



09/17/2025

RE: Día De Los Muertos

Dear Mayor and Council,

Greetings from Escaramuza Charra Reynas Del Valle Coachella! Escaramuza Charra Reynas del Valle was founded to formalize the growing revival of Mexican culture with an emphasis on women's power, particularly through the reconnection with Charrería and Escaramuza - Mexican equestrian practices which date to the 16th Century and are rooted in the blend of indigenous and Spanish cultures. Our work encompasses diverse cultural sports and activities, mentorship, education, and celebration of community.

We are launching our third annual family event/fundraiser, "Día de Los Muertos," which will be held at Rancho Escondido in Coachella. The event will honor our ancestors and loved ones who have passed, with food, drinks, music, altars, and a special equestrian presentation from the escaramuza team; Reynas del Valle Coachella.

Due to the growing fear in our communities, most traditional cultural events have been cancelled. We feel it's important to have our community feel safe and be able to celebrate in a family-friendly environment, where they'll be able to share their cultural heritage and traditions, and celebrate our loved ones, while enjoying music, arts and traditional food. This event also supports our local performers and vendors.

We are humbled by the City of Coachella, who has been supportive in the revival of our Coachella Valley escaramuza and charrería culture and would like to ask for sponsorship for the event Día de Los Muertos, in the amount of \$5,000.

The approximate budget for the event is \$15,000, which covers Music (\$6,500), entertainment and children activities/arts (\$1,500), stage and sound equipment (\$3,000), security (\$2,000), and food and drinks (\$4,000). The entirety of the event is organized by the equestrian families and volunteers. All the fundraising proceeds benefit the youth escaramuza team who is gearing up for the new competitive season and proudly represent the Coachella Valley.

On behalf of the Board of Directors and residents we serve, we thank you for your consideration in making a generous contribution. Our tax Identification number is by virtue of our current relationship as a project of *Pueblo Unido CDC*, which is a California non-profit corporation under the IRS code 501 (c) (3).

Sincerely,

Margarita Lopez
President, Board of Directors
Reynas del Valle



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