



Partnership Opportunity for Glendale's Día de Los Muertos

Glendale's Día de Los Muertos, or Day of the Dead, is a Mexican holiday that is celebrated in different parts of the world on November 1st and 2nd. Día de Los Muertos is a colorful celebration of life that reunites the living and the dead. Families build ofrendas to honor and welcome their beloved departed family members. The City of Glendale celebrates Dia de Los Muertos every year since 2017. **Last year, over 2,000 people attended the celebration.**

This year, the celebration will take place on Saturday, November 4. This is an opportunity for partners to not only interact directly with visitors, but also to receive wide visibility prior to and throughout the day. Leading up to the event, the library markets this event through many channels, including its patron database of over 70,000 individuals, ads in local newspapers and La Opinión, website, and displays in each of its library.

Title Sponsor - \$15,000 (1 Available)

- Event name will include: "...presented by SPONSOR NAME"
- Logo with Sponsor level on print and digital marketing collateral (largest size), which may include program booklet, newspaper ads, library newsletter, digital display at each branch library, and flyers
- Prominently placed logo with Sponsor level on event signage in each library
- Dedicated table for the entire day
- Sponsor-level recognition on website for one year

Platinum Sponsor - \$10,000 (1 Available)

- Logo placement on the tote bag, given to attendees; past tote bags continue to be used and seen long after the event
- Logo with Sponsor level on print and digital marketing collateral (2nd largest size), which may include program booklet, newspaper ads, library newsletter, digital display at each branch library, and flyers
- Prominently placed logo with Sponsor level on event signage in each library
- Dedicated table for the entire day
- Sponsor-level recognition on website for one year

Gold Sponsor - \$5,000 (1 Available)

- Sponsor of the program booklet with logo and name on bottom of front cover
- Logo with Sponsor level on print and digital marketing collateral (3rd largest size), which may include program booklet, newspaper ads, library newsletter, digital display at each branch library, and flyers
- Dedicated table for the entire day
- Sponsor-level recognition on website for one year



Silver Sponsor - \$2,500 (Unlimited)

- Logo with Sponsor level on print and digital marketing collateral (4th largest size), which may include program booklet, newspaper ads, library newsletter, digital display at each branch library, and flyers
- Opportunity to provide company materials at community table
- Sponsor-level recognition on website for one year

Bronze Sponsor - \$1,000 (Unlimited)

- Logo with Sponsor level on print and digital marketing collateral (5th largest size), which may include program booklet, newspaper ads, library newsletter, digital display at each branch library, and flyers
- Sponsor-level recognition on website for one year

Contact Information

James Lau

james@glact.org

*As of Aug 20, 2023. Benefits may change based upon availability of the promotional materials. GLACT will update the listing and confirm with sponsors that the benefits continue to meet the sponsor's interests.