





MEXIC-ARTE MUSEUM The Official Mexican & Mexican American Fine Art Museum of Texas

419 Congress Ave., Austin, Texas 78701 | (512) 480-9373 | P.O. Box 2273 Austin, TX 78768 | info@mexic-artemuseum.org | www.mexic-artemuseum.org

Dear Friend,

Mexic-Arte Museum invites you to sponsor *Taste of Mexico 2023*. This year's *Taste of Mexico* looks at *Alimento para el alma*, or *Food for the soul*. Food has the ability to lift the spirit and bring communities together. Food traditions are often passed from one generation to the next, bringing us closer to our history and our families. At this event, Austin will celebrate the different interpretations of food traditions. Proceeds from the event benefit the Museum's arts education program.

Your sponsorship will allow your brand to be associated with this energetic and sophisticated event that gets people excited about Austin's identity, cultural roots, and social scene. As a sponsor, you will be able to cultivate relationships with some of Austin's highly motivated groups of young professionals, entrepreneurs, and other food/drink connoisseurs. *Taste of Mexico* makes for an impeccable pairing of spirited vibes and dazzling edible creations, inspiring patrons to indulge and socialize!

Taste of Mexico serves to support Mexic-Arte Museum's art education programs. Over the past thirty-nine years, the Museum has empowered Austin youth through its exemplary art education programs. Your sponsorship will allow the Museum to continue to enrich the lives of over 10,000 children and families annually in the Austin area through its family days, internships, tours, and the *SCREEN IT!* Program, which is regarded as one of the best in the nation, having received the prestigious 2016 National Arts and Humanities Youth Program Award, a project of the President's Committee on the Arts and the Humanities presented by Honorary Chairman, First Lady Michelle Obama.

Please find the accompanying information about *Taste of Mexico 2023 Sponsor Benefits*. For questions and more information, please contact Development Coordinator Adrienne Brown at 512-200-7276 or adrienneb@mexic-artemuseum.org.

Thank you for your support!
Sincerely,

Sylvia Orozco
Executive Director

Adrienne Brown
Development Coordinator





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HABANERO \$10,000 +

- 1 Private Museum gallery rental during 2023 *
- Product display during ToM
- Name on Mexic-Arte Museum Donor Board 2022- 2023
- Name/logo on ALL ToM promo materials **
- Dedicated Facebook Live post during event
- Link to your website via official event page
- 25 VIP tickets to ToM ***
- Commemorative ToM 2023 handmade plate from Dolores, Hidalgo



SERRANO \$5,000

- 1 Private Museum gallery rental during 2023 *
- Product display during ToM
- Name on Mexic-Arte Museum Donor Board 2022- 2023
- Name/logo on ALL ToM promo materials **
- Dedicated Facebook Live post during event
- Link to your website via official event page
- 15 VIP tickets to ToM ***
- Commemorative ToM 2023 handmade plate from Dolores, Hidalgo



GUAJILLO \$2,500

- Name on Mexic-Arte Museum Donor Board 2022- 2023
- Name/logo on ALL ToM promo materials **
- Dedicated Facebook Live post during event
- Link to your website via official event page (active 3 mo.)
- 10 VIP tickets to ToM ***
- Commemorative ToM 2023 handmade plate from Dolores, Hidalgo



JALAPEÑO \$1,000

- Name on Mexic-Arte Museum Donor Board 2022- 2023
- Name on invites, event signage & programs
- 6 VIP tickets to ToM ***
- Commemorative ToM 2023 handmade plate from Dolores, Hidalgo



POBLANO \$500

- Name on invites, event signage & programs
- 4 VIP tickets to ToM ***
- Hand-painted *talavera* plate from Dolores, Hidalgo

* 5-hour block. Valued at \$2,500.

** Promo materials include press release, print ads, invites, event signage & programs.

*** VIP tickets include early entrance beginning at 5:30pm, and priority admission throughout the night.

Print deadline for promotional materials is April 26th.

Only sponsorships received on or prior to April 26th will be guaranteed inclusion on event signage.



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ABOUT TASTE OF MEXICO 2023 – WHAT TO EXPECT!



SABÓR – Over 12,000 delectable bites by participating local restaurants, including desserts, and vegetarian options.

¡SALÚD! – Over 6,000 signature beverages by drink purveyors.

SONIDO – Local DJ, mariachi band set, and dancing!

SOCIAL – Over 1,200 people under one roof ready to feast and socialize.

2022 (23) PARTICIPATING FOOD VENDORS – Artemisa's Tacos, Asador Tacos, Chulas Salsas, Churro Co., Comedor, Cruzteca, Curra's Grill, El Dorado Cafe, Ensenada, Gabriela's Downtown, H-E-B, Hola Aloha, La Cantina, La Pera, La Santa Barbacha, Licha's Cantina, Llama Kid, Maudie's Catering, Mellizoz Tacos, Mour Cafe, Que Sazón, Simar Seafood Cocina, Tacos Guerrero.

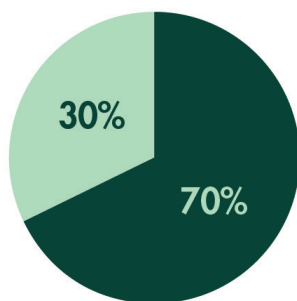
2022 (10) PARTICIPATING DRINK VENDORS – Austin Agua Frescas (AF), Carbonero Tequila, Dulce Vida Tequila, Las Lomas Tex Mex Cantina, Paco Jones Tequila, Proeza Tequila, SEXTO Tequila, SRSLY Chocolate, SUSTO Mezcal, Tito's Handmade Vodka.

2022 SPONSORS – Austintatious Advertising, Brown Distributing Company, Clay Import, H-E-B, Hendler Flores Law, Jane & Manuel Zuniga, Magia Papel Piñateria, Rambler Sparkling Water, Round Rock Toyota/Honda/Hyundai, RTBRUT, The Texas Tribune, Tito's Handmade Vodka, Tribeza.

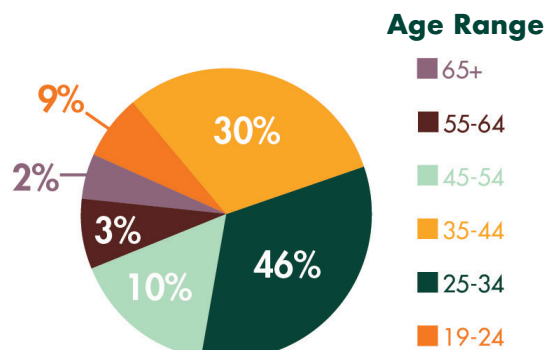
EVENT OUTREACH & MEDIA IMPRESSIONS

The following statistics are based on our numbers for *Taste of Mexico* 2019. You can expect a greater outreach this year as this event grows in size and Mexic-Arte Museum reaches new followers.

| Avg. # of People Reached | |
|--------------------------|----------|
| Official Event Page | 4K/mo |
| Social Media | 128K/mo |
| Newsletter | 9K/day |
| Online Publications | 88K/day |
| Print Publications | 247K/day |
| Web & Print Ads | 736K/wk |



Male Female



Age Range

65+
55-64
45-54
35-44
25-34
19-24



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SPONSORSHIP DETAILS & PAYMENT



Date: _____

Name: _____ Title (if applicable): _____

Business: _____ Phone: _____

Address: _____

City, State, Zip: _____ E-mail: _____

Sponsor should be listed as follows for all promotional material: _____

Sponsorship Level (check one:

☐ Habanero \$10,000 ☐ Serrano \$5,000 ☐ Guajillo \$2,500 ☐ Jalapeño \$1,000 ☐ Poblano \$500

If you would like to make a donation to Mexic-Arte Museum's art education pro-grams, please select this option:

☐ DONATION Amount: \$_____

Print deadline for promotional materials is April 26th. Only sponsorships received on or prior to April 26th will be guaranteed inclusion on event signage.

We appreciate payment in form of checks. Please make checks payable to: **Mexic-Arte Museum**

You may submit your registration form in person, by mail, or email to adrienneb@mexic-artemuseum.org

Please drop off forms and checks at Mexic-Arte Museum, 419 Congress Avenue, Austin, TX 78701 OR mail to P.O. Box 2273, Austin, TX 78768.

For questions, please contact **Adrienne Brown** by phone at **(512) 200-7276** or email at adrienneb@mexic-artemuseum.org.

Mexic-Arte Museum, a 501(c)(3) non-profit, is dedicated to enriching the community through education programs, exhibitions, and the collection, preservation, and interpretation of Mexican, Latino, and Latin American art and culture for visitors of all ages. Founded in 1984, the Museum has built an outstanding international reputation by presenting universally renowned exhibitions and programs.