

MEXIC-ARTE MUSEUM
& THE CITY OF AUSTIN PRESENT



36th Annual Festival & Parade Celebrating Day of the Dead

SPONSORSHIP PACKET

Contact: Melissa Vera, Development Associate

melissav@mexic-artemuseum.org | Office: (512) 200-7276

Saturday, October 26, 2019 | Grand Procession Noon-1PM | Festival Noon-6PM
419 Congress Avenue, Austin, TX

VIVA LA VIDA FEST 2019



Saturday, October 26, 2019 **Grand Procession:** Noon-1pm **Festival:** Noon-6pm

Mexic-Arte Museum's Viva La Vida Fest is Austin's largest and longest-running *Día de los Muertos* (Day of the Dead) festival in Texas. The festival features a Grand Procession, an Education Pavilion with hands-on art activities and artist demos, and a celebration with traditional foods and drinks, local artist and retail booths, a low-rider exhibition, live music and performances throughout the day. *Mexic-Arte Museum invites you to partner as one of the 2019 sponsors. Please read our Sponsorship Packet to learn more about how you can participate at this year's Viva La Vida Fest!*

ABOUT DIA DE LOS MUERTOS

Day of the Dead is an important Latin American tradition that takes place on November 1st and 2nd. It is a time when friends and family gather to honor and remember loved ones – not in mourning, but through celebration! The origins trace back to the pre-Columbian era when death was viewed as a transformation and continuation of life. This ancient belief evolved into the modern tradition of commemorating loved ones with altars decorated with sugar skulls, flowers, photographs, favorite foods and memorabilia of the deceased. Family and friends share stories and memories, sing songs, and play music to celebrate those who have passed on. In Austin, Mexic-Arte Museum has taken these traditions, continued some, transformed others, and created new expressions to produce today's Viva La Vida Fest!



VIVA LA VIDA FEST 2019 – WHAT TO EXPECT!



THE FESTIVAL

Viva La Vida Fest brings together Austin's diverse population, including artists, families, businesses, visitors from all over and other community members alike. Over **15,000 people** attend Viva La Vida Fest and celebrate life by enjoying the arts and some of our favorite traditions! This year, the festival will take place on 4th Street, between Brazos and Colorado Streets in the heart of downtown Austin.



GRAND PROCESSION

Mexic-Arte Museum's Grand Procession travels through historic 6th Street and culminates at 4th Street and Congress Avenue. Over **2,000** participants, including schools, businesses, community organizations, musicians, dancers, and other creatives, make up the procession. The Grand Procession consists of several main components: the pre-Columbian Americas, Mexico Lindo, Austin Weird! and others.

EDUCATION PAVILION

The Education Pavilion welcomes over **3,000** youth and families during Viva La Vida Fest each year. Your sponsorship of the Education Pavilion allows the Museum to provide hands-on art making experiences that educate the public on Day of the Dead history and traditions as well as activities related to the theme of Borderlands and immigration in 2019. Your sponsorship allows us to bring our Screen It! program to Viva La Vida, including screen printing demos, bilingual storytime in partnership with the Texas Book Festival, as well as facilitates the purchase of tools and materials. These activities will also be offered in house at the museum two Sundays preceding the Fest so that community members, in partnership with our Artists in Residency and national nonprofit, Raices, are able to assist in the making of a dynamic sculpture or float to be a part of the parade. Your sponsorship allows us to make VIVA more than just a day, but a whole month of learning and making art.















VIVA LA VIDA FEST 2019

SPONSORSHIP OPPORTUNITIES

Your sponsorship will allow your brand to be associated with an iconic event that gets people excited about Austin's identity, cultural roots, and social scene! Below you will find the opportunities that come with your sponsorship for Viva La Vida Fest 2019.

PRESENTING SPONSORSHIPS*	FESTIVAL \$10,000	GRAND PROCESSION \$10,000	EDUCATION PAVILION \$5,000
"Viva La Vida Fest 2019 Presented by [your name here]" on ALL promotional materials			
"Grand Procession Presented by [your name here]" on ALL promotional materials			
"Education Pavilion Presented by [your name here]" on ALL promotional materials			
Mention in press release announcement			
Booth for product display during festival			

* Presenting Sponsorships also include all benefits listed below in Other Sponsorships

OTHER SPONSORSHIPS	LEAD \$2,500+	SUPPORTING \$1,000+	FRIEND \$500+
Dedicated post on social media			
Option to participate in our Grand Procession. Includes banner with your name/logo, produced by Mexic-Arte Museum.			
Logo on ALL promotional materials, incl. window wrap, invites, web/print/social media, sponsor banner, & event signage			
Link on Mexic-Arte Museum's official event page directing online traffic to your company's website			
Listing on Mexic-Arte Museum Donor Board			

For media sponsorships, contact Mario Villanueva at mariov@mexic-artemuseum.org or (512) 200-7267.

For all other sponsorships, contact Melissa Vera at melissav@mexic-artemuseum.org or (512) 200-7276.

2019 CONFIRMED SPONSORS: City of Austin, Humanities Texas, City of Austin Cultural Arts Division.

2018 PARTICIPATING SPONSORS: City of Austin, Humanities Texas, City of Austin Cultural Arts Division, Corazon, Endeavor Real Estate Group, Estrella Jalisco, LAZ Parking, National Endowment for the Arts, Tegna Foundation, Topo Chico, Univision 62, Univision radio, Vela Wood.

VIVA LA VIDA FEST 2019

EVENT OUTREACH & MEDIA IMPRESSIONS

The following statistics are based on our numbers for Viva La Vida Fest 2019. A total of **15,000 attendees** came out to Viva La Vida Fest in 2019. You can expect a greater outreach this year as the event grows in size and Mexic-Arte Museum reaches new followers.

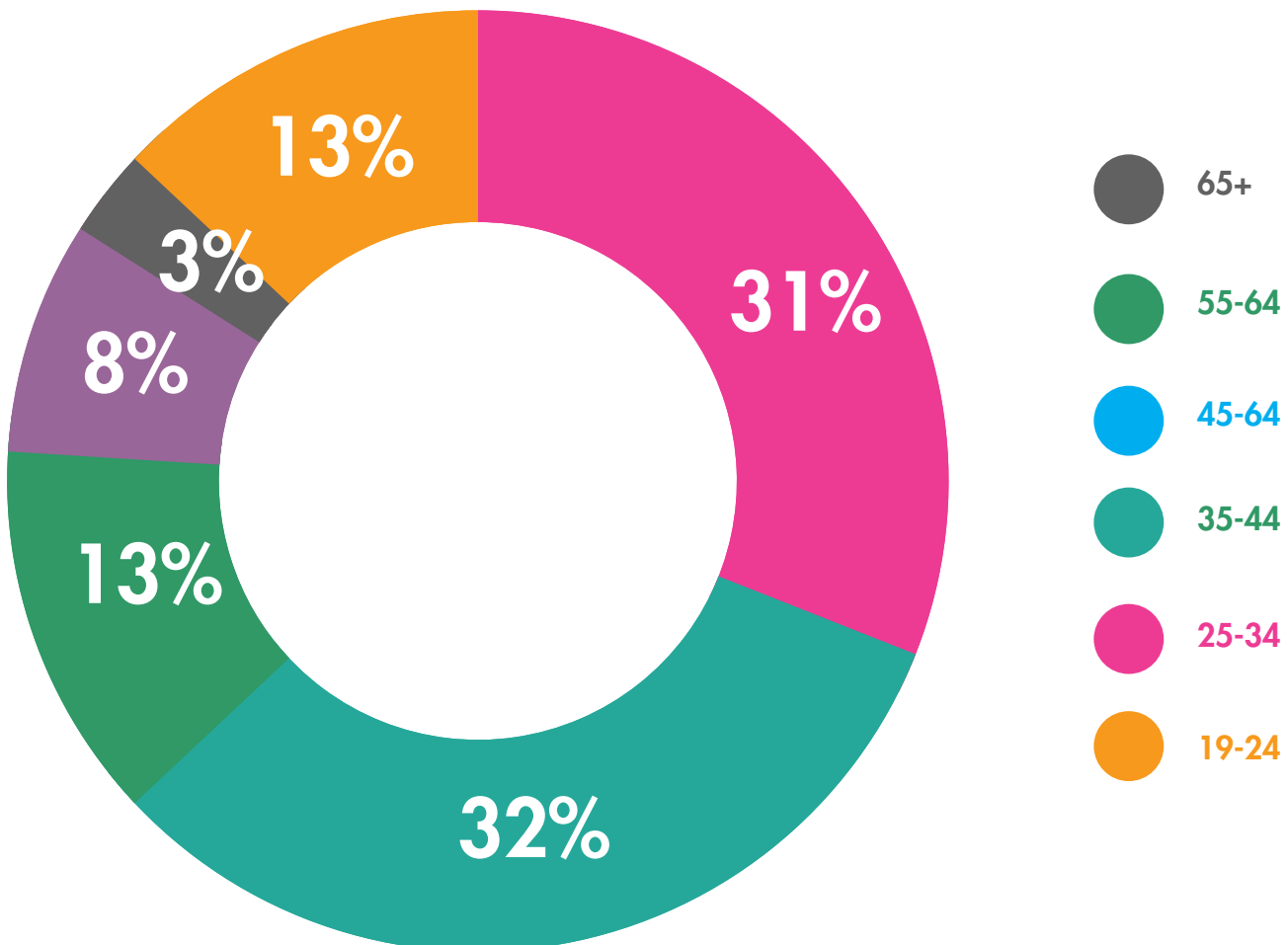
MEDIA IMPRESSIONS	
Official Event Page	46K/mo.
Social Media	105K/mo.
Newsletter	15K/mo.
Online Publications	130K/day
Print Publications	192K/day
Web & Print Ads	285K/day
Radio	50K/day
Window Wrap	35K/day



65%
FEMALE



35%
MALE



YES, I WANT TO SPONSOR MEXIC-ARTE MUSEUM'S VIVA LA VIDA FEST 2019!

Name _____ Date ____/____/_____
Company/Organization _____
Address _____
City _____ State _____ Zip _____
Business Phone _____ Alt. Phone _____ (☐ cell ☐ home)
E-mail _____ Fax _____
Preferred Name for Recognition _____ ☐ I prefer to be an anonymous sponsor

PRESENTING SPONSORSHIP ☐ Festival \$10,000 ☐ Grand Procession \$10,000 ☐ Education Pavilion \$5,000

OTHER SPONSORSHIP ☐ Lead \$2,500+ ☐ Supporting \$1,000+ ☐ Friend \$500+ ☐ Media

DONATION ☐ I am not able to sponsor at this time, but I would like to make a donation of \$ _____

TOTAL AMOUNT \$ _____

☐ Check Enclosed - Please make check payable to Mexic-Arte Museum.

☐ Credit Card - To make payment by credit card, call the Mexic-Arte Museum Store at (512) 200-7278.

Signature _____ **Date** _____

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Deadline to reply: September 15, 2019 for logo/name to appear in print material

You may submit your registration form in person, by mail, or email to melissav@mexic-artemuseum.org.

Please drop off forms and checks at Mexic-Arte Museum, 419 Congress Avenue, Austin, TX 78701 OR mail to Mexic-Arte Museum, Attn: Viva la Vida Fest, P.O. Box 2273, Austin, TX 78768.

For questions, please contact Melissa Vera at melissav@mexic-artemuseum.org or (512) 200-7276.

***Mexic-Arte Museum**, a 501(c)(3) non-profit, is dedicated to cultural enrichment and education through the collection, preservation and presentation of traditional and contemporary Mexican, Latino, and Latin American art and culture to promote dialogue and develop understanding for visitors of all ages. Founded in 1984, the Museum has built an outstanding international reputation by presenting universally renowned exhibitions and programs.*