE REGAL LINEAGE OF OUR ANCESTORS!”

ABOUT THE GALA

Join us for a night of art, fashion, live entertainment, music & more! Our first annual gala took the community by storm and we are doing it even bigger for 2024. The night will feature interactive installations, live music, entertainment, couture runway show, art show, a Chicano Mall, red carpets, a podcast & media room experience. Complimentary gift suite, open bar, catered dinner, photobooth & raffles.

This year we are raising funds for Warriors Road, a diverse, Veteran founded 501(c)(3) non-profit organization on a mission to heal veterans and first responders through the power of working with horses.

OUR MISSION

There are many discussions about the real meaning of what it is to be Chicano. Many Latin American/Indigena people have experienced the same struggle, prejudice, and obstacles. When they discriminate against our community they do not bother to ask which country you are from, or if you were even born in the US, it does not make a difference.

Chicano Elegance unites these people from coast to coast, especially west coast neighborhoods/barrios that were created by immigrants who share not only struggle, but also food, music, culture, and slang.

Through an immersive event, that celebrates a rich subculture, we continue to make noise, create space and be unapologetically proud of everything that makes us who we are. Not only do we celebrate our Latinidad & Indigenous roots, but we amplify nuances of our community of Chingones that share talent, goals, and beauty as Chicanos, "de aqui & de alla". - **Elvira Zamora, Founder of Chicano Elegance**

DETAILS:

Age: 21 & over

Date: Saturday June 15, 2024 - 6-10:30 p.m.

Location: Hollywood

7225 W Sunset Blvd Los Angeles

ABOUT THE FOUNDER

MEET ELVIRA ZAMORA, MULTI-HYPHENATE CREATIVE MERGING FASHION AND PHILANTHROPY

Elvira arrived in the City of Angels from Peru at 10 years old. She takes pride in identifying as a Valley Girl!

Her journey as a creative began in the San Fernando Valley. Coming from a family of fashion creatives, she started her first fashion business in her father's tailor shop in 2001. A small women's boutique that has since evolved into a unisex brand and upcycled 1 of 1 designs sold online. Elvira challenges what can sometimes be perceived by outside spectators as the superficiality of fashion by creating pieces that speak to her culture. Beyond that, she is a philanthropist at heart who moves with the intention to give back to her community and other underserved peoples.



That is why she created Chicano Elegance. A fashion gala and show tied to a greater cause. Embedded with a sense of cultural pride, much like her own personal experience, Chicano Elegance is a reflection of Elvira's desire to see brown, indigenous, and Chicano representation in the fashion industry.

“Having a serious demeanor is a gift, it comes with a drive that there is no stopping, no matter what anyone says or thinks.”

Elvira continues to challenge the status quo by unapologetically encouraging her clients to try something new. To remain authentic to their own style and desires. She is a relentless creative who is always on the pursuit to grow as a fashion designer, creative director, and as a person.

2024 DESIGNERS



@senoracalzones
BY LAURA OLVERA
Lingerie and loungewear
for your inner diosa,



@shopmorenamia
BY ALEJA "URBAN VQRA" JIMENEZ
Queer Latina owned brand preserving
vaquer@ culture.



@house_oscura
BY LOLA OSCURA & KVISTO OSCURA
Avant Garde & Couture



@chingonthemagazine
BY YESENIA ROMERO
Chicano Street Wear Brand

ABOUT WARRIORS ROAD

WHO THEY ARE

Warriors Road is a diverse, Veteran founded 501(c)(3) non- profit organization on a mission to heal our veterans and first responders through the power of working with horses. This program is designed to promote wellness and holistic healing through various, all- encompassing ranch and horseback experiences. Through their program, they bring a much- needed community, a sense of purpose and belonging, and a welcome respite, all at NO cost to our heroes! The horses are as diverse as our heroes, ensuring they can find a perfect fit for all levels of experience- from beginners to lifelong riders.

CHICANO ELEGANCE FOR WARRIORS ROAD

Every year Chicano Elegance aligns with a cause that serves its community in unparalleled ways. For many, Warriors Road serves as a safe haven from the heaviness of physical and mental distraught. Chicano Elegance aims to ensure that Warriors Road have the funding to continue serving Veterans and first responders, especially the road to healing.





“CULTURE WITHOUT BORDERS.”

SOCIAL IMPACT

Chicano Elegance is where fashion meets philanthropy. It is a space curated to celebrate Chicano identity, amplify our talent, as well as contribute to a cause aligned with our values. Chicano Elegance 2023 partnered with Helping Hands, a non-profit bringing resources and aid to survivors of Domestic Violence. Chicano Elegance not only fundraised to contribute monetary aid but raised awareness on the prevalence of DV in communities of color by bringing the conversation to the forefront of its audiences- while celebrating cultural unity.



200+

attendees impacted
through our gala

5K+

monetary donations
to non-profits

10+

Chicano/ Latine designers
amplified



OUR CREATIVE PARTNERS

Chicano Hollywood

Dedicated to showcasing Chicano stories and talent in the entertainment industry. There are over 40 million Chicanos (Mexican descent) in the US and another 10 million of those that are “Chicano culture” that must be genuinely represented to a society that has negatively stereotyped us. We strongly believe that our stories must be told in our voice and with our faces for that stigma to truly change. We are dedicated to represent the Chicano voice in every space of culture because if we don't others will continue to box us in a negative way.

Valley View SFV Media

Valley View exists to uplift stories of brilliant people, organizations, businesses and social movements that have a positive impact on the San Fernando Valley and beyond Bridging the San Fernando Valley communities through deep and fun discussions at the intersectionality of politics, economics, culture, art and music.

Herdz Media

Herdz Media is a Chicano Media Company Covering the Greater Los Angeles Area on everything Chicano Lifestyle.

Chingon The Magazine

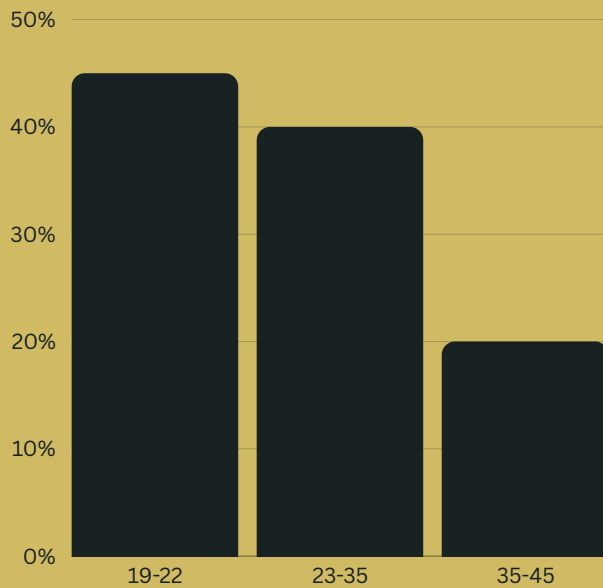
Chingon The Magazine's mission is to promote and represent all the underground LIFESTYLES that intertwine and coexist with one another but more importantly to safeguard and clarify these misunderstood positive way of lives. CTM covers most of So Cal's leading and local car shows, we coexists & cruise with most of the underground in Los Angeles & surrounding sister cities. CTM supports all fundraising & charitable events relating to being positive, helping out those in need & giving back to the community throughout the So Cal region.

OUR AUDIENCE

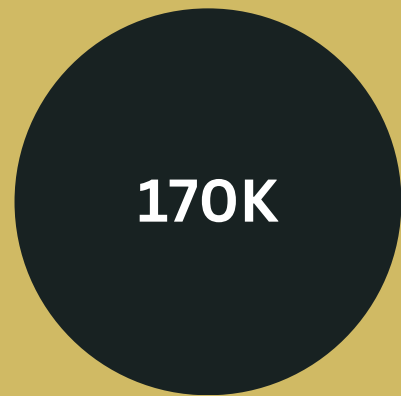
OTHER PARTNERS

@ECHOSWORLD
@CHICANOMUSICFEST
@PHOTOREBEL82
@IGOTMYOWNBACK_FIGHTER

AGE



COMBINED REACH



INSTAGRAM



PRESS

 MEXICO CITY
TRIBUNE



Smithsonian
MAGAZINE

KTTLA



BUDGET PROPOSAL

Expense Category	Amount (\$)
Paid Advertising	\$3000
MUA(s)	\$1000
Media Coverage	\$750
Total Budget	\$6550

Note:

Total Budget: The overall estimated budget for Chicano Elegance, encompassing all the expense categories mentioned above. This figure represents the total funding required to organize and execute a successful and impactful event.

SPONSOR PACKAGES

Runway Sponsor- \$2500:This would include your logo on the step and repeat, on the announcement for the event i.e."Fashion runway brought to you by Your Company," and all the designers, models providing you with quality marketing material.

Media Room Sponsor- \$5000:This would include your logo on the digital screens inside one of our media rooms, step and repeat placement (a large studio which will be used for the red carpet capturing our guests w/interviews and podcasts) your logo will be all over this room and the media interviewing the guests will mention each and every time that the media room is sponsored by Your Company.

Event Sponsor- \$10,000: - This would include your logo on the digital screens inside one of our media rooms, step and repeat placement (a large studio which will be used for the red carpet capturing our guests w/interviews and podcasts) your logo will be all over this room and the media interviewing the guests will mention each and every time that the media room is sponsored by Your Company. Your logo on the side of the building which will be there all night captured by all the media and recap video production, material placement in gift bags, time on the stage to address the audience, your company addressed on all marketing material as "Chicano Elegance brought to you by Your Company."

In- Kind Donations: we are also open to donations to support the production. This includes:

- + lunch for cast
- + set pieces
- + clothing
- + props
- + supplies



CONTACT US
FOR INQUIRIES

Chicano
Elegance

Press, Media, & Sponsorship Inquiries
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General Inquiries and Volunteer Opportunities
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