

DIÁ de los MUERTOS

STREET FESTIVAL

SPONSORSHIP OPPORTUNITIES



OCTOBER 27, 2018 - 3 PM TO MIDNIGHT

WWW.DIADELOSMUERTOSCC.COM

SPONSORSHIP OPPORTUNITIES

DIA DE LOS MUERTOS FESTIVAL

COMMUNITY ▪ EDUCATION ▪ TRADITION ▪ CULTURE

The 2018 Corpus Christi Dia de Los Muertos Festival will be held Saturday, October 27th, 3pm to midnight. Now in our 11th year, the Dia de los Muertos Festival has become one of Corpus Christi's most popular events. It has been nationally recognized as a Top Dia de los Muertos Celebration in the US, listed in the Caller Times Best of the Best, and voted Best Festival in The Bend Magazine's Locals List three years running (2016-2018).

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 Lucha Libre wrestling. Educational components include workshops, K-12 pinata contest, a Kids Corner with crafts, activities and performances for children, and a community altar display where visitors may pay homage to loved ones.

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 Retama Stage: Traditional Dance & Music
 Ritz Stage: Dance and DJ music
 Kid's Corner Performance Area
 Lucha KaBoom! (masked wrestling)

HECHO A MANO ART EXPO

85+ vendors selling original made-by-hand art and crafts

KIDS' CORNER

crafts, face painting, games & activities

EXTRAVAGANCIA DE PIÑATAS

K-12 Piñata Contest & Exhibition

DIA DE LOS MUERTOS ART EXHIBITION

Fine Art Exhibition at K Space Contemporary

WALK OF REMEMBRANCE OFRENDA DISPLAY

INTERACTIVE ART:

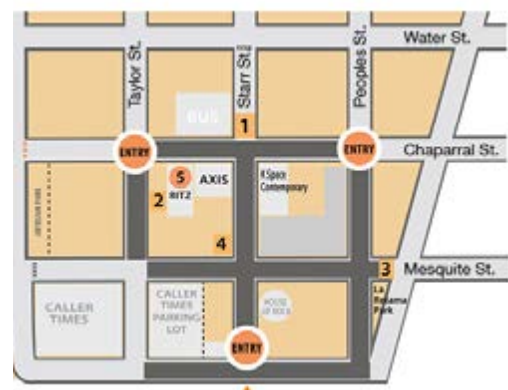
Monos de Calenda (giant puppets), Tribute Wall, Interactive Murals

FAMILY FRIENDLY AND FUN FOR PEOPLE OF ALL AGES.

Proceeds benefit K Space Contemporary a 501c3 non-profit organization dedicated to presenting and promoting contemporary art.

EVENT LOCATION

Downtown Corpus Christi on Chaparral, Mesquite, Peoples, Starr and Taylor Streets



\$15,000 MAIN STAGE

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

- Main Stage naming rights with signage
- Name/Logo promoted on headlining acts
- Logo on promotional posters
- Name in festival press releases
- Logo on 250 volunteer t-shirts
- Logo on festival map
- Featured in social media posts
- Logo on diadelosmuertoscc.com
- Logo on kspacecontemporary.org
- One 10x10 booth at festival
- Logo on LED slideshow on Main Stage

\$10,000 KIDS' CORNER

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

Kids Corner, Crafts, Games and Performance Area

- Family Area naming rights with signage
- Logo on promotional poster
- Name in festival press releases
- Logo on 250 volunteer t-shirts
- Logo on festival map
- Featured in social media posts
- Logo on diadelosmuertoscc.com
- Logo on kspacecontemporary.org
- One 10x10 booth at festival
- Logo on LED slideshow on Main Stage

\$5,000

COMMUNITY MURAL:

Mural painted at the festival and refined by local artists.
(Please contact to discuss.)

- Mural placement is arranged with Sponsors' consultation. Installation in Spring 2019.
- Logo/banner included on mural area at festival
- Featured in festival social media posts
- Logo on 250 volunteer t-shirts
- Logo on festival map
- Logo on diadelosmuertoscc.com
- Logo on kspacecontemporary.org
- 10' x 10' booth at festival
- Logo on LED slideshow on Main Stage



\$7,500 RITZ STAGE

Presenting traditional dance and DJ music: Ballet Folklórico, Salsa, Flamenco, Contemporary

- Stage naming rights with signage
- Logo on promotional poster
- Name in festival press releases
- Logo on 250 volunteer t-shirts
- Logo on festival map
- Featured in social media posts
- Logo on diadelosmuertoscc.com
- Logo on kspacecontemporary.org
- One 10x10 booth at festival
- Logo on LED slideshow on Main Stage

\$5000 LA RETAMA STAGE

Presenting Tejano, Conjunto and local up-and-coming bands

- Stage naming rights with signage
- Logo on promotional poster
- Name in festival press releases
- Logo on 250 volunteer t-shirts
- Logo on festival map
- Featured in social media posts
- Logo on diadelosmuertoscc.com
- Logo on kspacecontemporary.org
- Logo on LED slideshow on Main Stage

\$2,500 OFRENDA DISPLAY

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 250 volunteer t-shirts
- Logo on festival map
- Logo on diadelosmuertoscc.com
- Logo on kspacecontemporary.org
- 10' x 10' booth outside, near Ritz door
- Logo on LED Slideshow on Main Stage

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 inside K Space Contemporary through Dec. 1 • Logo on diadelosmuertoscc.com & kspacecontemporary.org

\$2,500 EXTRAVAGANCIA DE PIÑATAS

Youth Piñata Contest & Exhibition: provides supply and award money to participating high school groups.

- Signage displayed in gallery exhibition through Nov. 23
- Logo/Name in contest publicity & winner announcements
- Logo on large piñata labels and voting instructions
- Logo featured in social media posts
- 10'x10' booth space at the event
- Logo on diadelosmuertoscc.com
- Logo on kspacecontemporary.org
- Logo on 250 volunteer t-shirts
- Logo on LED slideshow on Main Stage

\$1,500 BELLAS ARTES

Día de los Muertos National Juried Art Exhibition at K Space Contemporary.

- Name / Logo in national publicity August-September
 - Must have commitment ASAP for this perk
 - Call for Entries mailed to 2500 artists, and 300 art organizations and college Art Departments
 - Logo on prospectus and entry form webpages on diadelosmuertoscc.com and kspacecontemporary.com
 - Name included in Call for Entries advertising
 - Logo/Name included in social media ads
- Logo included on exhibition postcard invitation
- Logo included on exhibition title wall throughout exhibition (October - November 20)
- Logo on 250 volunteer t-shirts

\$1,500 TOTE BAGS:

Your logo on the official Día de los Muertos Festival Tote Bag

- 1000 reusable bags with your logo on one side (festival logo on the other side), given away in Merchandise booth and Kids Corner
- Logo/Name on Sponsor boards placed on festival grounds
- Name/Logo included in Facebook Sponsor Album
- Logo on diadelosmuertoscc.com
- Logo on 250 volunteer t-shirts

\$1,000 ARTE CREATIVO POR LA JUVENTUD

Youth Art Exhibition at Bay Jewel Event Center

- Logo banner displayed with exhibition
- Logo/Name on Sponsor banners placed on festival grounds
- Name/Logo included in Facebook Sponsor Album
- Logo featured in social media posts
- Logo on 250 volunteer t-shirts

Neighbors: Special Sponsorships available for businesses located within the festival zone. For Info, email us at info@kspacecontemporary.org



\$2,500 TAPETES DE ASERRÍN

Beautiful floor design in colored sawdust, flower petals, etc.

- Business Name and Logo included in the carpet design
 - Popular in photos on social media
- Logo featured in social media posts
- 10'x10' booth space at the event
- Logo on festival map
- Logo on kspacecontemporary.org
- Logo on diadelosmuertoscc.com
- Logo on 250 volunteer t-shirts
- Logo on LED slideshow on Main Stage

\$2,000 LA CALLE

Street Sponsorship (5 available) supports the cost of permits, security, street barricades, traffic officers, lighting, etc.:

- STARR STREET
- CHAPARRAL STREET
- PEOPLES STREET
- MESQUITE STREET
- TAYLOR STREET
- One 10x10 booth on sponsored street at festival
- Banner/signage on sponsored street
- Logo/Name included in Facebook Sponsor Album
- Logo featured in social media posts
- Logo on diadelosmuertoscc.com
- Logo on kspacecontemporary.org
- Logo on 250 volunteer t-shirts
- Logo on LED slideshow on Main Stage

\$1,000 LA EMPRESA

Business Sponsorship with booth at the festival

- 10'x10' booth space at the event
- Your banner displayed on festival grounds
- Logo/Name on Sponsor banners placed on festival grounds
- Name/Logo included in Facebook Sponsor Album
- Logo featured in social media posts
- Logo on 250 volunteer t-shirts

\$500 GENERAL

- Your banner displayed on festival grounds
- Logo/Name on Sponsor boards placed on festival grounds
 - Name/Logo included in Facebook Sponsor Album
 - Logo featured in social media posts
 - Logo on 250 volunteer t-shirts

\$250 AMIGO

- Your banner displayed on festival grounds
- Logo/Name on Sponsor boards placed on festival grounds
- Name/Logo included in Facebook Sponsor Album
 - Logo on 250 volunteer t-shirts

2018 DIA DE LOS MUERTOS STREET FESTIVAL SPONSORSHIP FORM

To become a Sponsor, please complete this form and return to K Space Contemporary. THANK YOU!
Customized sponsorships are available. Please call 361-887-6834 to discuss.

- | | |
|--|---|
| SOLD <input type="checkbox"/> \$15,000 Main Stage | <u>\$ 2,000 La Calle Sponsor: 5 available, select one</u> |
| SOLD <input type="checkbox"/> \$10,000 Kids Corner
<input type="checkbox"/> \$5,000 co-sponsor. Call to check availability | <input type="checkbox"/> Starr Street |
| SOLD <input type="checkbox"/> \$ 7,500 Ritz Stage | <input type="checkbox"/> Chaparral Street |
| SOLD <input type="checkbox"/> \$ 5,000 La Retama Stage | <input type="checkbox"/> Peoples Street |
| <input type="checkbox"/> \$ 5,000 Community Mural | SOLD <input type="checkbox"/> Mesquite Street |
| SOLD <input type="checkbox"/> \$ 2,500 Ofrenda Display | <input type="checkbox"/> Taylor Street |
| SOLD <input type="checkbox"/> \$ 2,500 Extravagancia de Piñatas | <input type="checkbox"/> \$ 1,500 Tote Bag |
| <input type="checkbox"/> \$ 2,500 Tapetes de Aserrín
(Sawdust Carpet) | <input type="checkbox"/> \$ 1,000 Arte Creativo por la Juventud
(Youth Art Exhibition) |
| <input type="checkbox"/> \$ 1,500 Bellas Artes (Art Exhibition) | <input type="checkbox"/> \$ 1,000 La Empresa - Business |
| | <input type="checkbox"/> \$ 500 General Sponsor |
| | <input type="checkbox"/> \$ 250 Amigo Sponsor |

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.*

kspace
CONTEMPORARY

Mail: P.O. Box 545, Corpus Christi, TX 78403
Physical: 415D Starr Street, Corpus Christi, TX 78401
Ph. (361) 887-6834, Fax (361) 882-8665
www.kspacecontemporary.org

SCENES FROM THE 2017 DIA DE LOS MUERTOS FESTIVAL

