

# Festival Día de MUERTOS



Day of the Dead CLT

NOV. 1, 2025 • CAMP NORTH END



**2025 SPONSORSHIP  
PACKAGE**

Levine  
Museum of the New South



La COALICIÓN  
Latin American Coalition



# Celebrating Día de Muertos in Charlotte

A Partnership between the Levine Museum of the New South  
and the Latin American Coalition

## A Glimpse into the History and Importance of Día de Muertos

Día de Muertos, or Day of the Dead, is a time-honored Mexican tradition that celebrates the lives of those who have passed away. Far from being a somber occasion, it is a vibrant and joyous celebration filled with colorful altars (ofrendas), marigold flowers, sugar skulls, and traditional foods. Families come together to remember and honor their ancestors, believing that the spirits return to the world of the living for a brief reunion.

The celebration is steeped in symbolism and reflects a blend of indigenous practices and religious influences. It serves as a reminder of the cyclical nature of life and death, emphasizing the importance of cherishing memories and maintaining connections with loved ones who have departed.



LAST YEAR'S ATTENDANCE

**Over 18,000 visitors**

**Expected Attendance This Year: Even more!**



## Día de Muertos: 21 Years of Honoring Traditions in the Queen City

This year marks the 20th anniversary of the Día de Muertos celebration, a pivotal event brought to Charlotte by the Latin American Coalition (LAC) in partnership with the Levine Museum of the New South. Since its inception, this annual celebration has played a crucial role in highlighting the rich traditions of Día de Muertos, a Mexican holiday that honors and remembers loved ones who have passed away.

The event has become a cornerstone of cultural inclusion and diversity in Charlotte, reflecting the city's commitment to embracing and celebrating its multifaceted heritage. By bringing this vibrant tradition to the Queen City, the partnership between LAC and the Levine Museum has not only enriched the cultural landscape but has also fostered a more inclusive and diverse community.

As we celebrate this milestone, we continue to honor the importance of traditions in building a united and culturally rich society, making Día de Muertos a cherished and integral part of Charlotte's cultural fabric.



# Sponsorship Opportunities

As we prepare for this year's event, we are excited to offer sponsorship opportunities for businesses and organizations looking to support and participate in this culturally significant celebration.

Sponsoring the Día de Muertos event provides a unique platform to engage with a diverse audience and demonstrate your commitment to cultural inclusivity and community enrichment.

Your sponsorship will not only help us continue this beloved tradition but also contribute to the creation of a vibrant, inclusive space where families can come together to celebrate and learn about the rich heritage of Día de Muertos.

## Benefits of Sponsorship

**Brand Visibility:** Reach thousands of attendees and showcase your brand's support for cultural events.

**Community Engagement:** Connect with a diverse community and demonstrate your commitment to cultural awareness and inclusivity.

**Marketing Opportunities:** Feature your brand in event promotions, social media campaigns, and on site signage.

**Positive Impact:** Contribute to a meaningful celebration that educates and brings joy to the community.

## Our Social Media Audience and Reach

Levine Museum Social Followers:		Average monthly impressions:	LAC Social Followers:		Average monthly impressions:
Facebook	8k	215k	Facebook	5k	32k
Instagram	6k	33k	Instagram	14k	10k
X	10k	6k	FB Live Streams		2K
LinkedIn	2k	3k	LAC Website Traffic		172K

**We invite you to join us in making this year's Día de Muertos celebration the most memorable yet.**

For more information on sponsorship opportunities and how you can get involved, please contact us at [cdo@mylac.org](mailto:cdo@mylac.org) or [dstucker@museumofthenewsouth.org](mailto:dstucker@museumofthenewsouth.org)

Together, let's celebrate the rich traditions of Día de Muertos and continue to build a community that honors diversity and cultural heritage.



Watch last years video recap



Gallery



## PRESENTING SPONSOR

**\$25,000**

**Event Promotion:** Your logo featured as the Catrina sponsor on the official event flyer and posters.

**Newsletter Mentions:** Your logo featured as the Catrina Sponsor on our event newsletter sent to 5,000+ subscribers.

**Step and Repeat Backdrop:** Guests will walk the red carpet against a backdrop featuring your logo.

**On stage mention:** Enjoy a 3-5 minute opportunity to address the audience just before our prize draw the day of the event.

**Live Streaming - Logos on Stage Screen:** Your brand will be featured during the live streaming presentation and the farewell of the show as well as your logo added to the stage screen.

**Video Recap:** A post-event video recap showcasing the day's highlights will include a slide featuring all sponsor logos.

**Availability of a Tent or 10' x 10' Space:** You can display your brand in this physical space, which is solely for the promotion of your brand and cannot be shared with other organizations. You will have the benefit of 1 table and 2 chairs.

**All promotional materials must be exclusively displayed within the area designated for your sponsorship level.**

**Brand Presence on our Websites and social media.**

**Mention of Brand in Promotions on TV and Printed Ads:** Only if available through media partnerships.



## CATRINAS SPONSORSHIP

**\$10,000**

**Event Promotion:** Your logo featured as the Catrina sponsor on the official event flyer and posters.

**Newsletter Mentions:** Your logo featured as the Catrina Sponsor on our event newsletter sent to 5,000+ subscribers.

**Step and Repeat Backdrop:** Guests will walk the red carpet against a backdrop featuring your logo.

**Live Streaming - Logos on Stage Screen:** Your brand will be featured during the live streaming presentation and the farewell of the show as well as your logo added to the stage screen.

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## KIDS ZONE SPONSORSHIP

**\$7,500**

The **Kids Zone Sponsorship** offers a unique opportunity to advertise your brand or services within a dedicated area of the festival.

**Zone activities:**

A face painting station, tissue paper marigolds craft, coloring activity, and a hojalata craft (Mexican tin foil art).

**Event Promotion:** Your logo featured as the Kids Zone sponsor on the official event flyer and poster.

**Zone official signage:** Your logo featured as the Kids Zone sponsor on the banners and kids zone signage.

**Availability of a Tent or 10' x 10' Space:** You can display your brand in this physical space, which is solely for the promotion of your brand and cannot be shared with other organizations. You will have the benefit of 1 table and 2 chairs.

**All promotional materials must be exclusively displayed within the area designated for your sponsorship level.**

**Brand Presence on our Websites and social media.**



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## MARYGOLDS SPONSORSHIP

**\$5,000**

**Event Promotion:** Your logo featured as the Kids Zone sponsor on the official event flye and poster.

**Availability of a Tent or 10' x 10' Space:** You can display your brand in this physical space, which is solely for the promotion of your brand and cannot be shared with other organizations. You will have the benefit of 1 table and 2 chairs.

**All promotional materials must be exclusively displayed within the area designated for your sponsorship level.**

**Brand Presence on our Websites and social media.**



## COCO SPONSORSHIP

**\$2,500**

**10' x 10' Space:** You can display your brand in this physical space, which is solely for the promotion of your brand and cannot be shared with other organizations. You will have the benefit of 1 table and 2 chairs tent not included.

**All promotional materials must be exclusively displayed within the area designated for your sponsorship level.**

**Brand Presence on our Websites and social media.**



## NON PROFIT SPONSORSHIP

**\$1,250**

**10' x 10' Space:** You can display your brand in this physical space, which is solely for the promotion of your brand and cannot be shared with other organizations. You will have the benefit of 1 table and 2 chairs, tent not included.

**All promotional materials must be exclusively displayed within the area designated for your sponsorship level.**

**Brand Presence on our Website and social media.**

**CATEGORY ONLY AVAILABLE ONLY FOR NON-PROFITS**



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