



## **STAFF REPORT**

**9/24/2025**

**TO:** Honorable Mayor and City Council Members

**FROM:** Celina Jimenez, Director of Economic Development

**SUBJECT:** Authorize a Sponsorship Request for Escaramuza Charra Reynas Del Valle Coachella in the Amount of \$5,000 for its Dia de los Muertos Event

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### **STAFF RECOMMENDATION:**

Staff is submitting this sponsorship request for the City Council's consideration to authorize a sponsorship request for Escaramuza Charra Reynas Del Valle Coachella in the amount of \$5,000 for its Dia de los Muertos event on November 2, 2025.

### **BACKGROUND:**

The Escaramuza Charra Reynas del Valle Coachella was founded to formalize the growing revival of Mexican culture with an emphasis on women's empowerment, particularly through the reconnection with Charrería and Escaramuza - Mexican equestrian practices rooted in the blend of indigenous and Spanish cultures. Their work includes cultural sports and activities, mentorship, education, and celebration of community. The Escaramuza Charra Reynas del Valle is composed of an all-female group ranging from the ages of 5 to 15 years old by offering horsemanship instruction and educational activities. The Reynas are looking to compete at the state level in order to qualify for the "Campeonato Nacional Infantil, Juvenil, y de Escaramuza," an annual national competition which will take place in Guadalajara, Mexico this summer. They organize two fundraising events a year, Dia de Los Muertos (November) and Mariachi Under the Stars (April), to help support their participation in these competitions.

### **DISCUSSION/ANALYSIS:**

The third annual Dia de los Muertos fundraising event will be held at Rancho Escondido in Coachella. The cultural event will host a Day of the Dead celebration and will include a special equestrian presentation from the escaramuza team; Reynas del Valle. The budget for the event is \$15,000, which covers live entertainment; including mariachi, banda, ballet folklórico, stage and sound equipment, children activities/art, security, food and drinks, and rental equipment.

**ALTERNATIVES:**

1. Authorize a Sponsorship Request for Escaramuza Charra Reynas Del Valle Coachella in the Amount of \$5,000 for its Dia de los Muertos Event
2. Not authorize the sponsorship request

**FISCAL IMPACT:**

Funding for this sponsorship will be through the General Fund.

**ATTACHMENT(S):**

1. Sponsorship Request Letter
2. Event Flyer