



# Dia de los Muertos Festival

*Day of the Dead, Bay City, Texas*

## Sponsorship Opportunities

**ABOUT THE EVENT** November 5, 2022, from 12 pm – 10 pm

The Day of the Dead Festival is filled with rich culture, tradition, and history. Family and friends come together, get dressed for the special occasion, and celebrate! This vibrant and colorful event ends with a few sparks too! Come see what just a taste of Bay City and Matagorda County has to offer!

**Why Sponsor?** Your sponsorship of the Bay City Day of the Dead Festival helps promote Bay City and Matagorda County as the number one tourist destination in the region! Monies raised will be used to invest in more great events and city/county-wide improvement projects including the Love Where You Live campaign. It is also a great way to advertise and get recognition for your business or organization.

## Fun Activities & Exhibits

Authentic Mexican food, Day of the Dead costume contest, Aztec Dancers, Bay City Performing Arts Group, Ofrenda Exhibit – **bring pictures of your loved ones**, Day of the Dead Art Exhibits, Food Trucks, Shopping, La Cantina Alegre / The Happy Bar, Entertainment includes live Music and dance area!

# **SPONSORSHIP LEVELS**

## **Platinum/Platino Level \$1,250**

- Special Audio Recognition at Event
- Logo or business name at event entrance and main staging area
- Reserved VIP Table near the stage for the main concert
- Logo on website and Facebook
- Eight T-shirts
- Eight Beverage Tickets
- VIP Parking
- Sponsor Spotlight on social media leading up to the event

## **Gold/Oro Sponsor - \$750**

- Logo or business name at event entrance
- Reserved seating at concert
- Logo on website and Facebook
- Six tickets
- Six t-shirts
- Six Beverage tickets
- Special Audio Recognition at Event
- VIP Parking

## **Silver/Plata Sponsor- \$500**

- Logo on website and Facebook
- Two T-shirts & Two gate tickets
- Sign Recognition at Event
- Reserved seating at concert
- VIP Parking

## **Exclusive Sponsorship Opportunities**

### **(Entertainment) Sponsor - \$2,500**

- Special Audio Recognition at Event
- Logo or business name at event entrance and main staging area
- Reserved VIP Table near the stage for the main concert
- Personal waiter/waitress during the main concert
- Logo on website and Facebook
- Eight T-shirts
- Eight Beverage Tickets
- Food vouchers
- Dia De Los Muertos insulated tumblers
- VIP Parking
- Sponsor Spotlight on social media leading up to the event
- Banner (s) provided by your company or organization will be featured at the main entrance of the festival along with top banner placement on the main event stage

### **Tierra de Niños / Children's Land - \$2,500**

- Special Audio Recognition at Event
- Logo or business name posted at Tierra de Ninos/Children's Land & main staging area
- Reserved VIP Table near the stage for the main concert
- Personal waiter/waitress during the main concert
- Logo on website and Facebook
- Eight T-shirts
- Eight Beverage Tickets
- Food Vouchers
- Dia De Los Muertos insulated tumblers
- VIP Parking
- Sponsor Spotlight on social media leading up to the event
- Banner (s) provided by your company or organization will be featured at the main entrance of the festival along with top banner placement on the main event stage

### **Marigold Sponsors - \$30 - 200**

Help us to decorate our festival with beautiful marigolds. The amount given will determine how many marigolds you can sign with your business name and have them displayed at the festival!



## **SPONSORSHIP INFORMATION**

Organization Name: \_\_\_\_\_

Organization Contact: \_\_\_\_\_

Email: \_\_\_\_\_ Contact Phone: \_\_\_\_\_

Web Address: \_\_\_\_\_

Facebook Address: \_\_\_\_\_

Contact Address: \_\_\_\_\_

**Sponsorship Level, Opportunity, Item, In Kind, Other**

**Amount:** \_\_\_\_\_

**Authorization:**

*By signing below, you confirm your company's commitment to sponsor the "Day of the Dead" Festival on November 6, 2021 at the Bay City's LeTulle Park.*

\_\_\_\_\_  
Name & Title

\_\_\_\_\_  
Date:

\_\_\_\_\_  
Signature

*Please email your logo to Heidi Martinez at [hmartinez@cityofbaycity.org](mailto:hmartinez@cityofbaycity.org) at the time of submitting your form.*

Credit card payments can be made by calling Heidi Martinez 979-943-6164 or Jennifer Leverett at 979-323-1632

Please make checks payable to: **The City of Bay City Mailing Address:**

City of Bay City Attn: Heidi Martinez/Day of Dead Festival – 1901 5<sup>th</sup> Street – Bay City, TX 77414