



CULTURE  
TRADITION  
COMMUNITY  
EDUCATION  
REMEMBRANCE

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SPONSORSHIP OPPORTUNITIES

# **DIA DE LOS MUERTOS FESTIVAL**

BRINGING TOGETHER COMMUNITY, CULTURE, DIVERSITY & EDUCATION

CORPUS CHRISTI DIA DE LOS MUERTOS FESTIVAL IS ORGANIZED BY

**ELECTRA ART**  
\*\*\*\*\*  
**AXIS TATTOO**  
EST. 1982 - CORPUS CHRISTI, TX

**kspace**  
CONTEMPORARY



# SPONSORSHIP OPPORTUNITIES

# DIA DE LOS MUERTOS FESTIVAL

## BRINGING TOGETHER COMMUNITY, CULTURE, TRADITION & EDUCATION

The 2017 Corpus Christi Dia de Los Muertos Festival will be held October 28th, 3pm to midnight. Now in our 10th year, the Dia de los Muertos Festival has become one of Corpus Christi's most popular events. It has been listed as in Top 10 Dia de los Muertos Celebrations in the US by MSNBC, listed in the Caller Times Best of the Best (2016), and voted Best Festival in The Bend Magazine's Locals List (2016, 2017).

A national holiday in Mexico, Dia de los Muertos is a holiday when deceased friends and family members are remembered, honored and celebrated. It is a poignant time, both solemn and joyous, with colorful traditions, pageantry, and whimsy despite the sobering subject. Our festival pays tribute to this tradition.

The Dia de los Muertos Festival offers live music and dance (traditional and contemporary), made-by-hand arts and crafts expo, fine art exhibition and demonstrations, interactive artworks and activities, and this year, we are adding a Lucha Libre ring. Educational components include workshops, K-12 pinata contest, a Kids Corner with crafts and activities, and a community altar display where visitors may pay homage to a loved one of their own.

Over 20,000 residents of and tourists to the Coastal Bend of all ages, ethnicities and economic levels enjoy the festival each year. Participants range from children as young as three years old to vendors over 70. Over 450 students under 18 are involved in the Extravagancia de Pinatas, altar display and performances, and approximately 200 college students exhibit art and design, demonstrate art techniques, perform dance, music and theatrical skits and provide production support on our stages.

The Dia de los Muertos Festival is designed to attract locals and tourists to downtown Corpus Christi, to educate and unite our community, and to celebrate the rich cultural heritage of Mexico and South Texas. We invite all to be a part of this amazing cultural festival!

## DIA DE LOS MUERTOS FESTIVAL HIGHLIGHTS

### ENTERTAINMENT!!

Main Stage: Latin Pop & Rock Bands  
 La Cultura Stage: Traditional Dance & Music  
 Kid's Corner Performance Area  
 Lucha Libre

HECHO A MANO ART EXPO - over 75 vendors selling their own made-by-hand art and crafts

KIDS' CORNER: crafts, face painting, games & activities

DIA DE LOS MUERTOS WORKSHOPS - Sept/Oct

EXTRAVAGANCIA DE PIÑATAS  
 K-12 Art Contest & Exhibition

¡VIVA LA LUCHA!  
 Fine Art Exhibition at K Space Contemporary

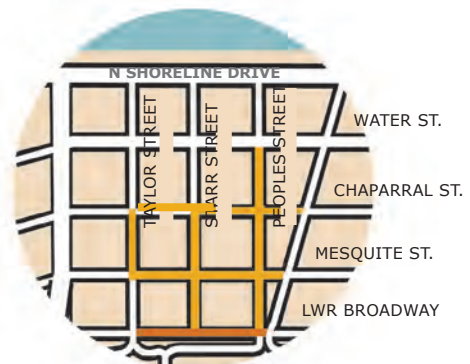
INTERACTIVE ART:  
 Monos de Calenda (giant puppets), tribute wall, interactive murals

ALTARS OF REMEMBRANCE at the Ritz Theater

Family friendly and fun for people of all ages.

Proceeds benefit K Space Contemporary  
 a 501c3 non-profit arts organization

**Event Location:**  
 Downtown Corpus Christi on Chaparral,  
 Starr, Peoples, Mesquite and Taylor Streets



## \$15,000 MAIN STAGE:

Presenting traditional music, dance, Latin-influenced pop and rock bands

- Main Stage naming rights with signage
- Name/Logo promoted with headlining acts
- Logo on promotional poster
- Logo and Name in festival press releases
- Logo on 250 volunteer t-shirts
- Logo on festival map
- Featured in festival social media posts
- Logo on diadelosmuertoscc.com & kspacecontemporary.org
- One 10x10 booth at festival
- Logo on LED board at festival
- Logo prominently placed in Caller-Times thank you ad following event

## \$10,000 KIDS' CORNER:

(co-sponsorship: 2 at \$5,000)

Kids Corner, Crafts, Games, and Activities

- Family Area naming rights with signage
- Logo on promotional poster
- Logo and Name in festival press releases
- Logo on 250 volunteer t-shirts
- Logo on festival map
- Featured in festival social media posts
- Logo on diadelosmuertoscc.com & kspacecontemporary.org
- One 10x10 booth at festival
- Logo on LED board at festival
- Logo in Caller-Times thank you ad following event

## \$3,500 COMMUNITY MURAL:

- Logo on completed mural - expected completion 2019
- Logo/banner included on mural booth at festival
- Featured in festival social media posts
- Logo on 250 volunteer t-shirts
- Logo on festival map
- Logo on diadelosmuertoscc.com & kspacecontemporary.org
- Logo on LED board at festival
- Name in Caller-Times thank you ad following event



## \$10,000 LA CULTURA STAGE:

(co-sponsorship: 2 at \$5,000)

Presenting traditional dance and music: Ballet Folklórico, Salsa, Flamenco, Tehano, Latin Jazz

- Cultural stage naming rights with signage at \$10,000 level (If co-sponsored, both sponsors' logos will be included on stage sign in lieu of naming rights)
- Logo on promotional poster
- Logo and Name in festival press releases
- Logo on 250 volunteer t-shirts
- Logo on festival map
- Featured in festival social media posts
- Logo on diadelosmuertoscc.com & kspacecontemporary.org
- One 10x10 booth at festival
- Logo on LED board at festival
- Logo in Caller-Times thank you ad following event

## \$7,500 LUCHA LIBRE

Lucha Libre Tent presenting matches throughout the event

- Lucha Libre Event naming rights
- Logo on promotional poster
- Logo and Name in festival press releases
- Logo on 250 volunteer t-shirts
- Logo on festival map
- Featured in festival social media posts
- Logo on diadelosmuertoscc.com & kspacecontemporary.org
- One 10x10 booth at festival
- Logo on LED board at festival
- Logo in Caller-Times thank you ad following event

## \$2,500 EXTRAVAGANCIA DE PIÑATAS

Youth Piñata Contest & Exhibition: provides supply and award money to participating K-12 groups.

- Signage at gallery entry displayed with the exhibition through its closing Nov. 18
- Logo included on pinata labels and voting instructions
- Featured in contest social media posts & winner announcements
- Logo on diadelosmuertoscc.com & kspacecontemporary.org
- Logo on 250 volunteer t-shirts
- Logo on festival map
- Logo on LED board at festival
- Name in Caller-Times thank you ad following event

### ALL SPONSORSHIPS INCLUDE:

Logo/Name on Sponsor banners placed around festival grounds • Logo on 250 Volunteer t-shirts • Your banner displayed outdoors on festival grounds  
Logo included on Sponsor Board displayed with exhibitions inside K Space Contemporary • Logo on diadelosmuertoscc.com & kspacecontemporary.org



## \$2,500 ALTARS OF REMEMBRANCE:

Display of Altars at the historic Ritz Theater. Provides supply money to K-12 groups to create their altar.

- Signage & banners with your logo outside and in lobby
- Name included in altar display promotion
- Featured in social media posts
- Logo on diadelosmuertoscc.com & kspacecontemporary.org
- Logo on 250 volunteer t-shirts
- Logo on festival map
- Logo on LED board at festival
- Name in Caller-Times thank you ad following event

## \$1,500 LA ESPECTÁCULO: (4 available)

Exhibitions and Art to See! Choose one:

1. **ART EXHIBITION - ¡Viva La Lucha!** fine art exhibition at K Space Contemporary.
2. **AUSTIN BIKE ZOO:** sculptural bicycles of butterflies, snakes and other creatures that light up at night.
3. **GUEST ARTISTS - LOTERIA PARADE:** to create Loteria cards to be worn and paraded throughout the festival.
4. **GUEST ARTISTS - EL DECORADO:** to create outdoor artwork (i.e. murals, tribute wall) that improve the cultural ambience of the event and encourage public interaction

- Signage with the sponsored "Spectacle"
- Logo/Name on Sponsor banners placed around festival grounds
- Name included in Facebook Sponsor Album & social media posts
- Logo on diadelosmuertoscc.com & kspacecontemporary.org
- Logo on 250 volunteer t-shirts
- Logo on LED board at festival
- Name in Caller-Times thank you ad following event

## \$1,500 TOTE BAGS:

Your logo on an official Dia de los Muertos Festival Tote Bag

- 1000 reusable totes distributed in the Kids Corner and with purchases at the Merchandise booth
- Logo/Name on Sponsor banners placed around festival grounds
- Name included in Facebook Sponsor Album
- Logo on diadelosmuertoscc.com & kspacecontemporary.org
- Logo on 250 volunteer t-shirts
- Name in Caller-Times thank you ad following event

## \$2,500 LA CALLE / STREET SPONSOR:

(4 available)

Street closure barricades, permits, security, medics, traffic officers, insurance, street lighting:

- STARR STREET
- CHAPARRAL STREET
- PEOPLES STREET
- MESQUITE STREET
- One 10x10 booth on sponsored street at festival
- Banner/signage on sponsored street
- Name included in Facebook Sponsor Album & social media posts
- Logo on diadelosmuertoscc.com & kspacecontemporary.org
- Logo on 250 volunteer t-shirts
- Logo on LED board at festival
- Name in Caller-Times thank you ad following event



## \$1,000 LA EMPRESA / BUSINESS:

10 booths available

- 10'x10' booth space at the event
- Logo/Name on Sponsor banners placed around festival grounds
- Name included in Facebook Sponsor Album
- Logo on 250 volunteer t-shirts
- Name in Caller-Times thank you ad following event

## \$500 AMIGO SPONSOR

unlimited number available

- Your banner displayed on festival grounds
- Logo/Name on Sponsor banners placed around festival grounds
- Name included in Facebook Sponsor Album
- Logo on 250 volunteer t-shirts
- Name in Caller-Times thank you ad following event

### ALL SPONSORSHIPS INCLUDE:

Logo/Name on Sponsor banners placed around festival grounds • Logo on 250 Volunteer t-shirts • Your banner displayed outdoors on festival grounds  
Logo included on Sponsor Board displayed with exhibitions inside K Space Contemporary • Logo on diadelosmuertoscc.com & kspacecontemporary.org



2017 DIA DE LOS MUERTOS STREET FESTIVAL

# SPONSORSHIP FORM

Please complete this form and return to K Space Contemporary by Sept. 15. THANK YOU!

- \$15,000 Main Stage \$ 2,500 La Calle Sponsor: 4 available, select one
  - \$10,000 La Cultura Stage
    - \$5,000 co-sponsor. Call to check availability
  - \$10,000 Kids Corner
    - \$5,000 co-sponsor. Call to check availability
  - \$ 7,500 Lucha Libre
  - \$ 3,500 Community Mural
  - \$ 2,500 Extravagancia de Piñatas
  - \$ 2,500 Altars of Remembrance
  - \$ 1,000 La Empresa - Business
  - \$ 500 Amigo Sponsor
- Starr Street
  - Chaparral Street
  - Peoples Street
  - Mesquite Street
- \$ 1,500 La Espectáculo: 4 available, select one
  - Art Exhibition
  - Austin Bike Zoo
  - Guest Artist - Loteria Parade
  - Guest Artist - El Decorado
- \$ 1,500 Tote Bag

Sponsor Name/Business: \_\_\_\_\_

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

Address (city, state, zip): \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

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

METHOD OF PAYMENT

- Please invoice me at address above
  - Check Enclosed
  - Credit Card: circle type    VISA    MASTERCARD    DISCOVER    AMERICAN EXPRESS
- Credit Card Number: \_\_\_\_\_
- Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_
- Signature: \_\_\_\_\_

*K Space Contemporary is a 501c3 non-profit organization dedicated to presenting and promoting contemporary art in South Texas. Under IRS rules, contributions to this event are tax deductible to the fullest extent of the law.*



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