



Dear Sponsor,

We at Casa Círculo Cultural are honored to announce our **15th Anniversary Día de los Muertos Celebration**—a milestone year for this beloved community tradition! This year's celebration will take place on **Sunday, November 2, 2025**, at **Redwood City's Courthouse Square**, and will be inspired by *la cosmovisión de Tonantzintla*—a rich cultural vision blending Indigenous and ancestral traditions, color, and symbolism to honor life, death, and the eternal cycle.

For 15 years, our Día de los Muertos festival has brought thousands together to remember and celebrate our departed loved ones. In 2025, we are excited to infuse the celebration with the vibrant imagery and traditions of Tonantzintla, weaving together elements from the Indigenous heritage of Mexico with the community spirit of Redwood City.

This **free outdoor cultural festival** will feature altars, live performances, art installations, traditional food, community resources, and interactive activities for all ages. We aim to create a safe, inclusive, and educational space where the public can connect with the meaning and beauty of this centuries-old tradition.

We kindly request your generous support to make this 15th anniversary celebration possible. As a sponsor,

We kindly request your generous support to make this 15th anniversary celebration possible. As a sponsor, your logo will be prominently displayed on our website, newsletter, promotional materials, and the event poster. Sponsors contributing **\$1,000 or more** will also receive a complimentary booth at the event. Contributions are tax-deductible.

Your partnership will help us preserve and share this important cultural tradition while strengthening community bonds. We deeply appreciate your support and look forward to collaborating with you to make this anniversary celebration extraordinary.

With gratitude and anticipation,
Casa Círculo Cultural



3090 Middlefield Rd. Redwood City, CA 94063 650 304 2618

Sponsorship Opportunities

15 Years of Honoring Life & Memory —Inspired by the Colors and Spirit of The Baroque Paradise of Santa María Tonantzitla

In addition to contributing to the vibrant cultural life of Redwood City and promoting awareness about Casa Círculo Cultural's programs, your sponsorship offers:

Legacy of the Ancestors Sponsor – \$10,000 +

- Exclusive **Presenting Sponsor** recognition — “Presented by [Your Company]” on all marketing materials
- Largest logo placement on event banners, website, flyers, and press releases
- Recognition in all media interviews and promotional videos
- Opportunity to speak at the opening ceremony
- Complimentary 10'x20' premium booth space in a high-traffic location
- Inclusion in VIP appreciation dinner with featured acknowledgement
- Custom thank-you plaque presented during the event

Eternal Spirit Sponsor – \$5,000+

- Premier logo placement on all event materials, banners, and website
- Recognition in press releases, social media campaigns, and opening ceremony announcements
- Opportunity to address the audience during the event
- Complimentary 10'x10' premium booth space
- Inclusion in VIP appreciation dinner

Golden Marigold Sponsor – \$2,000

- Prominent logo placement on event materials, banners, and website
- Recognition on social media and during event announcements
- Complimentary 10'x10' booth space
- 4 VIP passes for special access

Candlelight Sponsor – \$1,000

- Logo on event banners, website, and program
- Recognition on social media
- Complimentary 10'x10' booth space

Ofrenda Sponsor – \$500 (*Bronze Level*)

- Name listed on event program and website
- Recognition on social media

Amigo del Corazón – \$_____

- Flexible giving level
- Recognition on the website and social media

YES, I want to sponsor the 15th Anniversary Celebration of Día de los Muertos!

LEVEL: _____

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 fully 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: 2025 Día de los Muertos RWC

For more information: casacirculocultural@yahoo.com

Signature: _____ **Date:** _____

The success of this celebration is a direct result of the generous sponsors who provide financial support for the event. Please support our efforts.

WHAT IS DÍA DE LOS MUERTOS?

Día de los Muertos (Day of the Dead) is a centuries-old tradition that celebrates and honors the memory of departed loved ones. Rooted in Indigenous heritage and enriched by ancestral traditions, it is observed primarily on November 1st and 2nd.

Families create vibrant altars (*ofrendas*) adorned with photographs, favorite foods, drinks, and personal mementos to welcome the spirits for a joyful reunion. Marigolds, sugar skulls, papel picado, and music fill the atmosphere with life and color. The celebration is not somber but a heartfelt blend of remembrance, gratitude, and festivity.

This year, our celebration is inspired by the Baroque Paradise of Santa María Tonantzitla.

In the heart of the Cholula Valley, Santa María Tonantzintla bursts with an Indigenous baroque that transforms its dome into the sky of Tlaloc, the rain god. Built by local artisans, the church's interior overflows with faces, flowers, and fruits—symbols of Tlalocan, the paradise where those struck by lightning or drowned are reborn in an eternal spring. Every gaze carved into its walls recalls an ancestor welcomed into this vibrant afterlife, and every curve of ornament celebrates Tonantzin, the revered Earth Mother. In Tonantzintla, the paradise of the dead lives in color, abundance, and the unbroken bond between people and the sacred forces of nature.

EVENT BACKGROUND

Our Día de los Muertos Celebration began in 2011 in front of Redwood City's Public Library, with an intimate gathering of about 200 attendees. By 2013, the celebration had outgrown its original space and moved to Courthouse Square — Redwood City's cultural heart. Today, it attracts **thousands of visitors from across the Bay Area and beyond.**

The square transforms into a colorful cultural showcase with live performances, traditional foods, artist vendors, interactive art, family altars, and *Catrin*as walking among the crowd. The San Mateo County History Museum complements the celebration with an altar exhibition and hands-on art activities for children.

WHY CELEBRATE IN REDWOOD CITY?

- **Cultural Diversity:** Strengthens unity and understanding among communities.
- **Community Engagement:** Encourages meaningful connections through art, music, and tradition.
- **Artistic Expression:** Showcases local artists and preserves traditional craftsmanship.
- **Education & Awareness:** Promotes cultural heritage for all ages.
- **Tourism & Economy:** Brings visitors and revenue to the local area.
- **Family Connection:** Honors loved ones while creating new memories together.
- **Inclusivity:** Demonstrates Redwood City's embrace of all cultures.



THANK YOU FOR YOUR SUPPORT!
Your sponsorship helps us continue to **honor the past,**
celebrate the present, and inspire the future.

