



CULTURAL COALITION

2026 PORTAL TO THE PAST FESTIVAL SPONSORSHIP OPPORTUNITIES

The 8th Annual Portal to the Past Festival, is a free event that celebrates the history, heritage, and water legacy of the Ancestral Sonoran Desert People in Arizona. Hosted by **S'edav Va'aki Museum** in partnership with Cultural Coalition, **Saturday, November 21** from 10 a.m. to 2 p.m., this unique festival engages audiences with cultural performances and demonstrations by O'odham artists, accompanied by historical and archaeological resources in the heart of Phoenix.

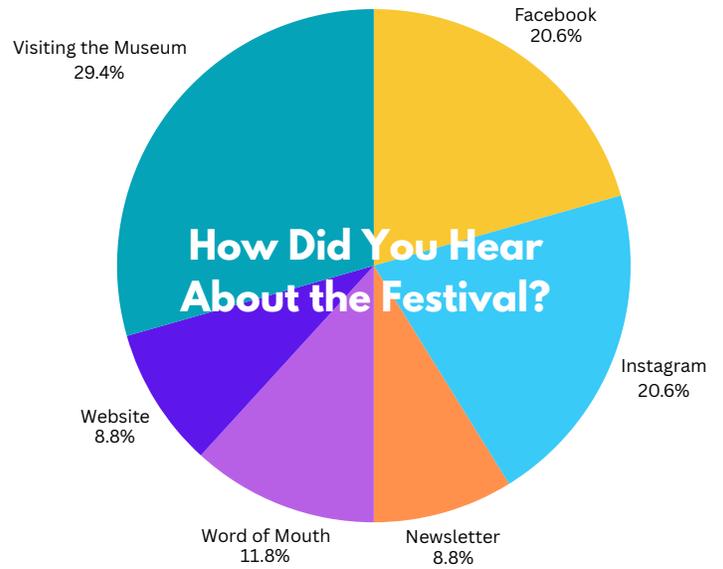
SPONSORS ensure that access to Arizona history and traditional cultures is free for families of all economic backgrounds. The Festival includes free kids crafts, tours of the Museum, artifact interpretation, and more. Not found at any other festival, Portal Fest also features a traditional **Toka Tournament** - an ancestral game similar to field hockey, played by girls and women of the Salt River, Gila River, Ak-Chin, and Tohono O'odham communities.



Portal Festival Partners



2025 Survey Results



What Are Attendees Saying?

92% Surveyed said they learned something new about Arizona's water history at the festival.

"Water canals were more vast than I ever imagined."

"The social dancing was new to me but I enjoyed participating."

WE VALUE OUR SPONSORS



**Presenting
Sponsor Level
\$3,000**

All sponsorship benefits from previous levels plus (limited to one):

- Recognition as presenting sponsor in all promotional materials (i.e. Portal Festival brought to you by "company name"; Print deadline: Sept. 1, 2026)
- Upgraded 10' x 10' booth space (table, tent, chairs included)
- Logo with link on Cultural Coalition website homepage for one year
- Logo on all festival signage

**Storyteller
Sponsor Level
\$1,500**

All sponsorship benefits from previous level plus:

- Logo/Link/Tag in sponsor specific thank you post on social media
- 10' x 10' booth space at event (table, tent, chairs not included)
- Logo included in wrap video on Cultural Coalition's YouTube Channel with 1700+ Subscribers
- Logo included on all printed and digital promotional materials

**Artist
Sponsor Level
\$500**

Benefits include:

- Recognition in one Cultural Coalition newsletter sent to 4,300+ households
- Recognition in one social media post from both Cultural Coalition and the Se'dav Va'aki Museum - reaching over 16,800 followers
- Logo on event landing page on Cultural Coalition website
- Ability to provide promotional/marketing materials to be distributed during the event

Sponsorship Commitment Deadline: October 22 , 2026



**Portal Fest videos have surpassed
30,000 VIEWS ON YOUTUBE since 2020.**



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.

To secure your sponsorship, contact:

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

carmen@culturalcoalition.com

culturalcoalition.com

Follow Us @culturalcoaz



CULTURAL COALITION