

The City of Downey
&
The Downey Theatre
Proudly Present
The 11th Annual
Día de los Muertos
Art Festival
October 27, 2024





FESTIVAL OVERVIEW

11th annual Downey Día de Los Muertos Art Festival

Presented by the City of Downey
and the Downey Theatre

Sunday, October 27, 2024.
11 AM – 8 PM

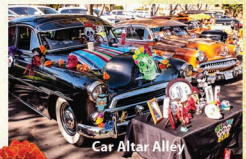
The Downey Theatre
and surrounding area
8435 Firestone Blvd.

Projected Attendance:
25,000 to 30,000+/-

Free Admission • Free Parking



Dancing in the Zocalo



Car Altar Alley



The Plaza



Pet Altar



Art in the Lobby

A Regional Draw • One of Downey's Premier Events

Three stages with continuous entertainment • Hands-on traditional *papel picado* and *calaveras* workshops hosted by master artisans • Face painting • Shopping from 30+ top notch vendors • 10+ food trucks • Tamale and fruit carts • Beer, wine, a live band and dancing in the zocalo • "Negocios de la Comunidad," a high traffic zone for local businesses and merchants. Limited to 20 local businesses.



Urban Art



Community Stage



Community Altar by Andi Xoch



Garden of Catrinas

Special for Children

The Children's Art Exhibition, hands-on silkscreen and watercolor workshops, music petting zoo, bilingual puppet shows and story times.



SPONSOR 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

Your logo included on:

- 60" "Welcome Banner" in the main Plaza
- 10,000 printed and/or digital programs
- Two video monitors in the Theatre lobby, in rotation day of festival
- Oversized wall map of the Festival grounds
- 500 10-second slides on the electric sign-board on Firestone Blvd. Oct. 1 – Oct. 29th
- Two, double sided, 45' banners in high traffic zone (*Negocios de la Comunidad* only)

Traditional Media

- Los Angeles Times/2 print ads + digital.
- Downey Patriot/ 2 print ads + digital
- Local and regional publicity campaign
- Posters and post-cards, distributed in local shops, restaurants, offices, etc.

Social Media

- Instagram, Facebook, Festival website, Downey Theatre website
- E-mail blasts
- Sponsorships are turn-key and include a decorated booth, 8' banner with your logo, tables/chairs, electricity, lights.

Reserved parking

Sponsor name on electronic signboard on Firestone Blvd.



Brochures, Posters, Post cards and Newspaper Ads



Festival "Welcome Banner"



Turnkey, decorated exhibit space

For sponsorship, contact Lee Wade • (310) 871-8670 • lee@eventsmarketing.us



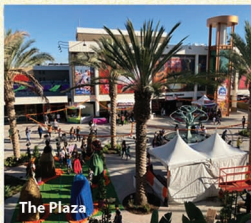
SPONSORSHIP OPTIONS

The Plaza

\$2,500

*The Festival's
"Crown Jewel"*

Altars, face
painting, art
demonstrations.



The Plaza



The Zocalo

The Zocalo

\$2,000

*High-energy
hub!*

Beer, wine
and dancing,

Ballet Folklorico Celebration

\$2,000

Dazzling and Exciting!

Continuous professional
performances in the Theatre



Ballet Folklorico Celebration

"Garden of Catrinas":

\$2,000

Enchanting!

10' tall ladies, dressed in their finest!



Garden of Catrinas

The Community Stage

\$2,000

Family appeal!

Main outdoor stage.
Continuous entertainment,
Your logo on oversized
banner



The Community Stage

Negocios de la Comunidad

\$1,350

Highly decorated! Turnkey!

Reserved for local merchants.

Includes:

tent/tables/chairs/lights
Your logo on 8' banner.

Limited to 20 sponsors.



Negocios de la Comunidad



Car Altar Alley

Car Altar Alley

\$1,000

A popular "selfie" spot

20+ vintage autos are
altars for the day.

State Of California

Senate

CERTIFICATE OF RECOGNITION

Downey Dia De Los Muertos Art Festival

In Honor Of:

Your 8th Anniversary of promoting and supporting the arts in the community through the Annual Downey Dia De Los Muertos Festival. Your showcasing the vibrant work of local artists, musicians, and vendors celebrating this cultural tradition. On behalf of the 32nd Senate District, I congratulate you on your eight years of presenting an array of creative exhibits, music, dance and food for the community to come together and experience the meaning of Dia De Los Muertos – a time when families gather to honor and remember deceased loved ones.

October 30, 2021



SENATOR BOB ARCHULETA
THIRTY-SECOND SENATE DISTRICT