



CODEX
CREATION
COMMITTEE

August 20, 2024
City of Coachella
53990 Enterprise Way
Coachella, CA 92236

Dear Honorable City Councilmembers,

I am thrilled and honored to write to you regarding our upcoming event, Run with Los Muertos, which was proudly founded in the City of Coachella in 2013. Your unwavering support since the beginning has been instrumental in allowing this event to flourish and become the premier highlight of the Fall season in our region. What began as a single stage, a 5K run, and an art walk has now evolved into a full-scale block party featuring a procession, car show, vendor village, and three stages of live entertainment.

Run with Los Muertos (RWLM) is a testament to community collaboration, bringing together numerous local organizations and teams while providing a platform for local artists and musicians to showcase their talents. Our partnerships have extended to artisans from Oaxaca, Michoacán, and Baja California, offering the residents of Coachella a unique opportunity to experience the rich culture of Mexico right in their hometown.

Beyond the one-night celebration, RWLM has been able to initiate and lead free community programs that focus on fitness and arts education.

Our media partnerships have played a significant role in attracting tourism to the City of Coachella. Each year, we benefit from billboard advertising, television and radio commercials, print media, and an extensive social media presence. As a result, we have drawn visitors from across the United States, Canada, and Mexico.

Our dedicated team works tirelessly throughout the year to ensure that this sacred celebration is a memorable night for the thousands of people who attend in the City of Coachella. Excluding residual impacts, this free community event contributes an annual value of over \$150,000 to the City of Coachella. Although costs have continued to increase, we are once again requesting the same \$35,000 sponsorship as last year. With your ongoing support, we are confident that we can deliver an event that the entire community can take pride in.

Please feel free to reach out to me or our team at your convenience with any questions or concerns.

Your consideration and continued support are deeply appreciated.

Sincerely,

Analisa Barbosa Holoubek
Treasurer, Codex Creation Committee