

Culture - Tradition - Community

Remembering, honoring and celebrating deceased loved ones in the Texas Coastal Bend

DÍA DE LOS MUERTOS FESTIVAL HIGHLIGHTS



LIVE ENTERTAINMENT

MAIN STAGE

Latin pop & rock bands

LA RETAMA STAGE

Up-and-coming Tejano, Cumbia, and Rock bands

RITZ STAGE:

Dance and DJ music

KID'S CORNER

ACTIVITIES

HECHO A MANO ART EXPO

80+ hand-made arts & crafts vendors and face painters

KIDS' CORNER

crafts, games & activities

WALK OF REMEMBRANCE OFRENDA DISPLAY

Community Altar Display



ART EXHIBITIONS

EXTRAVAGANCIA DE PIÑATAS

K-12 piñata contest & exhibition

ARTE INMERSIVO

Fine art exhibition at K Space Contemporary

ART ATTRACTIONS

Los Gigantes (giant puppets), giant frame, tribute wall, etc.

YOUTH ART EXHIBITION

Artwork by 6-12 grade students at the Garcia Center



EVENT LOCATION

Downtown Corpus Christi on Chaparral, Mesquite, Peoples, Starr and Taylor Streets



• Phone: 361-887-6834 • Email: info@kspacecontemporary.org • WWW.DIADELOSMUERTOSCC.COM •

CORPUS CHRISTI



DÍA DE LOS MUERTOS STREET FESTIVAL

OCTOBER 28TH 2023 3 PM TO MIDNIGHT

SPONSORSHIP OPPORTUNITIES

The 2023 Corpus Christi Día de Los Muertos Festival will be held Saturday, October 28th, 3pm to midnight. Now in our 16th year, the Día de los Muertos Festival has become one of Corpus Christi's most popular events. It has been nationally recognized as a Top Día de los Muertos Celebration in the US, listed in the Caller Times Best of the Best, and voted Best Festival in The Bend Magazine's Locals List 2016-2023.

A national holiday in Mexico, Día de los Muertos is a time when deceased friends and family members are remembered, honored and celebrated. It is a poignant time, both solemn and joyous, with colorful traditions, pageantry, and whimsy despite the sobering subject. Our festival pays tribute to this tradition.

The Día de los Muertos Festival offers live music and dance (traditional and contemporary), handmade Arts and Crafts Expo, fine art exhibitions and demonstrations, and interactive artworks and activities. Educational components include workshops, K-12 piñata contest, youth art exhibition,

a Kids Corner with crafts, activities and performances for children, and a community altar display where visitors may pay homage to loved ones.

Over 20,000 residents and tourists of the Coastal Bend of all ages, ethnicities and economic levels enjoy the festival each year. Participants range from children as young as three years old to vendors over 70. Over 450 students under 18 are involved in the Extravagancia de Piñatas, altar display and performances, and approximately 200 college students exhibit art, give demonstrations, perform dance, music and theatrical skits and provide production support on our stages.

The Día de los Muertos Festival is designed to attract locals and tourists to downtown Corpus Christi, to educate and unite our community, and to celebrate the rich cultural heritage of Mexico and South Texas. We invite all to be a part of this amazing cultural festival!

Family friendly and fun for people of all ages.

Proceeds benefit K Space Contemporary, a 501c3 non-profit arts organization.



WWW.DIADELOSMUERTOSCC.COM



PATROCINIOS DEL ORO

1ST TIER SPONSORSHIPS

MAIN STAGE
\$25,000

Presenting traditional and contemporary music, dance, latin-influenced pop and rock bands

KIDS' CORNER
\$10,000

Crafts, games and performance area designated for kids. Available for co-sponsorship at \$5,000 each

RITZ STAGE & FOOD CT.
\$10,000

Presenting Ballet Folklorico and contemporary dance performances, and local DJs. Available for co-sponsorship.

VIP & ART EXHIBITIONS
\$10,000

Art Exhibitions, Selfie Stations, and VIP Area inside K Space Contemporary. Available for co-sponsorship.



OFRENDA DISPLAY
\$5,000

Community Altar Display

LA RETAMA PARK
\$7,500

Presenting up-and-coming tejano, salsa and latin rock bands. Includes logo branding on the La Retama Stage and park

LA CALLE
\$2,500-\$5,000

Street sponsorship

PATROCINIOS DE LA BRONCE

3RD TIER SPONSORSHIPS

EXTRAVAGANCIA DE PIÑATAS
\$2,500

Youth Piñata Contest & Exhibition: awards supply money to participating K-12 school groups.

LOWRIDER CAR SHOW
\$2,500

ARTS AND CRAFTS EXPO
\$2,500

Your logo included on every vendor sign in the Hecho A Mano Arts and Crafts Expo

TOTE BAGS
\$2,500

Your logo on the official Reusable Event Tote Bags (Your logo on one side, festival logo on the other)

PATROCINIOS DE LA EMPRESSA

BUSINESS SPONSORSHIPS

VOLUNTEER T-SHIRTS
\$2,000

Prominently placed logo on 250 volunteer t-shirts

YOUTH ART EXHIBITION
\$1,500

Exhibition at the Antonio E. Garcia Arts & Education Center featuring artwork by students in grades 6-12

TRIBUTE WALL
\$1,500

An interactive art installation for festival-goers to leave memorial messages for deceased loved ones.

BUSINESS SPONSOR
\$1,000

Promote your business onsite 10' x 10' booth at festival



PLATA
2nd-tier Sponsorships
\$5,000+

LA EMPRESSA
Business Sponsorship
\$1000+

ORO
1st-tier Sponsorships
\$10,000+

BRONCE
3rd-tier Sponsorships
\$2,500+

COMPADRE Y AMIGO
Supporting Sponsorship
\$250-\$500

SPONSORSHIP REWARDS CHART

PROMO REWARDS

LOGO INCLUDED ON PROMO POSTER

NAME INCLUDED IN PRESS RELEASES

LOGO ON DDLM SOCIAL MEDIA

LOGO ON SPONSOR BOARD

LOGO ON DIADELOSMUERTOSCC.COM

FESTIVAL REWARDS

NAMING RIGHTS TO SPONSORSHIP AREA

VIP TICKETS

LOGO ON FESTIVAL MAP

LOGO IN SPONSORED AREA

10'X10' BOOTH AT THE FESTIVAL

LOGO ON LED BOARD BEHIND MAIN STAGE

BANNER DISPLAYED AT FESTIVAL

LOGO ON SPONSOR BANNER

LOGO ON 250 VOLUNTEER SHIRTS

	XL	L	M	S	S
LOGO INCLUDED ON PROMO POSTER	●	●	●	●	●
NAME INCLUDED IN PRESS RELEASES	●	●	●	●	●
LOGO ON DDLM SOCIAL MEDIA	●	●	●	●	●
LOGO ON SPONSOR BOARD	●	●	●	●	●
LOGO ON DIADELOSMUERTOSCC.COM	●	●	●	●	●
NAMING RIGHTS TO SPONSORSHIP AREA	●	●	●	●	●
VIP TICKETS	6	4	2		
LOGO ON FESTIVAL MAP	●	●	●	●	●
LOGO IN SPONSORED AREA	●	●	●	●	●
10'X10' BOOTH AT THE FESTIVAL	●	●	●	●	●
LOGO ON LED BOARD BEHIND MAIN STAGE	●	●	●	●	●
BANNER DISPLAYED AT FESTIVAL	●	●	●	●	●
LOGO ON SPONSOR BANNER	●	●	●	●	●
LOGO ON 250 VOLUNTEER SHIRTS	●	●	●	●	●

DIA DE LOS MUERTOS

SPONSORSHIP OPPORTUNITIES

To become a Sponsor, please complete this form and return to K Space Contemporary. THANKYOU!
 Customized sponsorships are available. Please call 361-887-6834 to discuss.

- \$25,000: **MAIN STAGE**
- \$10,000: **KIDS' CORNER**
- \$10,000: **ARTE INMERSIVO & VIP**
or Split w/Co-sponsor. Call for availability.
- \$10,000: **RITZ STAGE & FOOD CT.**
or split w/Co-sponsor. Call for availability
- \$7,500: **LA RETAMA PARK & STAGE**
- \$5,000: **OFRENDA DISPLAY**

- LA CALLE - STREET SPONSOR**
 - \$5000: Chaparral St.
 - \$2500: Starr St.
 - \$2500: Mesquite St.
- \$2,500: **EXTRAVAGANCIA DE PIÑATAS**
- \$2,500: **ARTS & CRAFTS EXPO**
- \$2,500: **TOTE BAGS**
- \$2,500: **LOWRIDER CAR SHOW**

- \$2,000: Volunteer T-Shirts
- \$1,500: Tribute Wall
- \$1,500: Youth Art Exhibition
- \$1,000: La Empresa/Business

- \$500: Compadre Sponsor
- \$250: Amigo Sponsor

- BUENOS VECINOS** (see reverse)
 For Businesses in the Festival Footprint
- \$1,000
 - \$500
 - \$250

Sponsor Name/Business: _____
 Contact Name: _____
 Address (city, state, zip): _____
 Telephone: _____ Fax: _____
 Email Address: _____

METHOD OF PAYMENT

- Please invoice me at address above (via email)
- Check Enclosed
- Credit Card: (circle type) VISA MASTERCARD DISCOVER AMERICAN EXPRESS

Credit Card Number: _____
 Expiration Date: _____ Security Code: _____
 Signature: _____

*K Space Contemporary is a 501c3 non-profit organization dedicated to presenting and promoting contemporary art in South Texas.
 Under IRS rules, contributions to this event are tax deductible to the fullest extent of the law.*

Mail: P.O. Box 545, Corpus Christi, TX 78403
 Physical: 623 N. Chaparral St., Corpus Christi, TX 78401



Ph. (361) 887-6834
www.kspacecontemporary.org



BUENOS VECINOS

SPONSORSHIP FOR BUSINESSES LOCATED IN THE FESTIVAL FOOTPRINT

EXCLUSIVE REWARDS:

- Logo on LED Screen behind Main Stage
- Logo on diadelosmuertoscc.com
- Logo on Volunteer T-shirts

IN ADDITION TO THE REWARDS AT:

- \$1,000** 10' x 30 ft. space reserved in front of your business
- \$500** 10' x 20' space reserved in front of your business, Inclusion on DDLM Sponsor Banners
- \$250** 10' x 10' space reserved in front of your business,

