



# 2025 MASK ALIVE! FESTIVAL OF MASKS

The 8th Annual Mask Alive! Festival is a FREE event that celebrates the global tradition of masked storytelling on Sunday, March 2, 2025 in the heart of the Mesa, AZ at Pioneer Park.

Featuring a diverse line-up of dance, music, and storytelling by local artists, this community event highlights diverse cultures who use the mask as an important tool for sharing histories, traditions, and entertainment. Attendees enjoy cultural performances of Japanese, Mexican, African, and Native American heritages.

Engaging communities from diverse cultural backgrounds in participatory arts activities is one of our primary goals. We provide FREE opportunities for people to come together to explore their talents, creativity, and connect with other cultures.

## Mask Alive! Festival Sponsor Benefits Include:

Engage 4,000+ people at the Festival

Connect with supporters of the arts

Brand recognition on multiple platforms

Logo included on promotional materials

Have a booth & hand out materials at the festival



Cultural Coalition, Inc's mission is to connect communities and generations to ancestral knowledge and practices through artistic cultural preservation and programs that celebrate Chicano, Latiné, and Indigenous heritages.

## Favorite part of Mask Alive Festival?

“Taiko performance was great!  
“I love Zarco's masks”  
“I always enjoy Cultural Coalition's event because of the diverse artists and entertainment..”

# WE VALUE OUR SPONSORS



**Maestro Level  
\$5,000**

**All sponsorship benefits from previous levels plus:**

- Recognition as title sponsor (i.e. Mask Alive brought to you by "company name")
- Listed as sponsor on all press and media releases
- Logo on Cultural Coalition website homepage for one year
- Logo on all festival signage
- Premium booth (upgraded to 10x20, with canopies/tables/chairs)

**Sculptor Level  
\$2,500**

**All sponsorship benefits from previous levels plus:**

- May submit one promotional story, advertisement, or announcement for inclusion in Cultural Coalition's newsletter
- 10x10 vendor space upgraded to include canopy, table, and 2 chairs
- Logo included in all print materials
- Logo in wrap video uploaded to YouTube Channel with over 1000 Subscribers

**Mask Maker  
Level  
\$1,000**

**All sponsorship benefits from previous level plus:**

- Company name/logo dedicated sponsor recognition on social media with logo and tag - reaching over 10,000 followers on Facebook, Instagram, X, LinkedIn, & TikTok
- Logo with link included in two (2) email newsletters sent to over 3,400 households
- 10x10 vendor space at festival (must bring own canopy/tables/chairs)

**Apprentice  
Level \$500**

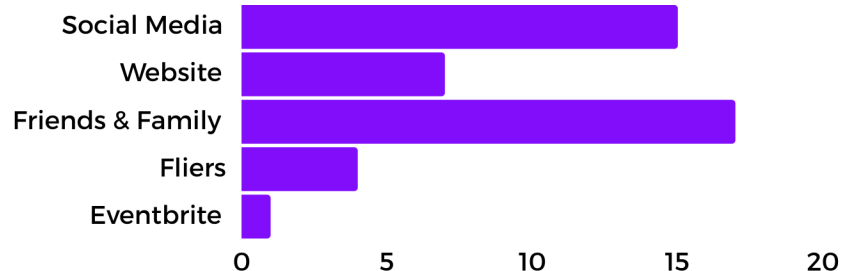
**Sponsorship level benefits include:**

- Company name included in one (1) social media post promoting the event
- Name recognition in one event email newsletter
- Logo/company name listed on event landing page
- Have promotional materials at Cultural Coalition info booth during event

**Sponsorship Commitment Deadline: February 2, 2025**

**Print Deadline: January 3, 2025**

## How Did You Hear About the Festival? 2024 Survey Results



# YOUR SUPPORT IS VITAL TO OUR MISSION



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 accessibility through live streaming, building a library of video content.

Creative placemaking in our communities enables us to foster arts 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.

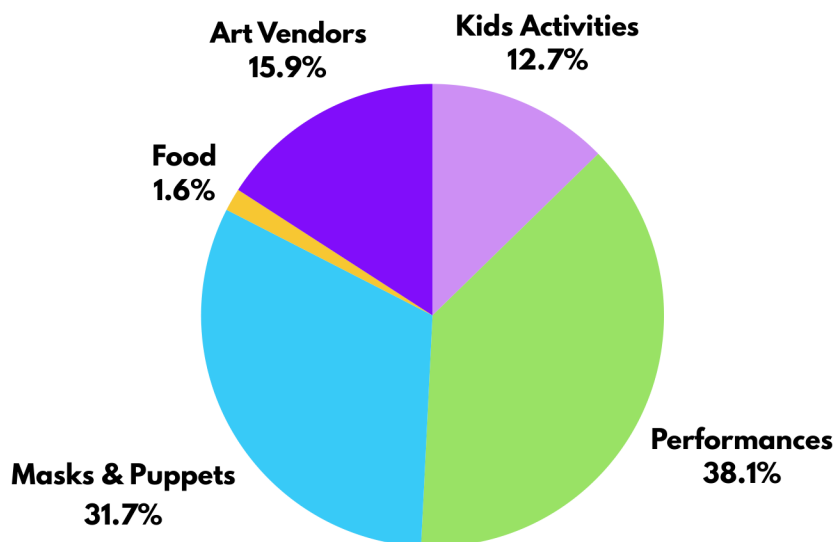
Fostering innovation, design excellence, and nurturing beauty in community parks and open spaces.

**56%** of attendees self-identified ethnically as Latiné or BIPOC

**48%** 1st time attendees

**Mask Alive! Extends Beyond Mesa:**  
60% from Mesa, 20% from Chandler,  
10% from Gilbert, 10% from Phoenix.

## What did attendees enjoy most?



The responses we receive from surveys and social media informs the growth of our festivals. Cultural Coalition's success is guided by their feedback and made possible thanks to our sponsors:

“

“I so enjoyed the festival at Pioneer Park today! Many great memories of living next to the park in my childhood!!!” - Frank O.

”



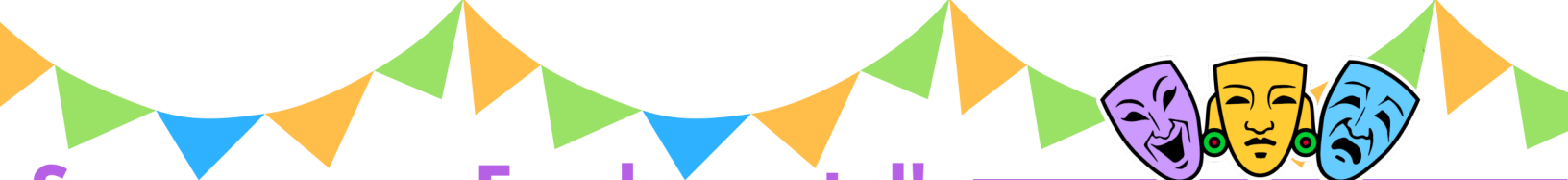
leepomush

Yet another incredible festival! ❤️



mimid17

That was such a fun festival !!!



# Sponsors are Fundamental!

## Your Support:

- Provides multidisciplinary art experiences that are culturally enriching and instill pride, respect, and understanding to audiences of 4,000+ youth and multi-generational families.
- Empowers over 150 local artists and performers to share their talents.
- Provides free arts education outreach, hands-on activities, and creative expression for school-aged youth from low income communities of color.
- Exposes communities to new and diverse cultures through dance, music, art, storytelling, crafting, and acting.



**CULTURAL COALITION**

**TO BECOME A SPONSOR, CONTACT:**

**Carmen Guerrero  
Executive Director  
(480) 834-5731**

[carmen@culturalcoalition.com](mailto:carmen@culturalcoalition.com)



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