



SPONSORSHIP PROPOSAL



15TH ANNUAL

Dia de los Muertos

Arlington Arts Center

Saturday, November 3, 2018

5:00 – 8:00pm

Dia de los Muertos is a traditional holiday celebrated throughout Mexico, and by people of Mexican or Latino heritage in other parts of the world. During this multi-day holiday, family and friends gather to remember and celebrate loved ones who have died.

AAC has hosted an annual *Dia de los Muertos* celebration for the past fourteen years. Featuring traditional music, costumed dancers, customary food, and family-friendly art activities, the event is **FREE to the public** and is suitable for audiences of all ages and backgrounds. Drawing over 700 visitors in 2017, the event is one of AAC's most popular public programs.

In keeping with our visual arts mission, AAC’s celebration also includes an **annual exhibition** in the Jenkins Community Gallery, featuring artwork addressing themes related to, or inspired by, the centuries-old tradition of *Dia de los Muertos*. Additionally, in cooperation with Arlington County’s Department of Cultural Affairs, we will be presenting a spectacular, **artist-designed projection** on the front of AAC’s building, further exploring the *Dia de los Muertos* theme in visual form.

To further activate the lawn and increase the public visibility of the event, **live music**, presented in cooperation with the County’s Cultural Affairs department, will take place AAC’s front lawn.

Dia de los Muertos at AAC includes the following exciting elements and activities:

Live traditional music

Traditional dancing

Special exhibition

Free Mexican hot chocolate and pan de muertos

Children’s art activities

Face painting

Projection on front of AAC

Food Trucks



Sponsorship Opportunities

In exchange for their support, sponsors will be recognized on all event communication, electronic and printed, including AAC's email communications reaching nearly **9,000 community members**. Sponsors will also be verbally acknowledged and recognized on signage during the event itself.

With over forty years' experience producing high-quality visual arts programs, AAC has a considerable and highly regarded regional following. Additionally, this event appeals to a diverse cross-section of the community, assuring marketing value among a broad swath of the public.

SPONSORSHIP BENEFITS & OPPORTUNITIES

ALL sponsors receive:

- Logo recognition on website (over 24,000 visits annually)
- Logo recognition on event emails & newsletters (nearly 9,000 local subscribers)
- Name recognition on social media platforms (over 5,000 followers)
- Logo recognition on press releases and materials related to the exhibition
- Verbal acknowledgment and recognition on signage at the event, which drew over 700 people last year



Dia de los Muertos Exhibition Sponsor (Value: \$2000)

Unique exhibition at AAC featuring original works of art by professional Latino artists, drawn from Self-Help Graphics in Los Angeles

- Materials & supplies
- Interpretive materials & administrative support
- Shipping costs and artist fees

Performances Sponsor (Value: \$2000)

Help support the live band, traditional dancers, and artist projection:

- Artist/performer fees
- Interpretive materials & support
- Materials & supplies

Children's Art Activities Sponsor (Value: \$1500)

Unique programming by AAC featuring family friendly art activities related to the season

- Materials & supplies
- Marketing materials & support
- Artistic & administrative staff

Face Painting Sponsor (Value: \$800)

Face painting reflects traditional costumery for the holiday.

- Cover the cost of two face painters during the event—this activity is popular!

Refreshments Sponsor, Value \$500:

- Help cover the cost of free Mexican hot chocolate and traditional “pan de Muertos” for this event.

Be a part of this popular, worthwhile community event! Contact:

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