



# Day of the dead festival

*Dia de Los Muertos*

**ABOUT THE EVENT** November 2<sup>nd</sup> from 12 pm – 10 pm

The Day of the Dead Festival at Le Tulle Park is filled with a wonderful line up of activities for family and friends to 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.

## Fun Activities & Exhibits

Authentic Mexican food  
Barbeque Cookoff  
Day of the Dead costume contest  
Mexican Storyteller for kids  
Interactive Ofrenda Exhibit  
Pumpkin Patch  
Food & Shopping Vendors  
Beer Garden  
Live Music, Dancers, & Entertainment:

- Mariachis
- Live Music Electric Cowboys, formerly known as Grupo Vida
- Headliner- The number one **Selena Tribute Band!**

## **SPONSORSHIP LEVELS**

### **Sugar Skull Sponsor - \$1,000**

- Exclusive Invitation to Sponsor Social
- Special Recognition on radio
- Special Audio Recognition at Event
- Logo or business name at event entrance and main staging area
- Logo on 2019 newly themed T-Shirt
- Reserved seating at concert (8)- includes free gate passes
- Logo on website and Facebook
- Special Recognition in Newspaper
- Eight T-shirts
- Eight Beverage Tickets

### **Ofrenda Sponsor - \$500**

- Logo or business name at event entrance
- Logo on 2019 newly themed T-Shirt
- Reserved seating at concert (8)- includes free gate passes
- Logo on website and Facebook
- Special Recognition in Newspaper
- Four T-shirts
- Four Beverage tickets
- Special Audio Recognition at Event

### **Marigolds- \$250**

- Logo on website and Facebook
- Special Recognition in Newspaper
- Two T-shirts & Two gate tickets
- Recognition at Event

### **Coco - \$100**

- Logo on website
- One T-shirts & One gate ticket
- Recognition at Event

## **Exclusive Sponsorship Opportunities**

### **Title (Entertainment) Sponsor - \$3,000**

- Includes “**Sugar Skull Sponsor**” benefits
- **Additional Perks:**
- The title sponsor will be recognized as the main event sponsor.
- 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 with our Selena Tribute Band
- Eight backstage passes to meet the band

### **Harvest Time Sponsor - \$1,250**

- Includes “**Sugar Skull Sponsor**” benefits
- **Additional Perks:**
- Company will be official pumpkin patch sponsor.
- Banner provided by your company to display at entry way to pumpkin patch
- Four backstage passes to meet the band

### **Cumbia Sponsor - \$1,250**

- Includes “**Sugar Skull Sponsor**” benefits
- **Additional Perks:**
- Company will be official party time sponsor of the dance floor.
- Banner provided by your company or a custom designed sign will be provided to display near the concert dance floor
- Four backstage passes to meet the band

### **Barbecue Trophies - \$500**

- Company logo or individual name proudly displayed on the trophies given to the barbeque winners
- Company banner displayed at the BBQ event site



## **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 2, 2019 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. Sponsorship commitments must be turned in by **October 1, 2019** to meet printing deadlines and to guarantee logo on printed items.*

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

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