



**Grand  
Parade**

**DÍA DE  
LOS  
MUERTOS**

# DIA DE MUERTOS GRAND PARADE ARTE Y OFRENDAS FEST



MARY ZENDEJAS, DISTRICT 1



Join Councilwoman, Mary Zendejas, District 1 and the city of Long Beach for a day of celebration, community engagement, and be a part of the inaugural **DIA DE LOS MUERTOS PARADE!**

District 1 continues the tradition of Día de Muertos celebration and this year partnering with **GRAND PARADE DIA DE LOS MUERTOS INC.** adding a parade to kick-off the celebration. The community festival is also being enhanced and the **ARTE Y OFRENDAS FEST** promises to continue the celebration with a great line-up of live performances, altars, artisan vendors, food, a children's area and much more.

Become a partner of the inaugural DIA DE MUERTOS PARADE and continue the celebration in the ARTE Y OFRENDAS FEST for a day filled with music, tradition, art and entertainment. With your partnership, we can bring this spiritually rich cultural tradition to the beautiful city of Long Beach.

**SATURDAY, NOVEMBER 5, 2022**

**DIA DE MUERTOS PARADE: 10:00AM TO 12:00PM**

Begins at the intersection of Pine Avenue and 6th Street

Ends at Shoreline Drive (1.7 Miles) at the

**ARTE Y OFRENDAS FEST: 12:00PM TO 9:00PM**

Marina Green

386 E Shoreline Dr., Long Beach, CA 90803

**Program Highlights:** Free Admission, Live Performances, Giveaways, Celebrity MC's, Community Leaders

**Activities:** Dancing, Food, Beer Garden, Mercado, Children's Area

# ABOUT DIA DE MUERTOS PARADE

Thousands of people are expected to attend a fun-filled parade featuring civic leaders, key community stakeholders, celebrities, sponsors, local groups, marching bands, giant Catrinas, Folklorico groups, Aztec Dancers and more!

The Parade will be produced to be lived streamed on digital platforms adding thousands of viewers joining the celebration. Media partnerships are in the planning phase to include, ABC, NBC, Home & Garden TV, Amazon, Univision, Telemundo, Estrella TV and other networks, digital platform and radio. Parade and Festival partners will be kept up to date on development of media partnerships.

The **ARTE Y OFRENDAS FEST** will attract more attendees as it promises to be a gathering place for community and families to continue to enjoy the celebration and be part of a cultural tradition with artisans, altars, children's area, food, live entertainment and more!

**PRODUCTION COMPANY: THUNDER STUDIOS** is a multi-E Emmy award winning company that has produced hundreds of live events including the iconic Rose Parade for Univision since 2011.

## SOCIAL MEDIA & DIGITAL MEDIA CAMPAIGNS

Both social media and digital media campaigns will be launched in September, during the Hispanic Heritage month. An editorial calendar will be created for the duration of the campaigns to feature sponsors, parade entries, entertainment to keep the virtual community informed and engaged.





## **CALAYERA SPONSOR: \$50,000\***

### **PARADE PARTICIPATION**

- One (1) Entry, Includes parade participants (marchers)

### **FESTIVAL**

- Sponsor recognition from stage
- One (1) 10ft X 20ft booth in preferred location; includes three (3) - 6' tables and six chairs
- One (1) 10ft X 6ft Altar space (sponsor provides)

### **TICKETS**

- Three (3) Festival Parking Passes

### **MEET & GREET**

- Six (6) Backstage Meet and Greet Passes

### **MARKETING, SIGNAGE, BRAND EXPOSURE**

- Logo on Día de Muertos Website
- Featured in event promotional and PR materials
- Logo on 20,000 Festival Program Maps
- Featured in social media and digital media campaign, prior to, during, and post event
- One (1) 8ft X 3ft banner in prime parade location (sponsor provides)
- Three (3) 8ft X 3ft banners prominently displayed at Festival

*\*On-air exposure package is offered for the sponsorship level and will be presented once media partnerships are finalized.*

## **PAN DE MUERTO SPONSOR: \$20,000\***

### **PARADE PARTICIPATION**

- One (1) Entry, Includes parade participants (marchers)

### **FESTIVAL**

- Sponsor recognition from stage
- One (1) 10ft X 20ft booth in high-traffic location; includes three (3) - 6' tables and six chairs

### **TICKETS**

- Two (2) Parking Passes

### **MEET & GREET**

- Four (4) Backstage Meet and Greet Passes

### **MARKETING, SIGNAGE, BRAND EXPOSURE**

- Logo on Día de Muertos website
- Featured in event promotional and PR materials
- Logo on 20,000 Festival Program Maps
- Featured in social media and digital media campaign, prior to, during, and post event
- One (1) 8ft X 3ft banner in prime parade location (sponsor provides)
- Two (2) 8ft X 3ft banners displayed at Festival

*\*On-air exposure offered at this sponsorship level and will be presented once media partnerships are finalized.*



# SMALL BUSINESS PARTNERSHIP OPPORTUNITIES

## AMIGO SPONSOR: \$3,000

### PARADE PARTICIPATION

- One (1) Entry, Includes parade participants (marchers)

### FESTIVAL

- Sponsor recognition from stage
- One (1) 10ft X 10ft booth; includes one (1) - 6' table and two (2) chairs

### MARKETING, SIGNAGE, BRAND EXPOSURE

- Logo on Día de Muertos Website
- Logo on event promotional materials
- Logo on Festival signage
- Mention on social media and digital media campaign, prior to, during, and post event
- One (1) 8ft X 3ft banner in Parade route (sponsor provides)
- One (1) 8ft X 3ft banner in Festival area (sponsor provides)

## COMPADRE SPONSOR: \$1,500

### PARADE PARTICIPATION

- One (1) Entry, Includes parade participants (marchers)

### FESTIVAL

- One (1) 10ft X 10ft booth; includes one (1) 6ft table and two (2) chairs

### MARKETING, SIGNAGE, BRAND EXPOSURE

- Company logo on Día de Muertos Website
- Logo on event promotional materials
- Logo on Festival signage
- One (1) 8ft X 3ft banner in Parade route or Festival area (sponsor provides)

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## ARTE Y OFRENDAS FEST EXHIBITOR AND VENDOR OPPORTUNITY

## MERCADO EXHIBITOR/VENDOR: \$750

- One (1) 10ft X 10ft booth; includes one (1) 6ft table and two (2) chairs

### MARKETING, SIGNAGE, BRAND EXPOSURE

- Logo on Día de Muertos Website
- Logo on event promotional materials
- Logo on Festival signage

# PAYMENT INFORMATION

Catrina Title Sponsor: \$100,000   
- *Exclusive Industry Category*  
Ofrenda Sponsor: \$75,000   
Calavera Sponsor: \$50,000   
Pan De Muerto Sponsor: \$20,000   
Papel Picado Sponsor: \$10,000   
Flores Sponsor: \$5,000

SMALL BUSINESS PARTNERSHIP OPPORTUNITIES  
Amigo Sponsor: \$3,000   
Compadre Sponsor: \$1,500   
ARTE Y OFRENDAS FEST  
EXHIBITOR AND VENDOR OPPORTUNITY  
Mercado Exhibitor/Vendor: \$750

## NAME AS IT SHOULD APPEAR ON ALL COLLATERAL MARKETING:

\_\_\_\_\_

Name: \_\_\_\_\_

Company/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Cell Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_

A check payable to ARAS Enterprises, Inc. is enclosed in the amount of: \$

\_\_\_\_\_

## Mail to:

ARAS Enterprises, Inc. P.O. Box 9324, Whittier, CA 90608

PayPal  Visa  Mastercard  Amex  Discover

Amount: \_\_\_\_\_ Card No: \_\_\_\_\_

Exp Date ( MM /YY): \_\_\_\_\_ / \_\_\_\_\_ Security Code ( Last 3 Numbers on back of card ): \_\_\_\_\_

Cardholders Name ( As it appears on card ): \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Billing Address ( if different from above ): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

## EVENT CONTACTS

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