

# SPONSOR PACKET

# DÍA DE LOS MUERTOS

Honoring our Past, Celebrating our Future

## Events Schedule

### Altars and Retablos31 Exhibition Opening

Monday, October 15, 2018

Reception : Friday, October 19, 2018 | 7pm

### Festival Days

Saturday, October 27, 2018 | 11am-7pm

Sunday, October 28, 2018 | 11am-7pm

### Calavera Rendezvous & Retablos31 Silent Auction

Friday, November 2, 2018 | 7-11pm



art by Tim Spencer

## What is Dia de los Muertos?

Día de los Muertos is a traditional Latin American holiday that honors and celebrates the lives of family and friends who have gone before us. The common theme throughout the two-day celebration, traditionally held on November 1 and 2, is the belief that the dead return home, visit loved ones, and feast on their favorite foods. A playful mockery of death and a reaffirmation of life are demonstrated through music, dance, theatre, and visual arts.

MECA's event, now in its seventeenth year, features the elements of Día de los Muertos celebrations throughout Latin America, with an altar and retablo exhibit, foods from the Americas, vendors selling authentic Latin American arts and crafts, and a Calavera Fashion Show. The festival truly is a community cultural event celebrating our ancestors and Latin American traditions. MECA's Día de los Muertos: Honoring our Past, Celebrating our Future is held at MECA's colorful, art-filled campus located at the nationally recognized historic Dow School in Houston's Old Sixth Ward.



## About MECA

MECA is a community-based, non-profit organization committed to the healthy development of underserved youth and adults through arts and cultural programming, academic excellence, support services, and community building.



haa houstonartsalliance

Add your sponsor logo here!



# Sponsor Levels

## All levels receive the following:

Recognition in print and electronic media campaigns advertising the Dia de Los Muertos Activities  
Sponsor Booth - 10,455 visitors in 2 days (approval required for the sale of items at your booth)  
Appreciation Gift

## El Cielo/Heaven - \$20K

- Naming rights to read as MECA's Dia de Los Muertos Festival presented by X Company
- Ability to hang up to four 4' by 6' all-weather banners provided by company at Outdoor Stage, banner at the Ofrenda Opening Reception on Friday, 10/19/18, and a banner at the Calavera Rendezvous on Friday, 11/2/18
- Outdoor Courtyard: Ability to set up archway entrance with company name and logo (up to 3 entrances)
- Company logo on the official festival t-shirt
- Full Page ad (Cover, Outside Back) in the Official Festival Program (3,000 printed)
- Logo Recognition in print and online media for entire MECA Presents 2018-2019 Season
- Spoken recognition during the Ofrenda Opening Reception, Calavera Rendezvous, and Festival performances
- 20 tickets to the Calavera Rendezvous on 11/2/18 and 4 bottles of wine
- Eight tickets for each performance of the 2018-2019 season of MECA Presents

## Catrina/Dapper Skeleton - \$15K

- Ability to hang two 4' by 6' all-weather banners provided by company at Outdoor Stage, banner at the Ofrenda Opening Reception on Friday, 10/12/18, and a banner at the Calavera Rendezvous on Friday, 11/2/18
- Full Page ad (Cover, Inside Front or Back) in the Official Festival Program (3,000 printed)
- Logo Recognition in print and online media for entire MECA Presents 2018-2019 Season
- Spoken recognition during the Ofrenda Opening Reception, Calavera Rendezvous, and Festival performances
- 16 tickets to the Calavera Rendezvous on 11/2/18 and 3 bottles of wine
- 4 tickets for each performance of the 2018-2019 season of MECA Presents

## Ofrenda/Offering - \$10K

- Ability to hang one 4' by 6' all-weather banner provided by company at Outdoor Stage
- Full Page ad in the Official Festival Program (3,000 printed)
- Logo Recognition in print and online media for 2018 MECA Presents Fall Season.
- Spoken recognition during the Ofrenda Opening Reception, Calavera Rendezvous, and Festival performances
- 10 tickets to the Calavera Rendezvous on 11/2/18 and 2 bottle of wine
- 2 tickets for each performance of the 2018-2019 season of MECA Presents

## Calavera/Skull - \$5K

- Ability to hang one 3' by 5' all-weather banner provided by company on fencing
- Full Page ad in the Official Festival Program (3,000 printed)
- Sponsor Booth-7,000 visitors in 2 days (approval required for the sale of items at your booth)
- Spoken recognition during the Ofrenda Opening Reception, Calavera Rendezvous, and Festival performances
- 6 tickets to the Calavera Rendezvous on 11/2/18, one bottle of wine

## Cempasuchitl/Marigold - \$2.5K

- Half Page ad in the Official Festival Program (3,000 printed)
- 4 tickets to the Calavera Rendezvous on 11/2/18

# Sponsor Application

Please select a sponsorship level below:



Stage II Area

- El Cielo / Heaven
- La Calavera Catrina / Dapper Skeleton
- Ofrenda / Offering
- Calavera / Skull
- Cempasuchitl / Marigold
- Friend of the Festival
- Dia de los Muertos Advertisement

Sponsor name as you would like it to appear in print: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Enclosed is a check for \$ \_\_\_\_\_ made payable to MECA

please charge my: VISA MasterCard

Card number: \_\_\_\_\_ Expiration Date: \_\_\_\_/\_\_\_\_



**Please mail/fax/email this form to:**

MECA • 1900 Kane Street Houston, Tx 77007

Fax: 713-802-9403

Email: [ana@meca-houston.org](mailto:ana@meca-houston.org)

Please return payment and form by Monday, October 1st, 2018 to be included in festival program. For more information, contact: Alice Valdez at (832) 865-6157 or Connie Lara at (713) 962-1219.

# Promotional Marketing



The Día de los Muertos Festival is being marketed throughout the Houston Area and other US cities including Corpus Christi, Dallas, and San Antonio.

- This is an exceptional opportunity to reach Houston's Latino population.
- Develop new business contacts. The event provides you with a unique networking opportunity to connect with the community in a fun and entertaining environment.
- Sampling Allowed! Receive instant feedback about your products and/or services from attendees.
- Show your company's commitment to the local community and its arts programs.

Sponsorship will be advertised in the following:

Festival Guide: All sponsors will receive an ad in our festival guide - 3,000 printed (size depending on level).

Posters/Postcards/Programs: 200 posters will be distributed to high traffic areas throughout Houston. 2,500 postcards will be distributed and 3,000 programs will be distributed to visitors with the sponsor's logo.

Web: The event will be posted on our own website, [www.meca-houston.org](http://www.meca-houston.org). Sponsorship will be posted for one year (August 2018 to July 2019). The festival will also be listed in over 20 event listing websites including Houston Arts Alliance, Houston Press, Culture Map and the Houston Chronicle.

Email: MECA's weekly newsletter will be e-mailed to our list of 4,000+ active subscribers.



Stage I Area

## Over 8,000 visitors over the Two Day

