



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 Block Party in Coachella on November 6, 2021. 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 celebrate the lives of loved ones who are no longer within the living world.

Since 2004, our event has grown year after year and the 2019 block party brought more than 4,000 attendees together to celebrate art, culture, and community health with our event partner's Run with Los Muertos 5k Race. Funding from Raices Cultura sponsors supported unique art displays from large-scale Calaveras painted by local artists, to the traditional ofrendas built by intergenerational family members, artists, and community organizations, our community art gallery featured over a dozen visual artists, a special commission of two over-sized titeres - La Catrina y El Viejito - by expert puppet-makers for our procession, the doubling of our thematic community-based art workshops, an interactive art installation photo op area, and a new curated Mercadito de Arte vendor area!

In 2020, despite the COVID-19 pandemic, we were able to safely stage outdoor ofrendas with participating community members, organizations, and students, as well as create augmented reality artworks, a multi-day community ofrenda, a special theatrical short film production with local actors rehearsing via Zoom, and curate a special nicho art exhibition at Sunnylands Gardens - all to commemorate this important tradition and unify people, even at a distance.

We respectfully request your support for our Annual Dia de Los Muertos Block Party. Your sponsorship will foster sustainability for our organization, greater support for artists, and increase the art offerings at our 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', written in a cursive style.

Marnie L. Navarro
Raices Cultura Executive Director



2021 Sponsorship Levels

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

- Presenting Sponsor of 2021 Raices Cultura Dia de Los Muertos (DDLMM) Event on November 6
- COVID-19 Memorial Community Ofrenda with Presenting Sponsor placard keepsake
- Custom nicho sculpture to keep from 2020 Somos Sagrados Exhibition at Sunnylands*
- Large hand-painted sign of sponsor logo on display at prominent location at DDLMM event
- (2) Full-page ads in DDLMM event program + upcoming Raices Cultura printed publication (TBD)
- Logo displayed as Presenting Sponsor on 2021 event banner & flyer and on 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
- Sponsor of New Augmented Reality Art Activation for 2021 event
- Custom nicho sculpture to keep from 2020 Somos Sagrados Exhibition at Sunnylands*
- Large logo on banner displayed at event in prominent location
- Full-page ad in event program & upcoming Raices Cultura printed publication (TBD)
- Logo displayed as Partner Sponsor on 2021 event banner & flyer and on website in perpetuity
- Formal acknowledgement by Master of Ceremonies during opening remarks

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

- A 4'x4' Large Calavera painted by local artists for display with sponsor name placard keepsake*
- Sponsor one of the following programs: Tierra de Raices, Nepantleras, Media Production, or Open Mic
- Medium logo on banner displayed at event in prominent location
- 1/4-page ad in event program & upcoming Raices Cultura printed publication (TBD)
- Logo listed as Gold Sponsor on 2021 event flyer and on website in perpetuity
- Formal acknowledgement by Master of Ceremonies during opening remarks

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

- Medium logo on banner displayed at event in prominent location
- Medium logo in event program & special recognition in Raices Cultura printed publication (TBD)
- Logo displayed as 2021 Silver Sponsor on Raices website in perpetuity

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

- Small logo on banner displayed at event in prominent location
- Small logo in event program & special recognition in Raices Cultura printed publication (TBD)
- Logo displayed as 2021 Bronze Sponsor on Raices website in perpetuity

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

We accept donations in any amount via our website www.raicescultura.org

Please contact Raices Cultura ED 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 1, 2021 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.