

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
Local tejano, salsa, and rock bands

RITZ STAGE:
Dance and DJ music

KID'S CORNER
Youth performance area

ACTIVITIES

HECHO A MANO ART EXPO
85+ hand-made arts & crafts vendors and face painters

KIDS' CORNER
crafts, games & activities

WALK OF REMEMBRANCE OFRENDA DISPLAY
Inside the historic Ritz Theatre



ART EXHIBITIONS

EXTRAVAGANCIA DE PIÑATAS
K-12 piñata contest & exhibition

ARTE INMERSIVO
Immersive fine art exhibition at K Space Contemporary

ART ATTRACTIONS
Monos de calenda (giant puppets), tribute wall, community mural

YOUTH ART EXHIBITION
Artwork by 6-12 grade students at the Bay Jewel Event 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



OCTOBER 29TH 2022 3 PM TO MIDNIGHT

SPONSORSHIP OPPORTUNITIES

The 2022 Corpus Christi Día de Los Muertos Festival will be held Saturday, October 29th, 3pm to midnight. Now in our 15th 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 2016-2022.

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 501(c)3 non-profit arts organization.



WWW.DIADELOSMUERTOSCC.COM



PATROCINIOS DEL ORO

1ST-TIER SPONSORSHIPS

MAIN STAGE

\$15,000

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 to share with co-sponsor at \$5,000 each

RITZ STAGE & FOOD CT.

\$10,000

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



PATROCINIOS

DE LA PLATA - 2ND TIER SPONSORSHIP

OFRENDA DISPLAY

\$5,000

Display of ofrendas at the historic Ritz Theater.

CO-SPONSOR 1ST TIER

\$5,000

LA CALLE

\$2,500-\$5,000

Street sponsorship within the festival zone.



ARTE INMERSIVO & VIP

\$10,000

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

LA RETAMA PARK

\$7,500

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



PATROCINIOS

DE LA BRONCE - 3rd TIER SPONSORSHIP

TOTE BAGS

\$2,500

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

EXTRAVAGANCIA DE PIÑATAS

\$2,500

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

PATROCINIOS DE LA EMPRESA

BUSINESS SPONSORSHIPS

VOLUNTEER T-SHIRTS

\$2,000

Prominently place logo on 250 volunteer t-shirts

YOUTH ART EXHIBITION

\$1,500

Exhibition at the Antonio E. Garcia Arts & Education Center featuring works created by local 6th-12th grade students

ARTS AND CRAFTS EXPO

\$1,500

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

TRIBUTE WALL

\$1,500

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



PLATA

2nd-tier Sponsorships

\$5,000+

LA EMPRESA

Business Sponsorship

\$1,000+

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

XL

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LOGO ON DIADELOSMUERTOSCC.COM

FESTIVAL REWARDS

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

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LOGO ON 250 VOLUNTEER SHIRTS



BUENOS VECINOS

SPONSORSHIP FOR BUSINESSES LOCATED IN THE FESTIVAL FOOTPRINT

EXCLUSIVE REWARDS:

- Logo on neighborhood promotional poster
- Reserved space in front of business
\$500 - 10'x20' \$250 - 10'x10'

IN ADDITION TO THE REWARDS AT:

\$1,000

+Logo on Main Stage LED screen

\$500

+Logo banner displayed at festival, inclusion on DDLM Sponsor Banners

\$250

Logo on sponsor banner/board,, Volunteers' T-shirt and www.dielosmuertoscc.com



DIA de los MUERTOS SPONSORSHIP FORM

To become a Sponsor, please complete this form and return to K Space Contemporary. THANK YOU!

Customized sponsorships are available. Please call 361-887-6834 to discuss.

SOLD \$10,000: **MAIN STAGE**

SOLD \$10,000: **KIDS' CORNER**

- ☐ \$10,000: **ARTE IMMERSIVO & VIP**
or Split w/Co-sponsor. Call for availability.
 - ☐ \$5000: VIP (In K Space Gift Shop & Sidewalk)
 - ☐ \$5000 Arte Exhibitions,, Selfie Stations
- ☐ \$10,000: **RITZ STAGE & FOOD CT.**
or split w/Co-sponsor. Call for availability
 - ☐ \$5000: Ritz Stage
 - ☐ \$5000 Food Court

☐ \$7,500: **LA RETAMA PARK**

SOLD \$5,000: **OFRENDA DISPLAY**

☐ **LA CALLE - STREET SPONSOR**

SOLD \$5,000: Chaparral St.

☐ \$2500: Starr St.

☐ \$2500: Mesquite St.

☐ \$2500: Peoples St.

SOLD \$1,500: **EXTRAVAGANCIA DE PIÑATAS**

☐ \$2,500: **TOTE BAGS**

☐ \$2,000: **VOLUNTEER T-SHIRTS**

☐ \$1,500: Tribute Wall

SOLD \$1,000: Arts & Crafts Expo

SOLD \$1,000: Youth Art Exhibition

☐ \$1,000+: La Empresa
Business Sponsorship

☐ \$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

kspace
CONTEMPORARY

Ph. (361) 887-6834

www.kspacecontemporary.org