
SPONSORSHIP PROPOSAL



Day of the Dead



2025



INTRODUCTION



The Latin Voices Society is proud to present Day of the Dead, a vibrant and educational event designed to introduce and immerse our community in the rich traditions and profound cultural significance of Día de los Muertos.

Far from being a somber occasion, Day of the Dead (Día de los Muertos) is a joyful and deeply meaningful Mexican holiday where families welcome back the souls of their deceased relatives for a brief, annual reunion filled with food, drink, and celebration. It's a time to honor and remember those who have passed, believing their spirits return to visit.

Through this event, we aim to dispel misconceptions, foster understanding, and celebrate life through this deeply meaningful ancestral tradition and cultural celebration.





WHY CELEBRATE?



🌻 Event Purpose 🌻

The primary purpose of the Day of the Dead Celebration is to introduce and educate the wider community about the rich traditions, cultural significance, and beautiful spirit of Día de los Muertos (Day of the Dead).

This event aims to dispel misconceptions, foster understanding, and celebrate life through the lens of this vibrant Mexican and Latin American tradition. We seek to create an inclusive space where attendees can learn, engage, and appreciate the profound meaning behind this ancestral celebration.

🌻 Our Goals 🌻

- **Educate:** Provide accurate information about the historical and cultural roots of Day of the Dead, emphasizing its focus on remembrance and celebration of life rather than mourning.
- **Share Culture:** Offer an authentic experience of the traditions, art, music, and flavors associated with the celebration.
- **Foster Community:** Create a welcoming environment for people of all backgrounds to come together, learn from each other, and celebrate diversity.
- **Empower Latin Voices:** Provide a platform for Latin American artists, performers, and entrepreneurs to showcase their talents and share their heritage.



ABOUT THE EVENT



The Day of the Dead event will be a multi-faceted experience for all ages, offering a lovely immersion into the heart of Día de los Muertos. Attendees can expect a lively atmosphere filled with cultural richness and educational opportunities.



Event Highlights

- Live Music & Dance Performances:
- Authentic Traditional Food & Drink
- Interactive Altar Building Contest
- Catrina Contest
- Vibrant Vendor Market
- Educational Workshops



EVENT SCHEDULE



Join us for an afternoon filled with vibrant cultural experiences and heartfelt remembrance. While we're still putting the finishing touches on our detailed program, you can expect a rich array of activities throughout the day.



02 November 2025



12 - 4pm



Grizzli Winery, West Kelowna





WHY SPONSOR?



Why Partner With Us?



Sponsoring our Day of the Dead event offers a unique opportunity to align your organization with a significant cultural event that promotes diversity, education, and community engagement. Your partnership will enable us to create an impactful experience while providing your brand with valuable exposure to a broad and engaged audience.



Sponsor Benefits



- **Promote Cultural Understanding:** Support the accurate portrayal and appreciation of a rich ancestral tradition.
- **Showcase Latin American Culture:** Help us share authentic traditions, art, music, and flavors.
- **Build Community Connections:** Contribute to a welcoming event that brings diverse people together.
- **Enhance Brand Visibility:** Gain significant exposure across various marketing channels.
- **Demonstrate Community Commitment:** Showcase your organization's dedication to cultural enrichment and local support.



SPONSORSHIP PACKAGES



Gold Sponsor ————— \$1,000

All benefits of the Community Contributor tier, plus:

- Exclusive sponsorship of one major event component (e.g., Live Performances, Traditional Food & Drink, Vendor Market, Educational Workshops - first come, first served). Your logo will be prominently displayed at that specific area.
- Naming rights for a key event component (e.g., "The [Your Company Name] Altar Building Contest" or "The [Your Company Name] Catrina Contest").
- Dedicated sponsor spotlight feature on the Latin Voices Society website and social media channels.
- Opportunity for a representative to deliver brief welcome remarks (2-3 minutes) during the event.
- Opportunity to set up a dedicated branded booth/display area at a prime location within the event.

Silver Sponsor ————— \$500

- Logo inclusion on the Latin Voices Society website event page.
- Verbal acknowledgment during the event's opening remarks.
- Mention in a social media post leading up to the event.
- Logo inclusion on event marketing materials (digital & print).
- Recognition as a sponsor in all event-related email newsletters.
- Opportunity to distribute promotional materials at a designated area (e.g., an information table).

Bronze Sponsor ————— \$100-\$499

- Logo inclusion on the Latin Voices Society website event page.
- Verbal acknowledgment during the event's opening remarks.
- Mention in one social media post leading up to the event.



GRACIAS



Thank you for considering a partnership with the Latin Voices Society. We look forward to collaborating with you to make this year's Day of the Dead Celebration unforgettable.



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