



CASA CÍRCULO CULTURAL PRESENTS

DÍA DE MUERTOS

2026 SPONSORSHIP PACKAGE



THIS YEARS THEME



TLAXCALA



SUNDAY  NOVEMBER 8, 2026

Courthouse Square
Redwood City, CA





An Invitation to Partner

16 YEARS OF HONORING LIFE, MEMORY, AND COMMUNITY

Dear Community Partner,

Casa Círculo Cultural is honored to invite you to sponsor our 16th Annual Día de los Muertos celebration, taking place on Sunday, November 8th 2026, at Redwood City's Courthouse Square. This year, our cultural theme is Tlaxcala - A tribute to a region whose living traditions reflect Indigenous heritage, creative resilience, community, and deep respect for the ancestors.

Since 2011, this free outdoor festival has grown from an intimate gathering of approximately 200 people into one of Redwood City's most beloved cultural celebrations, welcoming thousands of visitors from across the Bay Area. The event brings generations together through family altars, live performances, monumental art, traditional food, artisan vendors, community resources, and hands-on activities for children.

In 2026, Tlaxcala will inspire the visual and educational heart of the celebration. Through color, craft, storytelling, music, and symbolic elements, we will honor the connection between ancestral memory and the culture communities carry forward today.

Your partnership demonstrates a meaningful investment in cultural preservation, arts access, education, and community belonging. Sponsor recognition may include our website, newsletter, event materials, social media, stage acknowledgments, and on-site visibility, depending on the selected level.

With gratitude,

Casa Círculo Cultural



Sponsorship Opportunities



ALIGN YOUR ORGANIZATION WITH CULTURE, COMMUNITY, AND BELONGING

Legacy Of The Ancestors

\$10,000+

- Exclusive presenting sponsor recognition
 - Largest logo placement on event banners, website, flyers, and press materials
 - Recognition in media interviews and promotional videos
 - Opportunity for a representative to speak during the opening ceremony
 - Premium 10' x 20' booth in a high-traffic location
 - Featured acknowledgment at the sponsor appreciation gathering
 - Custom commemorative plaque presented during the event
-

Internal Spirit

\$5,000+

- Premier logo placement on event materials, banners, and website
 - Recognition in press releases, social media, and opening announcements
 - Opportunity to address the audience during the event
 - Premium 10' x 10' booth space
 - Invitation to the sponsor appreciation gathering
-

Golden Marigold

\$2,000

- Prominent logo placement on event materials, banners, and website
 - Recognition on social media and during event announcements
 - Complimentary 10' x 10' booth space
 - Four sponsor/VIP passes
-

Candlelight

\$1,000

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

Ofrenda

\$500

- Sponsor name listed in the event program and on the website
 - Recognition on social media
-

Amigo Del Corazón

**Any
Amount**

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



Sponsor Commitment Form



YES, I WANT TO SUPPORT THE 2026 DÍA DE MUERTOS CELEBRATION

SPONSORSHIP LEVEL / AMOUNT: _____

NAME: _____

BUSINESS / ORGANIZATION: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____

EMAIL: _____

Payment Method

☐ Check ☐ Credit / Debit Card ☐ Venmo ☐ Zelle

☐ Please send me an invoice

CARD NUMBER: _____

EXP: _____ CSC: _____ ZIP: _____

NAME: _____

PLEASE CHARGE: \$ _____

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

Casa Círculo Cultural
3090 Middlefield Rd
Redwood City, CA 94063
Attn: 2026 Día De Muertos

For more information: veronica@casacirculocultural.org



AUTHORIZED SIGNATURE: _____

DATE: _____

Your donation is tax-deductible to the extent permitted by law. Please request an invoice. Please retain a copy of this form for your records. Sponsor benefits and deadlines are subject to production schedules; early confirmation is encouraged for maximum visibility.



Celebrating Memory Through Culture

THE 2026 THEME: TLAXCALA

What is Día de Muertos?

Día de los Muertos is a centuries-old tradition honoring the memory of departed loved ones. Rooted in Indigenous heritage and enriched through generations of family and community practice, it is observed around November 1 and 2. Families create ofrendas with photographs, favorite foods, candles, flowers, and personal mementos to welcome the spirits in a joyful reunion. The celebration balances remembrance with gratitude, music, color, and life.

Why Tlaxcala?

Tlaxcala offers a powerful lens for exploring ancestral memory and living culture. Its Indigenous roots, community celebrations, textile traditions, music, dance, agriculture, and distinctive visual language remind us that heritage is not frozen in the past - it is renewed whenever families teach, create, gather, and remember. The 2026 festival will draw inspiration from Tlaxcala while centering respect, education, and cultural authenticity.

Event Background

Casa Círculo Cultural's Día de los Muertos Celebration began in 2011 in front of the Redwood City Public Library with approximately 200 attendees. By 2013, it had outgrown its original location and moved to Courthouse Square. Today, the plaza becomes a vibrant cultural gathering with live performances, family altars, traditional foods, artist vendors, interactive art, Catrinas, and community resources. The San Mateo County History Museum complements the celebration with an altar exhibition and hands-on activities.

Why Sponsor This Celebration?

- **Cultural preservation** | Sustains traditions, stories, artistry, and intergenerational knowledge
- **Community connection** | Creates a welcoming space for families and neighbors to gather
- **Arts and education** | Expands access to meaningful cultural and creative expressions
- **Local visibility** | Connects sponsors with thousands of residents and Bay Area visitors
- **Economic vitality** | Supports artists, vendors, performers, and the downtown community
- **Belonging** | Affirms that the histories and contributions of diverse communities matter



Thank You!

YOUR SPONSORSHIP HELPS US HONOR THE PAST,
CELEBRATE THE PRESENT, AND INSPIRE THE FUTURE



9,000+

Attendees in 2025



YOUR SUPPORT MAKES THIS POSSIBLE

As we prepare for Día de Muertos 2026, we invite you to help us continue creating a meaningful celebration that brings together thousands of families from across our community.



3090 Middlefield Rd, Redwood City, CA 94063



www.casacirculocultural.org



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