



2024 Día de los Muertos Celebration

November 3, 2024

Downtown Redwood City

August 2024

Dear Sponsor:

We at Casa Círculo Cultural are thrilled to announce the return of the Día de los Muertos Celebration! We are in the planning stages and brainstorming new ideas to make this year's event even more spectacular. We are excited to incorporate traditions from Mexico City into the festivities.

This year, our team will be centering on the creation of "La Catrina," which will be a centerpiece for the celebration.

Last year, we were thrilled to have thousands of people come together at Redwood City's Courthouse Square for a gathering. This year, we aim to host a successful, safe, and informative event that allows us to honor and remember our departed loved ones.

This year's free outdoor festival celebration will be held on

Sunday, November 3, 2024, at 4:00 pm

We kindly request your generous support to bring this exquisite Latin American tradition to fruition. Your donations are eligible for tax deduction.

Our sponsors' logos will be prominently displayed on our website, in our newsletter, on all promotional materials, and on the event poster. Donating \$1,000 or more will also receive a complimentary booth at our event.

We sincerely appreciate your support and cooperation. We look forward to working with you with great enthusiasm.

Sincerely,

Veronica Escamez

Veronica Escamez

Founder / Executive Director



3090 Middlefield Rd.
Redwood City, CA 94063

 650 304-2618





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Yes, I want to sponsor the celebration of the Day of the Dead!

Presenting Sponsor	\$10,000.00*	
Platinum Sponsors	\$ 5,000.00*	
Gold Sponsor	\$ 2,000.00*	
Silver Sponsor	\$ 1,000.00*	*Free booth
Bronze Sponsor	\$ 500.00	

NAME: _____

BUSINESS NAME: _____

ADDRESS: _____ STATE: _____ ZIP: _____

PHONE: _____ EMAIL: _____

PAYMENT METHOD: **Check** **Credit Card** **Please send me an invoice**

DEBIT/CREDIT CARD NUMBER: _____

EXP DATE: _____ CSC: _____ ZIP: _____

PLEASE CHARGE: \$ _____

Your donation is entirely tax deductible. Our **tax ID # is 47-4071542**.

Please complete this sponsorship form and mail it with your check to:

**Casa Círculo Cultural,
3090 Middlefield Rd. Redwood City, CA 94063
Attn: 2024 Day of the Dead RWC**

For more information, e-mail casacirculocultural@yahoo.com

Signature: _____ Date: _____





WE NEED YOUR HELP!

The success of this celebration is made possible by the generous support of our sponsors, whose financial backing brings this event to life. We invite you to join us in supporting our efforts.

By contributing, you not only help to enrich the vibrant culture of Redwood City and raise awareness about Casa Círculo Cultural and its diverse programs, but you also enjoy several benefits:

- Join in celebrating the diversity of our community.
- Promote your business to over 10,000 people.
- Gain publicity through advertisements across Redwood City, San Mateo County, and the greater Bay Area (including print media, news stations, radio, and web exposure.)
- Receive acknowledgment of your business on the day of the event.
- Enjoy complimentary entry to the Preview Party for all sponsors and VIPs in October at the San Mateo History Museum.
- Receive a complimentary booth at the event for sponsors contributing over \$1,000.
- Platinum Sponsors contributing \$10,000 or more will be recognized as partners.
- Casa Círculo Cultural is a 501(c)(3) charitable organization, so your donation is tax-deductible.





WHAT IS DÍA DE LOS MUERTOS?

The Day of the Dead, known as "Día de los Muertos" in Spanish, is a Mexican holiday that celebrates, and honors deceased loved ones. It is a unique blend of Indigenous traditions and Catholicism and is observed primarily on November 1st and 2nd, corresponding with the Catholic holidays of All Saints' Day and All Souls' Day.

During the Day of the Dead, families come together to remember and pay homage to their deceased relatives and friends. It's a festive occasion that involves creating altars, or "ofrendas," adorned with photographs of the deceased, their favorite foods, drinks, and other personal items. The idea behind these altars is to welcome the spirits of the departed back to the world of the living for a brief reunion.

The holiday is known for vibrant and colorful decorations like sugar skulls, marigold flowers, and decorative skeletons. People visit cemeteries to clean and decorate graves, leave offerings, and reflect.

Day of the Dead is a joyful and respectful celebration of the cycle of life and death, where families come together to remember those who have passed away. It is celebrated worldwide with adaptations that blend local traditions.

"La Catrina," created by Mexican illustrator José Guadalupe Posada in the early 20th century, is an iconic symbol of Día de los Muertos. It depicts a skeletal figure dressed in elegant attire, originally intended to satirize Mexican elites and remind them of the universal equality in death.

Over time, La Catrina has evolved into a beloved symbol of the holiday, embodying the festive and respectful nature of Día de los Muertos. Diego Rivera immortalized La Catrina by giving her a full body for the first time in his famous mural "Dream of a Sunday Afternoon in the Alameda Central."

In this painting, La Catrina is depicted holding hands with a young Rivera and standing next to Posada, symbolizing her integration into Mexican culture and art. Rivera's portrayal further solidified La Catrina's status as a central figure in Día de los Muertos celebrations, serving as a reminder of the holiday's themes of remembrance and the celebration of life.

Goals

This event achieves several goals, including raising funds and awareness for Casa Círculo Cultural's daily cultural activities, preserving and promoting Latin culture, and sharing the significance of this special tradition with the community.





EVENT BACKGROUND

The Dia de los Muertos Celebration in Redwood City began in 2011 at the plaza located in front of the city's Public Library. During its first year, the event was relatively small, with an approximate attendance of 200 community members throughout the evening. By the third year, the event had grown significantly, and the crowds had become so large that it had to be relocated to Courthouse Square – a popular outdoor area in Redwood City. Today, the Dia de los Muertos Celebration attracts thousands of visitors from across the Bay Area and worldwide.

Seven streets around Courthouse Square have been closed to facilitate the influx of visitors, vendor booths, and activities. Local artists, dancers, and singers take the stage to showcase their talents during the event.



2011



2023

CELEBRATING IN REDWOOD CITY

Courthouse Square is transformed into a lively space that showcases musicians, dancers, artists, family altars, and more to visitors. The square is decorated with sugar skulls and marigolds, which adds to its vibrancy. Visitors can also witness Catrinas walking around, greeting the community. In the Food Court area, papel picado is used to decorate, and visitors can try various traditional foods. The San Mateo County History Museum has an exhibition of altars. It hosts free arts and crafts activities for kids, which allows them to create traditional art and engage in hands-on activities. This modest celebration of Mexican culture has become one of Redwood City's most prominent events.





Celebrating the Day of the Dead (Día de los Muertos) in Redwood City, can offer several advantages due to the unique cultural, artistic, and community-oriented experiences that the city provides. While the Day of the Dead is traditionally a Mexican holiday, its celebration has expanded beyond Mexico and is embraced by many communities worldwide. Here are some potential advantages of celebrating the Day of the Dead in Redwood City:

- **Cultural Diversity:** Redwood City is known for its diverse population, making it an ideal place for celebrating the Day of the Dead. This celebration can help promote understanding and appreciation of Mexican culture and traditions among different ethnic groups, fostering a sense of unity and cultural exchange.
- **Community Engagement:** Redwood City often hosts public celebrations, parades, and festivals to commemorate the Day of the Dead. Participating in these events can provide a platform for people to come together, interact, and strengthen community bonds.
- **Artistic Expression:** The Day of the Dead is known for its vibrant and artistic displays, including intricate sugar skulls, colorful altars (ofrendas), and elaborate costumes. Celebrating in Redwood City can allow local artists and craftsmen to showcase their creative talents, contributing to the city's cultural scene.
- **Education and Awareness:** By celebrating the Day of the Dead, residents and visitors can learn about the cultural significance and history of the holiday. This promotes cultural education and awareness, which can lead to increased tolerance and respect for diverse traditions.
- **Tourism and Economic Impact:** Festivals and events related to the Day of the Dead can attract visitors from neighboring areas, boosting local businesses and the economy. Tourists who come to experience these celebrations may also explore other attractions in the city.
- **Family Involvement:** The Day of the Dead is a family-oriented holiday that encourages remembering and honoring deceased loved ones. Celebrating in Redwood City can encourage families to create altars, share stories, and celebrate the lives of those who have passed away.
- **Personal Reflection:** Participating in the Day of the Dead celebrations can offer individuals a chance to reflect on their relationships with mortality and remember their own loved ones who have passed away. This introspection can lead to personal growth and a deeper appreciation for life.





- **Fostering Inclusivity:** Redwood City's celebration of the Day of the Dead showcases its commitment to inclusivity and diversity. Embracing traditions from various cultures can make the city feel more welcoming to people from different backgrounds.
- **Creative Workshops:** Often, Day of the Dead celebrations involve workshops and classes where participants can learn how to make traditional crafts like sugar skulls, paper marigolds, and more. These workshops provide opportunities for hands-on learning and creativity.
- **Memorializing Loved Ones:** The Day of the Dead is fundamentally about remembering and celebrating the lives of those who have passed away. By participating in the celebrations, individuals can find comfort and solace in commemorating their loved ones in a culturally rich and meaningful way.



Overall, celebrating the Day of the Dead in Redwood City offers a chance to experience the beauty of cultural diversity, artistic expression, community engagement, and personal reflection, all while contributing to a more inclusive and connected city environment.

THANK YOU FOR YOUR SUPPORT!

