

## Dia de los Muertos in Old Town Albuquerque: Introduction

### The Feel

*Experience the magic of Dia de los Muertos in Old Town from October 25 to November 3, 2024. Wander through the "Marigold Mile," where over 30,000 marigolds create a vibrant tapestry of orange and yellow, while live music fills the air. Discover hidden patios with beautifully adorned ofrendas featuring calaveras and photos of loved ones. As dusk settles, witness the plaza transform with warm candlelight and the mesmerizing Matachinas dance, a 300-year-old tradition depicting the eternal struggle between good and evil. This captivating atmosphere offers just a glimpse of the rich cultural experience awaiting in Old Town during Dia de los Muertos.*

### About

The 2nd Annual Dia de los Muertos event, running from October 25 to November 3, 2024, promises an array of activities, including a marigold-decorated Old Town, live entertainment, children's events, cultural heritage activities, a candlelight procession, and a katrina parade. With over 20 live performances and additional events planned throughout the week, further details will be announced on the official website. Go to:

<https://www.albuquerqueoldtown.com/>

### Previous Year's Success:

The inaugural Dia de los Muertos event in 2023 marked a tremendous success, drawing significant attendance, community engagement, social media reach, and positive feedback. Building on this momentum, the 2024 event aims to build on the successes further.

## Sponsorship Opportunities

### New for 2024!

In addition to the regular event sponsorship offered last year (see below) we are adding a new type of sponsorship for 2024. Local Artist Sponsorship: We will be making a public call to local artists to create large artistic paper mache sculptures to be on display during the DDLM events in Old Town for years to come! Each Local Artist Sponsorship will allow us to give 100% of the funds to a local artist to create the impressive sculptures to be on display in Old Town for years. Each sculpture will have a plaque associated with it identifying the artist and the specific sponsor. We are looking for 4-8 \$1,000 Local Artist Sponsorships.

We're also seeking Event Sponsors to contribute to the enchantment of this week-long celebration. Your sponsorship will not only maximize the event's impact but also positively affect the Old Town community, supporting decorations, art, live music, and more. All funds are managed by the Historic Old Town Association, a collective of local merchants, residents, and property owners committed to the event's success and the area's cultural heritage.

To sign-up to be a sponsor, go to:




















<https://www.albuquerqueoldtown.com/neighborhood/dia-de-los-muertos-sponsorship/>



# DIA DE LOS MUERTOS

Old Town  
ALBUQUERQUE

## 2024 Sponsorship Information

Sponsorship Benefits	El Magnífico Sponsor \$10,000 (2 Available)	El Super Sponsor \$2,500 (6 available)	La Familia Sponsor \$500 (Unlimited)
Exclusively featured in Newsletter			
Exclusively featured Partnership Post on social media			
Spoken recognition as community partner at kick-off event (5 min)			
Company name used on all marketing materials			
Inclusion on all TV/News/Radio interviews			
Company logo featured prominently on Old Town DDLM merchandise			
Company banner at the unveiling of the of the decorations			
Company logo on digital and printed event calendars			
Table at afternoon/evening event			
Mentioned in all social media, email, and digital marketing campaigns.			

Prominent Branding on Merchandise & Marketing: We plan on having merchandise for sale throughout all of Old Town during our event week: totes, shirts, and all digital marketing, event schedule, social, etc.

Featured Newsletter: Much of Old Town (merchants, residents, etc.) will be involved in the planning and execution of this event. The way that we coordinate is through the Old Town Newsletter. We will dedicate an entire newsletter *directly to the specific personal impact that "El Magnifico" sponsor has had in Old Town with its sponsorship of the DDLM event.* In our brainstorming, this is the BEST way to reach shareholders in Old Town specifically. This newsletter is the "Town Hall" of Old Town, being distributed to all members of the Historic Old Town Association and about 150 other businesses, residents, and property owners in the surrounding area.

Spoken Recognition at Kick-off Event: When we kick off the DDLM event, (which will coincide with the kick-off of Day of the Tread) the emcee will specifically announce the "El Magnifico" sponsor.

For questions, contact [president@albuquerqueoldtown.com](mailto:president@albuquerqueoldtown.com)