



CULTURAL COALITION

12TH ANNUAL MIKIZTLI DIA DE LOS MUERTOS PHX FESTIVAL

The mission of Cultural Coalition, Inc is to foster community engagement and provide unique cultural programs dedicated to the promotion, education and development of Indigenous arts and artists in Arizona.

Sponsors of the **12th Annual MIKIZTLI: Día De Los Muertos Festival happening on Sunday, October 29, 2023** receive significant exposure and brand recognition in front of thousands of people both in attendance at the festival and in event promotion around the Valley! They will also be able to reach new and diverse audiences with over 60% in attendance Latino/Hispanic and African American.

As the largest free Día De Los Muertos Festival in Phoenix, MIKIZTLI sponsors have the opportunity to reach tens of thousands of potential customers:

- Promoted on the Visit Phoenix official convention and visitors bureau website
- Featured on local radio stations KJZZ and El Campesino
- Listed in multiple Things to Do calendars around the state
- Advertised in multiple print publications and billboards!

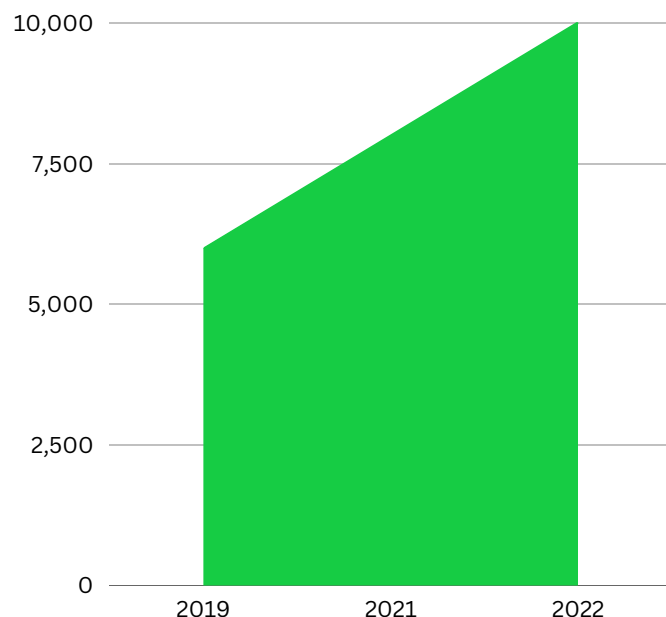


A free arts engagement event open to everyone, MIKIZTLI celebrates the diversity of cultures in our community by featuring giant puppets, masked performances, and dance, music and theater companies from around the Valley. Your sponsorship keeps it free and accessible to all.

The goal of this beloved major event is to highlight diverse cultural artists and invite the public to share in Arizona's unique ethnic heritages.

Engaging families and children in hands-on arts activities is also one of our primary goals. We provide art opportunities for creative families to come together explore their talents, abilities, and interests.

AUDIENCE GROWTH



2022 attendance - over 10,000
2021 attendance - 8-9000
2020? - Covid cancelled?
2019 attendance - 6-7000

WE VALUE YOUR SUPPORT!



**PRESENTING
\$15,000+**

All sponsorship benefits from Partner level plus:

- Recognition as presenting sponsor (i.e. Mikiztli: Día de los Muertos brought to you by Cultural Coalition and "company name")
- Industry exclusivity at Presenting level (one presenting sponsor per business field)
- Upgraded booth space to 10' x 20' (includes 2 tents, 2 tables, and 4 chairs)

Funding Secure Date: Sept. 1, 2023

**PARTNER
\$10,000+**

All sponsorship benefits from Advocate level plus:

- Corporate logo placement on all printed and advertisement materials
- Corporate logo on all event promotional websites
- Corporate logo on key festival signage
- Premium booth placement with high traffic area visible from stage

Funding Secure Date: Sept. 1, 2023

**ADVOCATE
\$5,000+**

All sponsorship benefits from Supporter level plus:

- Logo/company name listed on Cultural Coalition website homepage
- Prominently listed in thank you social media post after event
- 10' x 10' booth space (includes 1 tent, 1 table and 2 chairs)
- Sponsor name recognition from stage

Funding Secure Date: Sept. 15, 2023

**SUPPORTER
\$1,500+**

Supporter sponsorship benefits include:

- Logo/company name promoted in sponsor dedicated social media post - reaching 8,000+ followers on Facebook, Instagram, Twitter & TikTok
- Two recognitions in our monthly email newsletter sent to over 3,300 households
- Logo/company name listed on MIKIZTLI event landing page
- 10' x 10' booth space (must bring own canopy/tables/chairs)

Funding Secure Date: Oct. 1, 2023

**CHAMPION
\$500**

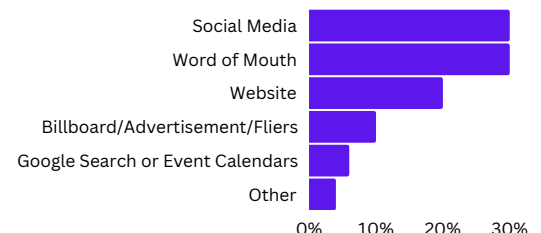
Sponsorship of a specific area includes:

- Logo/company name included in a social media post promoting the event
- One sponsor mention in monthly email newsletter sent to over 3,300 households
- Logo will be highlighted on signage in one of the following festival areas:
1. Water Stations 2. Kids' Activities 3. Shaded Viewing Area

Funding Secure Date: Oct. 1, 2023

**How Did You Hear
About the Festival?**

**2022
Survey
Results**





Sponsorship dollars are critical to continue building our capacity and enhancing the quality of experiences we provide for artists and attendees, both in person and virtual.

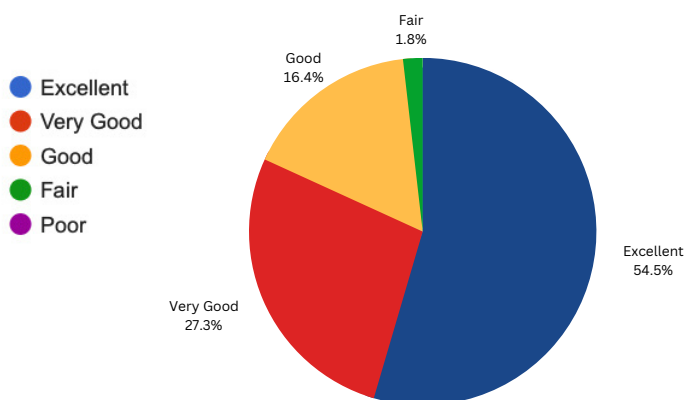
We are dedicated to keeping our cultural festivals and educational programs available to all by offering free events in public spaces, while also increasing event accessibility through online streaming, building a library of event video content.

Creative placemaking in our communities enables us to foster community engagement and provide unique cultural programs by:

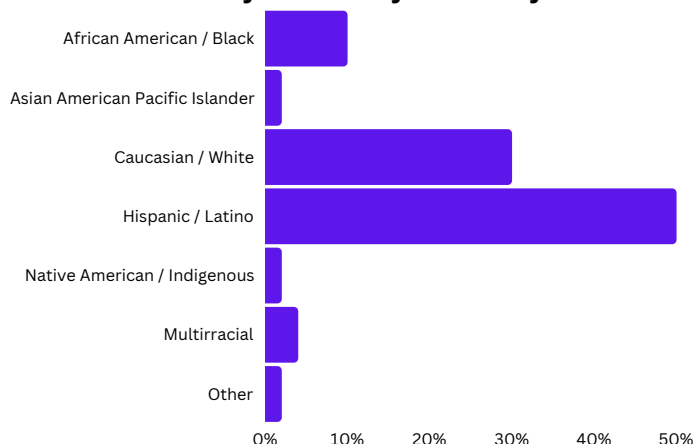
- Strengthening the role of parks and open spaces as an integrated part of comprehensive community development.
- Advancing arts and culture based approaches to park making, thereby creating social connections within and between communities.
- Prioritizing the role of parks as cultural products unto themselves, as important sites for civic gathering and activity.
- Fostering innovations, design excellence, and nurture beauty in community parks and open spaces.

2022 MIKITZLI SURVEY RESULTS

How would you rate your overall experience today



How do you identify culturally?





Sponsors are Fundamental!

Your Support:

- Provides culturally enriching multidisciplinary art experiences that instill pride, respect and understanding to audiences of 10K+ youth and multi generational families.
- Empowers over 300 local artists and performers to express their talent.
- Provides arts education outreach and creative expression for school-aged youth from low income communities of color.
- Provides free children's art activities.
- Exposes communities to new and diverse cultures through dance, music, art, storytelling, crafting, and acting.



CULTURAL COALITION

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**#LaCulturaCura
#MIKIZTLI**