

**American GI Forum – PFC Oscar Sanchez Chapter
Veterans In Community Advocacy
presents**

TO: Corporate Business Owners and Small Business Owners

FROM: Rebecca Harrington, Rebecca.harringtonddlm@gmail.com, (209) 585-6590
Chairperson – Dia de Los Muertos, American GI Forum (AGIF)

DATE: February 24, 2019

RE: **4 th Annual Community Celebration**
Dia de Los Muertos – Day of the Dead
October 19, 2019

The American GI Forum is extremely proud to announce
**THE 4th ANNUAL 100% FREE TO THE COMMUNITY
CELEBRATION OF DIA de LOS MUERTOS**

The celebration of Dia de Los Muertos (Day of the Dead) is the tradition of honoring the memory of departed family members. The practice of honoring one's ancestors has been celebrated by Spain for centuries. When the Spanish arrived in Mexico they found the indigenous people of Mexico shared similar customs, but theirs dated back 2500 years. The blending of the traditions is now celebrated as Dia de Los Muertos. Families prepare Altars with the favorite items their family members enjoyed while living. It can be a very elaborate Altar in a town square or a simple setting in the corner of a home. Some of the traditional items on an Altar include marigolds, sugar skulls, fruits and nuts, incense, papel picado and other decorations relevant to the person being honored. This is a beautiful tradition widely celebrated and recognized in 2008 on the List of Intangible Cultural Heritage of Humanity by UNESCO. The tradition of celebrating Dia de Los Muertos was brought to Modesto with people dressed as Catrins and Catrinas, a market of handcrafted Mexican art and crafts, and entertainment for all ages. AGIF is very proud to once again bring this 100% free cultural event to our community to enjoy. To secure your sponsorship today email Rebecca.harringtonddlm@gmail.com or call (209) 585-6590.

In 2018 Dia de Los Muertos had over 7,000 people in attendance throughout the day, 35 vendors & 20 non-profit information booths. We have vendors and non-profits who have already reserved their space. With your support of this family event, we will again be able to bring thousands of people to downtown Modesto and the surrounding community to celebrate this beautiful cultural event Dia de Los Muertos.

We will have children activities, vendors selling traditional Dia de Los Muertos items, traditional Ballet folklorico dance groups, Dia de Los Muertos traditional procession/parade, Altars, community information, and more. Many local organizations will be participating and we expect even more children from the community to attend with our partnerships from surrounding communities.

The event is staffed by volunteer adults and students. All donations will support the event, prizes for children's games and activities, ballet folklorico dance groups, musicians, sound equipment, decorations and more. AGIF is proud to be the organizer of this beautiful cultural event.

**American GI Forum – PFC Oscar Sanchez Chapter
Veterans In Community Advocacy
presents**

Dia de Los Muertos Sponsorship 2019

PLATINUM SPONSOR \$2500.00

- Your Company will be included on poster and flyers, your banner will be displayed (Please provide your banner), included in all announcements throughout the day of event, listed with AGIF as a Platinum level event underwriter for one year. Includes booth space. This covers the stage, sound equipment, and sound engineer.

GOLD SPONSOR \$2000

- Your Company will be included on poster and flyers, banner will be displayed (Please provide your banner), you will be included in all announcements throughout the day of event, listed with AGIF as a Gold level sponsor. Includes booth space. This covers the cost of Mariachi and band.

SILVER SPONSOR \$1500

- Your Company will be included on flyer for the event, your banner will be displayed (Please provide your banner), will be listed with AGIF as a Silver level event sponsor, includes booth space. This covers the cost of various ballet folklorico dance groups, singers or the free movie presentation at The State Theatre.

BRONZE SPONSOR \$1000

- Your Company will be listed with AGIF as a Bronze level event sponsor & will appear on the flyers for the event. This covers the cost for kids activities, prizes and volunteer and includes booth space.

FRIEND OF AGIF LEVEL \$500

- Your Company will be listed as a Friend level sponsor & appear on flyers and includes booth space. The choices are sponsoring the car show and organizing the award of trophies, food court with and rental of chairs for the day, or the non-profit information area. Other sponsorships available and this sponsorship also includes a booth space.

There are various choices of support for your company. Please call for additional information and details. With your generous donation we will be able to bring quality entertainment, activities and information to our community.

On behalf of Commander Steve Fimbres, American GI Forum thanks you for your support and attendance of Dia de Los Muertos 2019. We look forward to another excellent community event.

AGIF is a 501 (c)(3) non-profit organization.