

20
YEARS



DÍA DE LOS MUERTOS

Join Mesa Arts Center in the celebration of Día de los Muertos on October 19 and 20. This free festival is a community celebration of Latin American art, food and culture as it relates to the Mexican holiday, Day of the Dead. Mesa Arts Center's 2022 Día de los Muertos Festival received the National League of Cities Award for Innovative Diversity Program.

ANTICIPATED ATTENDANCE

- 30,000+

MEDIA BUYS

- \$17,500+ media buys + bonus media promos

FEATURES OF THE EVENT:

- Enjoy Altars designed by artists and community members.
- Mercado Marketplace - shop for traditional items for your altar and more.
- Event presented in partnership with Mexican Consulate of Arizona.

 **240,000+**
PROMOTIONAL EMAIL

 **43,000+**
FOLLOWERS

 **19,800+**
FOLLOWERS

 **25,000+**
FLYERS DISTRIBUTED
THROUGHOUT THE COMMUNITY

PRESENTING SPONSOR \$20,000

(two available)

Día de los Muertos Festival

- Your company name below the festival title i.e. **Día de los Muertos Festival**

Presented by [your company name here]

- 10x10 booth space in prime location
- Prominent Sponsor logo on all printed materials, print advertising and website
- Private hospitality area for your guests and staff
- Opportunity to hold interactive sponsor activity
- Invitation for four to the Día de los Muertos Kickoff Breakfast
- May provide relevant giveaways at Día de los Muertos Festival
- Stage or area sponsor with opportunity to introduce talent

MARIGOLD SPONSOR \$15,000

(up to 2 available)

Día de los Muertos Festival

- 10 x 10 booth space in select location
- Prominent logo on all printed materials, print advertising and website
- Opportunity to hold interactive sponsor activity
- Invitation for four to the Día de los Muertos Kickoff Breakfast
- May provide relevant giveaways at Día de los Muertos Festival
- Stage or area sponsor with opportunity to introduce talent

CATRINA SPONSOR \$10,000

- 10 x 10 booth space
- Logo on printed materials, print advertising and website
- Opportunity to introduce talent
- Invitation for four to the Día de los Muertos Kickoff Breakfast
- May provide relevant giveaways at Día de los Muertos Festival

MARIPOSA SPONSOR \$5,000

- 10 x 10 booth space
- Logo on printed materials print advertising and website
- Invitation for four to the Día de los Muertos Kickoff Breakfast
- May provide relevant giveaways at Día de los Muertos Festival

SOL SPONSOR \$2,500

- Logo on print advertising
- Invitation for four to the Día de los Muertos Kickoff Breakfast

