



Dear Dr. Gabriel Martin, City Manager, City of Coachella:

Raices Cultura would like to request your consideration to be the Presenting Sponsor for our Dia de Los Muertos Celebration in Coachella on November 5, 2022. Your support will not only continue to ensure the success of this long-standing tradition and demonstrate the power of art & culture to empower community, it will signify that the City of Coachella is a visionary investor in engaging opportunities for residents of the Eastern Coachella Valley.

Who We Are: Raices Cultura is committed to the empowerment of youth and adult residents through artistic self-expression and cultural inclusivity. We promote the preservation of cultural traditions and the development of personal voice, creativity, and civic engagement through the arts - all in service of transformative justice.

Event Sponsorship: This event attracts a diverse audience from the Coachella Valley and beyond where all are welcome. Raices Cultura's efforts are in honor of the ancient indigenous traditions of Mesoamerican peoples combined with Mexican and Spanish cultural influences that celebrates the lives of loved ones who are no longer within the living world.

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. Event sponsorships support everything from unique art displays such as our oversized calaveras painted by local artists, to the traditional ofrendas built by intergenerational family members, artists, and community organizations, as well as a community art gallery featuring dozens of visual artists, numerous thematic art workshops that educate attendees about cultural traditions, special projects by expert puppet-makers and visual artists, interactive photo-op areas, a curated Mercadito de Arte vendor area, and more!

We respectfully request your support for our annual Dia de Los Muertos celebration. Your sponsorship will foster sustainability for our organization & the important work we do, greater support for artists, and expand the art offerings at our annual event. It is a wonderful opportunity to proudly display your commitment to strengthening community and increasing access to art & culture in the Coachella Valley.

In Community,

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

Marnie L. Navarro
Raices Cultura Executive Director



2022 Sponsorship Levels

Presenting Sponsor: Chicomecoatl (Nourishment) - \$15,000 (1 available)

- Presenting Sponsor of Raices Cultura's 2022 Dia de Los Muertos (DDLML) Event on November 5
- Sponsor of Special Project Art Installation for event with a Presenting Sponsor placard
- Custom nicho sculpture to keep from 2021 Somos Sagrados Exhibition at Sunnylands*
- Special art project by Raices Artist Team for a future event of sponsor's choice**
- Extra large logo on banner displayed at event in prominent location and in event program
- Logo displayed as Presenting Sponsor on 2022 printed material and on organization website in perpetuity
- Formal acknowledgement by Master of Ceremonies during opening remarks

Visionary Sponsor: Coatlicue (Supreme Goddess) - \$10,000 (1 available)

- 8' x 6' Giant Calavera custom painted by Raices artist team for display at event with Sponsor placard
- Sponsor of Activity Zone thematic art workshops at the event with sponsor logo on display
- Sponsor of New Augmented Reality Art Activation for 2022 event in Coachella
- Custom nicho sculpture to keep from 2021 Somos Sagrados Exhibition at Sunnylands*
- Large logo on banner displayed at event in prominent location and in event program
- Logo displayed as Partner Sponsor on 2022 printed material and on organization website in perpetuity
- Formal acknowledgement by Master of Ceremonies during opening remarks

Program Sponsor: Quetzalcoatl (Creator of Earth) - \$5,000 (4 available)

- A 4'x4' Large Calavera painted by local artists for display with sponsor name placard*
- Sponsor 1 year of the following programs: Tierra de Raices, Nepantleras, Media Production, or Open Mic
- Medium logo on banner displayed at event in prominent location and medium logo in event program
- Logo listed as Gold Sponsor on 2022 printed material and on website in perpetuity
- Formal acknowledgement by Master of Ceremonies during opening remarks
- Invitation to private Artist Dinner (TBD)

Collaborator Sponsor: Tezcatlipoca (Earth Co-Creator) - \$1,000 (10 available)

- Special sponsor art pack with (1) limited edition art print and (1) 2022 DDLML t-shirt***
- Small logo on banner displayed at event in prominent location and in event program
- Logo displayed as 2022 Silver Sponsor on Raices website in perpetuity
- Invitation to private Artist Dinner (TBD)

Ally Sponsor: Tlaloc (Rain & Water)- \$500 (10 available)

- Small logo on banner displayed at event in prominent location and in event program
- Logo displayed as 2022 Bronze Sponsor on Raices website in perpetuity
- Invitation to private Artist Dinner (TBD)

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

****Special project not to exceed \$2000.00 budget**

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

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 15, 2022 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.