



Dear Mr. Gustavo J. Romo, City Manager, City of Coachella:

Raices Cultura would like to request your consideration for the City to renew its commitment as the Presenting Sponsor for our Dia de Los Muertos Celebration in Coachella on November 7, 2026. Your support will continue to sustain this long-standing tradition and demonstrate to the public that the City of Coachella values the power of art & culture to transform communities by uplifting residents and bringing people together in meaningful celebration.

Who We Are: Raices Cultura is committed to the empowerment of youth and adult residents through artistic self-expression and community building. We promote the preservation of cultural traditions and the development of personal voice, creativity, and civic engagement through the arts. We believe in art, culture, and empowerment - for everyone.

Event Sponsorship: This inclusive event attracts a diverse audience from the Coachella Valley and beyond where all are welcome. Raices Cultura's priority is to highlight the heritage and arts & culture practices which honor ancient indigenous traditions of Mesoamerican peoples, combined with Mexican and Spanish cultural influences, in commemoration of loved ones who are no longer with us.

Since 2005, we have proudly staged our event in the City of Coachella and it has grown year after year with thousands of attendees gathering together to celebrate art, culture, & community. Sponsorships for this event support unique art displays such as our oversized calaveras painted by local artists, traditional ofrendas built by intergenerational family members, artists, and community organizations, interactive art installations and special projects, an activity zone, and a curated artist vendor market, as well as numerous thematic workshops that educate attendees about cultural art and much more!

We respectfully request your support for our annual Dia de Los Muertos celebration. Your sponsorship will not only foster sustainability for our organization & the important work we do, it also provides greater economic support for artists and expands the creative offerings at this annual event. It is a wonderful opportunity to proudly display your commitment to strengthening our community and increasing access to art & culture in the City of Coachella.

In Community,

A handwritten signature in black ink, appearing to read "Marnie L. Navarro".

Marnie L. Navarro, BA, MFA
Executive Director
Raices Cultura



2026 Sponsorship Levels

Presenting Sponsor: Chicomecoatl (Nourishment) - \$20,000 (1 available)

- Presenting Sponsor of Raices Cultura's 2026 Dia de Los Muertos Community Celebration on November 7
- Sponsor of Special Project Art Installation for event with a Presenting Sponsor post on social media
- Sponsor of Art Activity Zone at the event with sponsor logo signage
- Custom floor graphics with Sponsor logo in thematic design at the event
- Tour of local museum for 4 with Raices Cultura's Executive Director and lunch in Palm Springs (TBD)
- Invitation for 6 to private Artist Dinner (TBD)
- Logo displayed as 2026 Presenting Sponsor on any printed material and organization website in perpetuity**
- Formal acknowledgement by Master of Ceremonies during opening remarks

Visionary Sponsor: Coatlicue (Supreme Goddess) - \$15,000 (1 available)

- Partner Sponsor of Raices Cultura's 2026 Dia de Los Muertos Community Celebration on November 7
- Sponsor of Mercadito de Arte at the event with Partner Sponsor signage and post on social media
- (1) Special art display by Raices Cultura for a future private or community event of sponsor's choice***
- Invitation for 4 to private Artist Dinner (TBD)
- Logo or Name as 2026 Partner Sponsor on any printed event materials and organization website in perpetuity**
- Large logo on signage displayed at event in prominent location as Partner Sponsor**

Program Sponsor: Quetzalcoatl (Creator of Earth) - \$10,000 (2 available)

- (1) 4'x4' *Calavera Gigante* painted by a local artist unveiled at Nov. 7 event with sponsor name placard*
- Sponsor (1) of the following programs for a year: Nepantleras Women's Group, Media Production, or Open Mic
- Invitation for 4 to private Artist Dinner (TBD)
- Logo or Name as Gold Sponsor on any printed event materials and organization website in perpetuity**
- Medium logo on signage displayed at event in prominent location**

Collaborator Sponsor: Tezcatlipoca (Earth Co-Creator) - \$5,000 (4 available)

- Swag bag incl. (1) limited edition artwork, (2) 2026 Raices Cultura DDLM t-shirts, and personalized note****
- Team-Building or Staff Development art workshop for up to 20 participants***
- Invitation for 2 to private Artist Dinner (TBD)
- Logo or Name as Silver Sponsor on any printed event materials and organization website in perpetuity**
- Small logo on signage displayed at event in prominent location**

Ally Sponsor: Tlaloc (Rain & Water)- \$1000 (20 available)

- Swag bag incl. (1) 2026 Raices Cultura DDLM t-shirt and personalized note****
- Logo or Name as Bronze Sponsor on organization website in perpetuity**

*Option to keep the calavera or donate it back to Raices Cultura for auction or reuse.

**Sponsorships must be confirmed by October 20, 2026 to be included in promotional materials.

***Special project not to exceed \$2000.00 budget / Must be scheduled 90 days in advance, not available in March or April

****Indicate mailing address and size for t-shirt (S, M, L, XL, XXL, XXXL)

Please contact a representative of Raices Cultura at (760) 861-3188 if interested in a sponsorship. Make checks payable to *Raices Cultura* and mail to P.O. Box 714, Coachella, CA 92236. Sponsorships must be confirmed by October 20, 2026 to be included in promotional materials. Raices Cultura is a tax-exempt organization and is exempt from Federal income tax under section 501 (c) (3) of the Internal Revenue Code EIN# 26-4790803.