

Downey Día de los Muertos Art Festival

City of Downey
&
The Downey Theatre
Proudly Present
The 10th Annual
Día de los Muertos
Art Festival
Sunday,
October 29, 2023

10TH ANNIVERSARY





FESTIVAL OVERVIEW

What: 10th annual Downey Día de los Muertos Art Festival presented by the City of Downey and the Downey Theatre

When: Sunday, October 29, 2023 11 AM – 8 PM

Where: The Downey Theatre and surrounding area
8435 Firestone Blvd

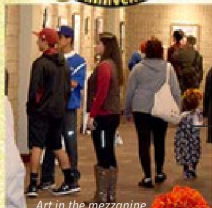
Projected Attendance: 30,000+/-
Free Admission • Free Parking

2023: The 10th Annual

Since 2014, this family friendly event has recognized the cultural importance of Día de los Muertos as expressed via the arts: dance, music, painting, sculpture, collage, mixed media, urban art, traditional altar displays, car altars, master papel picado and calaveras demonstrations, plus three stages with continuous, professional entertainment, face painters, shopping for Día de los Muertos themed merchandise from 30+ top-notch vendors, 10+ food trucks, beer, wine and dancing in zocalo, and much more.

As one of Downey's premier events, with a regional draw, the Festival's latest attractions include hands-on printing and water-color workshops, more food options, continuous professional ballet folklorico in the 738 seat Theatre, and, in the recently re-designed plaza that fronts the Downey Theatre, amidst an elegant fountain and flanked by tall palms and lush landscaping, are the altars: the oversized "Community Altar," "Blue Dreams" (L.A. Dodgers), and the "Pet Altar" plus the expanded "Garden of Catrinas" and new this year, "Monarch Memories."

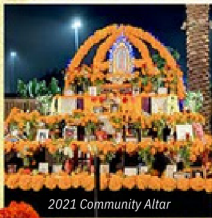
Special children's attractions include the bilingual puppet show and story time, the "musical instrument petting zoo," and the "Children's Art Exhibition" for ages 9-14.



Art in the mezzanine



Folklorico Dancers



2021 Community Altar



Street Art



Car Altar Alley



The Mariachi Divas closed the 2021 Festival.



SPONSORSHIP OVERVIEW

**It's tried . . . and it's true . . .
local, one-to-one marketing works!**

Increase local awareness for your brand, product or service. Meet potential customers one-to-one, create a mail list, data-collect, schedule future meetings, coupon, sample, give-away branded premiums (pens, magnets etc.).

Sponsorships Include

Sponsorships are turn-key and include a decorated booth, 8' banner with your logo, tables/chairs, electricity, lights.

Your logo on:

60' "Welcome Banner" in the main Plaza

10,000 printed and/or digital programs

Two video monitors in the Theatre lobby in rotation all day

Oversized wall map of the Festival grounds

500 10-second slides on the electric signboard on Firestone Blvd. Oct. 1 – Oct. 29th

Two, double sided, 45' banners
(Negocios de la Comunidad only)

Media

Los Angeles Times/2 print ads + digital.

Downey Patriot/ 2 print ads + digital

Instagram, Facebook, Festival website,
Downey Theatre website

E-mail blasts

Local and regional publicity campaign

Posters and post-cards, distributed in local shops,
restaurants, offices, etc.

Reserved parking



Exhibit space with canopy



Sponsor ID on electronic signboard on Firestone Blvd.

Brochures, Posters, Post cards and Newspaper Ads



SPONSORSHIP OPTIONS

The Plaza \$2,500

The Plaza is the Downey Theatre's "Crown Jewel" and the Festival's artistic center, a unique and colorful environment to present multi-media art, set amidst the Plaza's towering palms and spectacular Tree of Life fountain. This is the Festival's most prestigious sponsorship.

Ballet Folklorico Celebration \$2,000

Continuous professional ballet folklorico performances in the main theatre guarantee a packed audience! Signage on stage wings, lobby, audio /stage announcements. Reserved seats for all performances for your VIPs.



Negocios de la Comunidad/

Local Businesses \$1,100

A highly decorated avenue reserved for smaller, locally owned businesses and services. Turn-key: Includes a 10' x 10' decorated booth, your logo on a 8' banner, tables/chairs/electricity/lights. Limited to 20 sponsors.

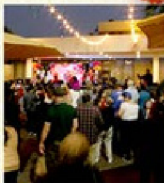


Destinations and Best Locations \$1,750.00

The Zocalo: Continuous live music from jive to romantica. Dancing, beer & wine. High-energy hub!

The Community Stage:

Main outdoor stage, ample seating. Continuous entertainment. Colorful. Appeals to families.



Car Altar Alley:

20+ vintage autos converted to altars for the day. A popular "selfie" spot.



Special Attractions \$750.00

Food Truck Alley: picnic tables/umbrellas. Ideal for table tents flyers, coupon distribution.

Children's Art Exhibition:

A popular stop on "Art Alley".



"Art on the Mezzanine":

The Festival's main art exhibit. Over 100 works ranging from traditional painting to collage, mixed media, pottery, glass work and more.

