



STAFF REPORT
8/6/2025

TO: Honorable Mayor and City Council Members

FROM: Celina Jimenez, Director of Economic Development

SUBJECT: Approve a Sponsorship Request for Raices Cultura for their 2025 Dia de los Muertos Celebration in the Amount of \$20,000

STAFF RECOMMENDATION:

Staff recommends that the City Council consider approving a sponsorship request for Raices Cultura in the amount of \$20,000 to be the Presenting Sponsor of their Dia de los Muertos celebration on November 1, 2025.

BACKGROUND:

Since 2004, the Dia de los Muertos celebration event by Raices Cultura has grown year after year, bringing in more than 4,000 attendees together to celebrate art, culture, and community health with the main event being the Run with Los Muertos 5k Race. Funding for Raices Cultura sponsors unique art displays from large-scale Calaveras painted by local artists, to the traditional 'ofrendas' built by intergenerational family members, artists, and community organizations; the community art gallery features over a dozen visual artists, a special commission of two over-sized 'titeres' - La Catrina y El Viejito - by expert puppet-makers for the procession, the doubling of its thematic community-based art workshops, an interactive art installation photo op area, and a curated Mercadito de Arte vendor area.

DISCUSSION/ANALYSIS:

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

- Presenting Sponsor at 2025 Dia de Los Muertos Community Celebration on November 1
- 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 + lunch in Palm Springs (TBD)
- Invitation for 6 to private Artist Dinner (TBD)

- Logo displayed as 2025 Presenting Sponsor on all printed material and on website in perpetuity
- Formal acknowledgement by Master of Ceremonies during opening remarks

FISCAL IMPACT:

Should the City Council approve the request as submitted, an appropriation of \$20,000 from Undesignated General Fund Reserves will be required to allow for sponsorship award in the requested amount of \$20,000. If approved the appropriation will be made to the event from the General Fund.

ATTACHMENT:

1. Sponsorship Request