

**20**  
YEAR  
ANNIVERSARY



# DÍA DE LOS MUERTOS

**SAT, OCT 24**  
12:00 PM - 10:00 PM

**SUN, OCT 25**  
12:00 PM - 5:00 PM

**SATURDAY / SUNDAY**



Partner with Mesa Arts Center for a vibrant, free community celebration of Día de los Muertos, honoring Latin American art, food, and culture. Recipient of the **National League of Cities Award for Innovative Diversity Program.**

## EVENT HIGHLIGHTS

- Artist and community-created altars
- Mercado marketplace featuring traditional goods and unique works of art
- Four stages featuring live music and cultural performances
- Local food vendors offering authentic, culturally inspired cuisine

## REACH & IMPACT

★ **30,000+**  
ATTENDEES

👍 **75.5K+**  
SOCIAL FOLLOWERS COMBINED

📣 **\$17,500+**  
PAID MEDIA + BONUS  
PROMOTIONS

🌐 **10,000,000**  
ANNUAL PAGE VIEWS

✉️ **240,000+**  
EMAIL REACH

Presented in partnership  
with the Mexican  
Consulate of Arizona



# SPONSORSHIP OPPORTUNITIES

## OFFICIAL PRESENTING SPONSOR \$50,000

(ONE AVAILABLE)

- Official festival naming rights: *Presented by [Your Company]*
- Top-tier logo placement on all promotional materials + website
- Top-tier logo placement on all festival signage
- Premium 10x20 on-site booth
- On-site interactive activity and giveaway opportunities
- Reserved table for 10 at the official festival Kick-Off Breakfast
- Private on-site hospitality space for your guests
- VIP reserved area access for the duration of the festival

## MAIN STAGE SPONSOR \$25,000

- First Avenue Main Stage Sponsor
- Prominent logo placement on all promotional materials + website
- Prominent logo placement on all festival signage
- Premium 10x20 on-site booth
- On-site interactive activity and giveaway opportunities
- 8 seats at the official festival Kick-Off Breakfast
- VIP reserved area access for the duration of the festival

## FEATURE AREA SPONSOR \$15,000

- Logo placement on all promotional materials + website
- Logo on all festival signage
- Alliance Stage, Wells Fargo Stage, Food Court, Sculpture Garden featured area sponsorship opportunity.
- 10x10 on-site booth with giveaway opportunity
- 4 seats at the official festival Kick-Off Breakfast
- VIP reserved area access for the duration of the festival

## ACTIVITY SPONSOR \$7,500

- Storytelling Stage, Accessibility Hub, Brown Sculpture Garden, Altar Competition, Mercado featured area sponsor opportunity.
- Supporting-level logo placement on all promotional materials + website
- Supporting-level logo on all festival signage
- 10x10 on-site booth with giveaway opportunity
- 2 seats at the official festival Kick-Off Breakfast
- VIP reserved area access for the duration of the festival

## COMMUNITY SPONSOR \$3,500

- Supporting-level logo placement on all print advertising
- Supporting-level logo on all festival signage
- 10x10 on-site booth with giveaway opportunity

***Partner with Mesa Arts Center to expand access to the arts while connecting your brand with thousands of engaged community members.***

For more information, please contact: [developmentdirector@mesaartscenter.com](mailto:developmentdirector@mesaartscenter.com).

