



CULTURAL COALITION

# 11TH 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.

Sponsorship of the 11th Annual MIKIZTLI: Dia De Los Muertos Festival affords your company significant benefits, and exposure to thousands of the people you are seeking to attract: a diverse and broad family audience.

The MIKIZTLI Dia De Los Muertos Phx Festival is a free arts engagement event open to everyone, which 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 importance of this beloved major event is to highlight diverse cultural arts practitioners and invite the public to share in Arizona's unique ethnic heritages.

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

The demand for a return to a Live, In Person Festival assures that **15,000 people** will be positioned to see the prominent placement of event sponsors.

The data we have collected reinforces our decisions as a coalition to make major shifts in how we conduct our festivals. For example, in response to our survey data we have changed festival times to later in the afternoon based on multiple suggestions regarding the heat.



# WE VALUE YOUR SUPPORT!



**PARTNER  
\$10,000+**

All sponsorship benefits from Advocate level plus:

- Recognition as title sponsor (i.e. Mikiztli DDLM brought to you by "company name")
- Corporate logo placement on all printed collateral
- 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. 15, 2022**

**ADVOCATE  
\$5,000+**

All sponsorship benefits from Supporter level plus:

- Prominently listed in thank you social media post after event
- 10x10 vendor space (includes canopy, table and 2 chairs)
- Live stage announcements and promotion

**Funding Secure Date: Sept. 30, 2022**

**SUPPORTER  
\$1,500+**

Supporter benefits include:

- Logo/company name included on dedicated social media post - reaching our 7,500 followers on Facebook, Instagram, Twitter & TikTok
- Recognition in monthly email newsletter sent to over 2,800 households
- Logo/company name listed on Cultural Coalition event landing page
- 10x10 vendor space (must bring own canopy/tables/chairs)

**Funding Secure Date: Oct. 1, 2022**

**CHAMPION  
\$500**

Sponsor a specific area includes:

- Logo/company name included on a social media post promoting the event
- Recognition in monthly email newsletter
- Logo displayed on signage in area of sponsorship

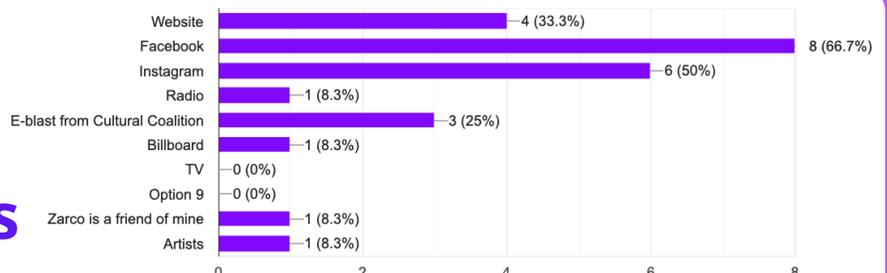
Choose one:

1. Water Stations, 2. Kids' Activities or 3. Shaded Viewing Area

**Funding Secure Date: Oct. 1, 2022**

## How Did You Hear About the Festival?

### 2021 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.

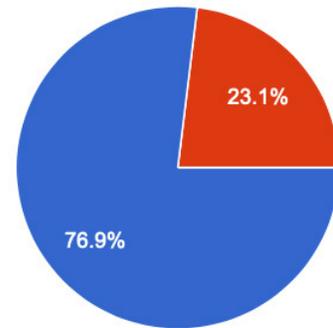
Creative placemaking in our communities enables us to foster community engagement and provide unique cultural programs by:

- 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.

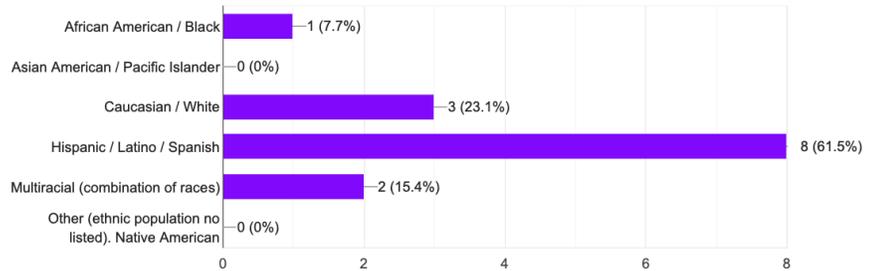
## 2021 MIKITZLI SURVEY RESULTS

How would you rate your overall experience today

- Excellent
- Very Good
- Good
- Fair
- Poor



Please tell us the ethnic background of your family:





## 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  
#MaskMuseumAz**