



41st ANNUAL VIVA LA VIDA FESTIVAL & PARADE



Celebrating Day of the Dead

Saturday, October 26th, 2024 | Austin, TX



VIVA LA VIDA FEST 2024

Become a Sponsor:

Mexic-Arte Museum's Viva La Vida Fest is Austin's largest and longest-running Día de los Muertos (Day of the Dead) festival in Texas.

- *A Grand Procession
- *An Education Pavilion
- *A celebration featuring traditional foods and drinks
- *Music and performances

WHAT: Viva la Vida Fest 2024

WHEN: October 26th, 2024

WHERE: 5th St and Congress Ave

Mexic-Arte Museum invites you to partner with us as one of the 2024 sponsors. Please read our Sponsorship Packet to learn more about how you can participate at this year's Viva La Vida Fest!

ABOUT DIA DE LOS MUERTOS

Day of the Dead is an important Latin American tradition that takes place on November 1st and 2nd. It is a time when friends and family gather to honor and remember loved ones – not in mourning, but through celebration! The origins trace back to the pre-Columbian era when death was viewed as a transformation and continuation of life. This ancient belief evolved into the modern tradition of commemorating loved ones with altars decorated with sugar skulls, flowers, photographs, favorite foods and memorabilia of the deceased. Family and friends share stories and memories, sing songs, and play music to celebrate those who have passed on. In Austin, Mexic-Arte Museum has taken these traditions, continued some, transformed others, and created new expressions to produce today's Viva La Vida Fest!

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VIVA LA VIDA FEST 2024



THE FESTIVAL

Viva La Vida Fest brings together Austin's diverse population, including artists, families, businesses, visitors from all over and other community members alike. During the 2023 in-person festivities, over 20,000 people attended Viva La Vida Fest and celebrated life by enjoying the arts and some of our favorite traditions! *Past festivals will be highlighted on the website.*

GRAND PROCESSION

Mexic-Arte Museum's Grand Procession travels through historic 6th Street and culminates at 4th Street and Congress Avenue. Over 2,000 participants, including schools, businesses, community organizations, musicians, dancers, and other creatives, make up the procession. The Grand Procession consists of four main components: the pre-Columbian Americas, Mexico Lindo, Tejano, and Austin Weird.



EDUCATION PROGRAMS

The Education Pavilion serves Youth and Families at Viva La Vida Fest each year. Your sponsorship of the Education Pavilion allows the Museum to provide art making experiences such as papel picado making that educate the public on Day of the Dead history and traditions. Your sponsorship allows us to bring our award winning education programming to Viva La Vida with mask making, and papel picado making. **Activities will be offered online free for all.** Your sponsorship allows us to bring learning and making art to Viva!

VIVA LA VIDA FEST 2024

The following statistics are based on our numbers for the in-person Viva La Vida Fest in 2023. An estimated 20,000 attendees came out to Viva La Vida Fest in 2023. Viva La Vida Fest 2023 had an estimated 11,000 unique attendees visit the festival landing page during the three day event cycle. This year, Mexic-Arte expects a similar reach to 2023. We are excited to present the festival in downtown Austin!

















MEDIA IMPRESSIONS	
EVENT PAGE VIEWS	363,000
INSTAGRAM IMPRESSIONS	40,000
FACEBOOK IMPRESSIONS	52,000
DIGITAL AD VIEWS	6,200,000
PRINT AD VIEWS	450,000
WINDOW WRAP VIEWS	200,000
EVENT ATTENDANCE	20,000+

EARNED MEDIA 2023














VIVA LA VIDA FEST 2024 SPONSORSHIP OPPORTUNITIES

Your sponsorship will allow your brand to be associated with an iconic event that gets people excited about Austin’s identity, cultural roots, and social scene! Below you will find the opportunities that come with your sponsorship for Viva La Vida Fest 2024.

PRESENTING SPONSORSHIPS	GRAND PROCESSION & FESTIVAL \$15,000	GRAND PROCESSION OR FESTIVAL \$10,000	EDUCATION PAVILION \$5,000
"Viva La Vida Fest 2024 Presented by [your name here]" on ALL promotional materials			
"Grand Procession Presented by [your name here]" on ALL promotional materials			
"Education Pavilion Presented by [your name here]" on ALL promotional materials			
Mention in press release announcement			
Booth for product display during festival			
Sponsor shout out during live events on stage			
(5) Exclusive Day of the Dead T-shirts from Mexic-Arte			

***Presenting Sponsorships also include all benefits listed below in Other Sponsorship**

OTHER SPONSORSHIPS	LEAD \$2,500+	SUPPORTING \$1,000+	FRIEND \$500
Dedicated post on social media			
Option to participate in our Grand Procession. Includes a banner with your name/logo, produced by Mexic-Arte Museum.			
Logo on ALL promotional materials, incl. window wrap, invites, web/print/social media, sponsor banner, & event signage			
Link on Mexic-Arte Museum's official event page directing online traffic to your company's website			
Listing on Mexic-Arte Museum Donor Board			

For sponsorships, contact Adrienne Brown at adrienneb@mexic-artemuseum.org or (512) 200-7276.

For more information, visit <https://mexic-artemuseum.org/event/viva-la-vida-2024/>

2023 PARTICIPATING SPONSORS: City of Austin, Austin Convention Center Department, City of Austin Cultural Arts Division, Downtown Austin Alliance, Univision, Texas Commission on the Arts, Brown Distributing Company, Capital Printing

YES, I WANT TO SPONSOR MEXIC-ARTE MUSEUM'S VIVA LA VIDA FEST 2024!

Name _____ Date ____/____/____
Company/Organization _____
Address _____
City _____ State _____ Zip _____
Business Phone _____ Alt. Phone _____ (cell home)
E-mail _____ Fax _____
Preferred Name for Recognition _____ I prefer to be an anonymous sponsor

PRESENTING SPONSORSHIP \$15,000 \$10,000 \$5,000 \$2,500 \$1,000 \$500

OTHER SPONSORSHIP Media (In-Kind)

DONATION I am not able to sponsor at this time, but I would like to make a donation of \$ _____

TOTAL AMOUNT \$ _____

Check Enclosed - Please make check payable to Mexic-Arte Museum.

Credit Card - To make payment by credit card, call the Mexic-Arte Museum Store at (512) 200-7278.

Signature _____ **Date** _____

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Deadline to reply: October 7, 2024 for logo/name to appear in print material

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 Mexic-Arte Museum, Attn: Viva la Vida Fest, P.O. Box 2273, Austin, TX 78768.

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

Mexic-Arte Museum, a 501(c)(3) non-profit, is dedicated to cultural enrichment and education through the collection, preservation and presentation of traditional and contemporary Mexican, Latino, and Latin American art and culture to promote dialogue and develop understanding for visitors of all ages. Founded in 1984, the Museum has presented educational exhibitions and programs for the community.