



May 28, 2025
Bill Pattison
City Manager
City of Coachella
53990 Enterprise Way
Coachella, CA 92236

Dear Bill Pattison,

On behalf of the Codex Creation Committee Board and the Run with Los Muertos Team, we are pleased to once again bring a premier Coachella Valley event to the City of Coachella.

Run with Los Muertos was proudly born in the City of Coachella, and now hopes to celebrate its 12th year on November 1, 2025. Since its inception, this event has succeeded in its mission to create a regional celebration that encourages the whole family to come together in honor of a centuries old tradition. By combining art, culture, health, and wellness, our event not only serves as a platform for local residents, it promotes tourism to Coachella by welcoming new visitors from all over the US, Canada, and Mexico. Nearly a thousand runners were at the starting line with several thousand more joining last year's event. We expect this year's run to be the best one yet.

This event would not be possible without a strong partnership with the City of Coachella. In particular, the financial support we receive has allowed the event to grow year after year. To that end, we are hoping to solidify and receive the sponsorship funds as early as possible. This will allow us to more efficiently plan and stretch the monetary value.

We are requesting the same package as last year which included a \$45,000 check and in kind services. The true value of the event is now closer to \$200,000 presenting tremendous value to the City.

Please let me know if you need anything from me or the team. We are excited and eager to get the ball rolling.

Very best,

Arlene Amick
Chairwoman
Codex Creation Committee