



# DÍA DE MUERTOS

at the COLORADO SPRINGS FINE ARTS CENTER at COLORADO COLLEGE

NOVEMBER 1 & 2, 2024 | 4:00 to 8:00 p.m.



# Día de Muertos Celebration

**November 1 & 2, 2024**

**4:00 to 8:00 p.m.**

The Fine Arts Center at Colorado College invites you to join us as a sponsor for the third annual special community gathering for **Día de Muertos**, a celebration of life that demonstrates remembrance, love, and respect for those who have gone before us. Over 2,500 attendees are anticipated to join us for this year's festivities, and you won't want to miss it.

This event is FREE to the public and provides educational and cultural programming for children and adults within a festive atmosphere within the FAC for all to come and enjoy.

## **2024 Programming includes:**

- A Community Ofrenda
- Hands-On Art Activities
- Live Music & Performances
- Installation by Artist Cal Duran
- Ofrendas Created by Local School & Community Groups
- A Mercado with Food Vendors & Artisans
- A Children's Costume Parade


**For more information, visit [fac.coloradocollege.edu/events/dia-de-muertos](https://fac.coloradocollege.edu/events/dia-de-muertos).**

## **About Día de Muertos**

Día de Muertos (Day of the Dead) is a tradition that dates back around 3,000 years in Latin America. Mesoamerican cultures such as the Aztec, Toltec, Quechua, Mapuche, and others hold a cyclical view of the universe in which death is an integral part of life. The dead are still members of the community, kept alive in memory and spirit, and are welcomed back to Earth during el Día de Muertos.

The revival of the observance of Día de Muertos in the United States is part of the Mexican American reclamation of Indigenous identity that began with the Chicano Movement, which spanned from the 1940s to the 1970s. This celebration continues to evolve in different ways in various regions, illustrating the importance of reclaiming cultural heritage and tradition. Within the United States, it has evolved as a mix of Latin American Indigenous practices, Roman Catholic spiritual traditions, and diasporic Hispano/a, and Latinx American cultural expression.

Like many holidays, it is celebrated in different ways by individuals, families, and communities. Ofrendas (offerings) are made to honor those who have passed and often make creative or socially engaged statements.





# Sponsor Impact

**In addition to directly supporting the mission of the Fine Arts Center, sponsor generosity empowers the most meaningful programming in celebration of Día de Muertos.**

## Community Access

Sponsoring Día de Muertos helps ensure this beloved cultural event remains free and accessible to all, fostering a sense of belonging and community connection for everyone.

## Meaningful Activations

Your support brings the celebration to life with vibrant activities and interactive experiences, creating opportunities for attendees to engage deeply with cultural traditions and build lasting memories.

## Supporting Local Artists

Sponsorship allows local artists to showcase their talents, share their stories, and enrich the event with their creativity, helping to sustain the local arts community and celebrate diverse voices

**Sponsorship opportunities are listed on the following pages. We look forward to speaking with you about your support of Día de Muertos.**

**To sponsor Día de Muertos, please contact:**  
Cristina Gonzales, Director of Development  
via email at [cagonzales@coloradocollege.edu](mailto:cagonzales@coloradocollege.edu)  
or via telephone at **(719) 477-4366**.



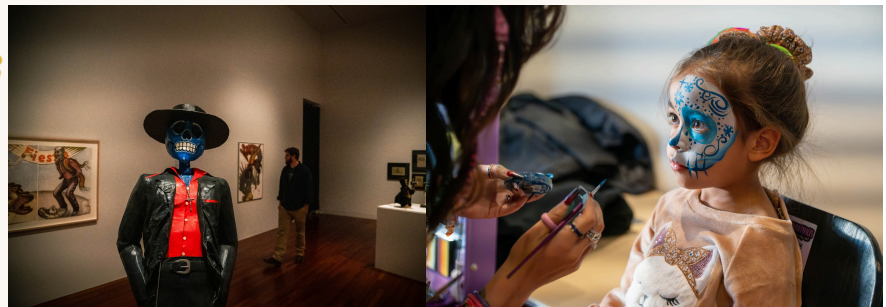


# Event Sponsorship

	<b>Presenting Sponsor</b> \$10,000	<b>Monarch Sponsor</b> \$5,000	<b>Marigold Sponsor</b> \$2,500	<b>Activation Sponsor</b> \$1,000
<b>Company Logo on Website, plus Digital Marketing &amp; Communications</b>	✓ Premier Placement	✓ Prominent Placement	✓ Prominent Placement	✓ Listed Placement
<b>Company Logo on Print Marketing &amp; Communications at Event</b>	✓ Premier Placement	✓ Prominent Placement	✓ Throughout Event	✓ Near Activation
<b>10 x 10 Booth Space at Event</b>	✓ At Entrance	✓ Primary Location		
<b>Company Banner Displayed at Event</b>	✓ At Welcome			

All sponsors will receive listed recognition on our Día de Muertos Celebration sponsor wall at the event in recognition for their support of our community event.

**Fine Arts Center Followers: 20,000+ on Facebook and 6,850+ on Instagram**  
**E-Newsletter Subscribers: 45,000+**





# Additional Opportunities

## **Friend of Día de Muertos - \$250+**

A donation to the Día de Muertos Celebration helps support a vibrant, free event that brings the community together to honor tradition and culture. Your generosity allows the Fine Arts Center to continue offering meaningful engagements with art, culture, and the community, ensuring everyone can experience and learn more about the beauty and significance of this cherished celebration.

## **Community Table Partner - \$300**

A community table at the Día de Muertos Celebration provides a unique opportunity for local businesses to connect with attendees and share information about their services. The table should be decorated in a way that creates a vibrant and culturally immersive atmosphere while encouraging meaningful interactions between businesses and the community.

### **Requirements**

- Your organization is actively serving the Hispanic community in El Paso County in some capacity.
- Your table will need to have a Día-related activity to engage our community visitors; ideas include a craft activity, handouts, relevant goodies, etc.

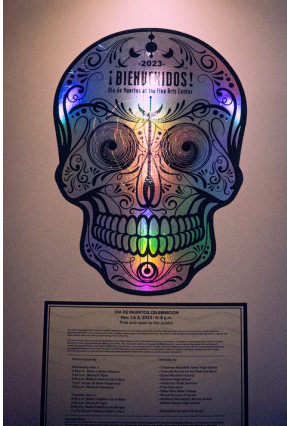
## **In-Kind Sponsor - Value TBD**

An In-Kind sponsorship for the Día de Muertos Celebration allows businesses to contribute goods or services that enhance the event experience. By providing items like decorations, activities, giveaways or other resources, your business plays a crucial role in creating a memorable and culturally rich celebration while gaining visibility within the community in a festive, Día de Muertos-themed environment.

All in-kind sponsorship opportunities must be pre-approved by the Fine Arts Center. Please contact us with any questions or ideas you might have.

**Don't see a sponsorship or supporter level that matches your interest and/or organization? Let us help you build a custom sponsorship level that is most meaningful for you and our event!**

**Contact Cristina Gonzales at  
cagonzales@coloradocollege.edu or (719) 477-4366.**



## INQUIRIES

Cristina Gonzales

[cagonzales@coloradocollege.edu](mailto:cagonzales@coloradocollege.edu)

(719) 477-4366

# THANK YOU.



COLORADO SPRINGS  
**Fine Arts Center**  
at COLORADO COLLEGE