



*MECA's Annual
Dia De Los Muertos Festival:
Honoring Our Past Celebrating Our Future*

October 29 & 30, 2022



What is Día de los Muertos?

Día de los Muertos is a traditional Latin American holiday that honors and celebrates the lives of family and friends who have gone before us. The common theme throughout the two-day celebration, traditionally held on November 1 and 2, is the belief that the dead return home, visit loved ones, and feast on their favorite foods. A playful mockery of death and a reaffirmation of life are demonstrated through music, dance, theatre, and visual arts.

MECA's Día De Los Muertos Festival event features the elements of Día de los Muertos celebrations throughout Latin America, with an altar exhibit, foods from the Americas, vendors selling authentic Latin American arts and crafts, and performances by local musicians and dance companies. The festival truly is a community cultural event celebrating our ancestors and Latin American traditions. MECA's Día de los Muertos: Honoring our Past, Celebrating our Future is held at MECA's colorful, art-filled campus located at the nationally recognized historic Dow School in Houston's Old Sixth Ward.





Sponsor Levels

All levels receive the following:

- Recognition in print and electronic media campaigns advertising the Día de Los Muertos Activities
- Sponsor Booth - 10,500+ visitors in 2 days (approval required for the sale of items at your booth)
- Appreciation Gift

El Cielo/Heaven - \$20K

- Naming rights to read as MECA's Día de Los Muertos Festival presented by X Company
- Ability to hang up to four 4' by 6' all-weather banners provided by company at the Ofrenda Opening Reception/Celebration of the Altars, and Outdoor Stage for the duration of festival
- Outdoor Courtyard: Ability to set up archway entrance with company name and logo (up to 3 entrances)
- Company logo on the official festival t-shirt
- Full Page ad (Cover, Outside Back) in the Official Festival Program (3,000 printed)
- Logo Recognition in print and online media for entire MECA Presents 2022-2023 Season
- Spoken recognition during the Ofrenda Opening Reception/Celebration of the Altars and Festival performances
- Ten tickets for each performance of the 2022-2023 season of MECA Presents

Catrina/Dapper Skeleton - \$15K

- Ability to hang two 4' by 6' all-weather banners provided by company at the Ofrenda Opening Reception/Celebration of the Altars, and Outdoor Stage for the duration of festival
- Full Page ad (Cover, Inside Front or Back) in the Official Festival Program (3,000 printed)
- Logo Recognition in print and online media for entire MECA Presents 2022-2023 Season
- Spoken recognition during the Ofrenda Opening Reception/Celebration of the Altars and Festival performances
- 6 tickets for each performance of the 2022-2023 season of MECA Presents

Ofrenda/Offering - \$10K

- Ability to hang one 4' by 6' all-weather banner provided by company at Outdoor Stage for the duration of festival
- Full Page ad in the Official Festival Program (3,000 printed)
- Logo Recognition in print and online media for 2022 MECA Presents Fall Season.
- Spoken recognition during the Ofrenda Opening Reception/Celebration of the Altars and Festival performances
- 4 tickets for each performance of the 2022-2023 season of MECA Presents

Calavera/Skull - \$5K

- Ability to hang one 3' by 5' all-weather banner provided by company on fencing
- Full Page ad in the Official Festival Program (3,000 printed)
- Sponsor Booth - 7,000+ visitors in 2 days (approval required for the sale of items at your booth)
- Spoken recognition during the Ofrenda Opening Reception/Celebration of the Altars and Festival performances

Cempasuchitl/Marigold - \$2.5K

- Half Page ad in the Official Festival Program (3,000 printed)
- Spoken recognition during the Ofrenda Opening Reception/Celebration of the Altars and Festival performances



Sponsor Application

Please select a sponsorship level below:



- El Cielo / Heaven
- La Calavera Catrina / Dapper Skeleton
- Ofrenda / Offering
- Calavera / Skull
- Cempasuchitl / Marigold
- Friend of the Festival
- Día de los Muertos Advertisement

Sponsor name as you would like it to appear in print: _____

Contact Name: _____

Company: _____

Address: _____

Phone: _____

E-mail: _____

Enclosed is a check for \$ _____ made payable to MECA

Please charge my: VISA MasterCard

Card number: _____ Expiration Date: ____/____



Please mail/fax/email this form to:

MECA • 1900 Kane Street Houston, Tx 77007

Fax: 713-802-9403

Email: finance@meca-houston.org

Please return payment and form by Saturday, October 1st, 2022 to be included in festival program. For more information, contact: Alice Valdez at (832) 865-6157 or Armando Silva at (832) 588-6772.



Promotional Marketing



The Día de los Muertos Festival is being marketed throughout the Houston Area and other US cities including Corpus Christi, Dallas, Austin, and San Antonio.

- This is an exceptional opportunity to reach Houston's Latino population.
- Develop new business contacts. The event provides you with a unique networking opportunity to connect with the community in a fun and entertaining environment.
- Sampling allowed! Receive instant feedback about your products and/or services from attendees.
- Show your company's commitment to the local community and its arts programs.

Sponsorship will be advertised in the following:

- Festival Guide: All sponsors will receive an ad in our festival guide - 3,000 printed (size depending on level).
- Posters/Postcards/Programs: 200+ posters will be distributed to high traffic areas throughout Houston. 2,500+ postcards will be distributed and 3,000+ programs will be distributed to visitors with the sponsor's logo.
- Web: The event will be posted on our own website, www.meca-houston.org and MECA's Facebook & Instagram pages. Sponsorship will be posted for one year (August 2022 to August 2023). The festival will also be listed in over 20 event listing websites including Houston Arts Alliance, Houston Press, Culture Map and the Houston Chronicle.
- Email: MECA's weekly newsletter will be e-mailed to our list of 9,500+ active subscribers.



Over 10,000 visitors over the Two Day Festival





Save the date!
October 29 & 30
Dow School
 1900 Kane Street,
 Houston, TX 77007

MECA's Annual

Día De Los Muertos Festival:

*Honoring Our Past
 Celebrating Our Future*



Advertising Application

Do you want to advertise an event, place a wedding announcement or promote your business? The MECA Dia de los Muertos Festival Brochure reaches a diverse audience of over 10,000 people annually.

DEADLINE to place a brochure ad: **October 10, 2022**

Don't have time to create an ad? MECA can do it for you, starting at \$75

Page Size	Dimensions	Price
<input type="checkbox"/> Business Card	4.25" x 2.75"	\$50
<input type="checkbox"/> Quarter Page	4.25" x 5.5"	\$75
<input type="checkbox"/> Half Page	8.5" x 5.5"	\$150
<input type="checkbox"/> Full Page	8.5" x 11"	\$300
<input type="checkbox"/> Cover, Inside Front	8.5" x 11"	\$400
<input type="checkbox"/> Cover, Inside Back	8.5" x 11"	\$400
<input type="checkbox"/> Cover, Outside Back	8.5" x 11"	\$500

Note: Ads Submitted to MECA must be 300 dpi., pdf file type. Business Cards will be accepted if scanned in at 300 dpi and saved as a .pdf or mailed along with this application

All artwork must be emailed to graphics@meca-houston.org.
 For questions about ad design or file types, please contact **John Taylor De La Garza** at 713-802-9370

To place an ad simply fill out this form completely and submit with payment to **MECA:**

Please Mail / Fax / Email this form to:

MECA • 1900 Kane Street Houston, Tx 77007 • Fax: 713-802-9403 • Email: finance@meca-houston.org

Name: _____
 Company: _____
 Address: _____
 Phone: _____
 Email: _____

Enclosed is a check for _____ made payable to MECA.

Please charge my: _____ VISA _____ MC

Card number: _____ Expiration Date: _____ / _____ SEC code: _____

All proceeds benefit MECA's Arts Education Program.

MECA IN THE COMMUNITY



Creating a Brighter Future Since 1977.



MECA is a Latino-based multi-disciplinary and multicultural arts community organization focused singularly on artists, the creation or presentation of art, and art making towards improving community outcomes. MECA has pioneered a holistic approach through the arts that tackles the needs of its constituents by responding to the cultural and social inequalities embedded in social structures.

MECA has two Houston locations:



MECA at the Historic Dow School
1900 Kane St, Houston, TX 77007



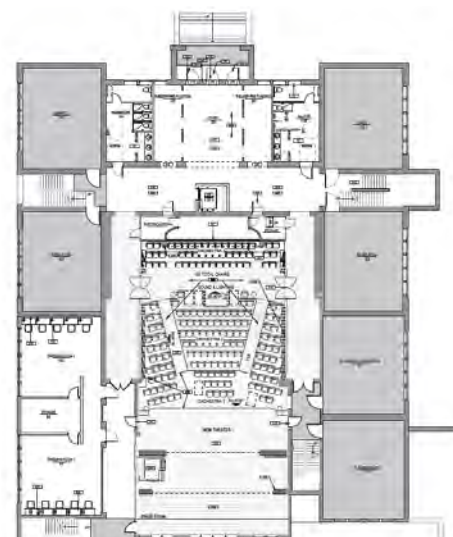
MECA at TBH Center
333 S Jensen Dr, Houston, TX 77003



MECA is an organization whose work emphasizes:

Justice | Openness | Equity | Creativity to nurture artistic growth and expression
Individual respect | Caring attitudes | Diversity within community

Coming Soon...



Benefits of a state-of-the-art theater

- **Artistic Empowerment** - Our students, local, and national performers will be inspired to higher levels of artistic expression and development.
- **Enhanced Quality** - Our new theater will allow high quality productions and training for our students on the latest audio, visual and video systems.
- **Accessibility** - Our organization and our target population rarely have access to affordable high quality theater venues. This theater will also be ADA Accessible.
- **Legacy** - The theater renovation will be a huge improvement to the physical design, the overall aesthetic experience. We will be able to replace our outdated equipment that we have been utilizing for years.



Alice E. Valdez

MECA's Founder & Executive Director

MECA began in 1977, growing out of the St. Joseph Fun 'n Food Fest, the first citywide celebration of the various cultural groups that lived in inner-city Houston. St. Joseph's Catholic Church in the Old Sixth Ward led the festival; the church's pastor, Father Sam Rosales, asked MECA's founder and executive director, Alice E. Valdez, to build upon the spirit of community created by the festival by developing a program that would provide alternative arts activities for the city's youth and families. MECA received 501(c)(3) status and was incorporated in 1979; in 1993, MECA moved to its current home in the historic Dow School building in the Old Sixth Ward. Built in 1912 and listed on the National Register of Historic Places, the school is currently undergoing restoration through MECA's Dow School Rehabilitation Project; Phase I exterior restoration was completed in 2010.

MECA programs are nationally recognized for producing talented student artists. Such recognition includes being designated a Point of Light by President George H. W. Bush and being named a four-time semi-finalist for the President's Committee on the Arts and Humanities Coming Up Taller Award. Student ensembles and artists also are known for their talent and achievements; recently, the National Endowment named the advanced Mariachi ensemble an American Masterpieces Touring Ensemble for the Arts.

MECA Programming Staff



Esmeralda Salinas

*Associate Director of Programs
& Support Services*



Armando Silva

Arts Program Director



Lizeth Gonzalez

*Out of School Director
& Registrar*

MECA provides arts education via three programs, the **Out of School Time Arts and Residency**, the **In-School**, and the **Sunburst Summer Arts Programs**.



MECA's Out of School Time Arts and Residency Program provides youth a safe environment and constructive activities outside of regular school hours. Students in the program participate in music, dance & visual arts classes, attend workshops and master classes with guest artists and artists-in-residence, and perform at end-of-the-semester recitals, as well as at festivals, holiday concerts and community events.

Additionally, all students enrolled in the Out of School program are eligible to receive support services such as tutoring and counseling at no additional cost. Studies show that sustained engagement in the arts nurtures the development of intellectual, social, and personal competencies, in addition to increasing arts skills.

MECA charges nominal registration and class fees, based on a sliding scale of family income. Families that are unable to pay may participate in the Community Arts Exchange program. This will allow a portion of the tuition to be made up in volunteer hours. Please be advised proof of household income is required to determine eligibility.

Parental involvement at MECA is high, reflecting MECA's philosophy of family inclusion to ensure the academic and artistic success of students. Parents may also receive support services at no additional costs. It is MECA's policy that parents of enrolled students should expect to attend orientation meetings each semester and provide volunteer services periodically.

The In-School program's mission is to support Houston-area schools with limited arts funding offer their students high-quality arts education programming that aligns with the Texas Essential Knowledge and Skills (TEKS) curriculum. This programming takes place at Houston-area campuses and is suited for each school's particular area of need.

The Sunburst Summer Arts Program is a 7 to 8-week summer arts camp that implements a unique arts and education curriculum created by the MECA Arts Team with feedback and contribution from partnering agencies. The course addresses summer learning loss with an emphasis in Numeracy, Literacy, and Social Emotional Learning (SEL). Additionally, the syllabus focuses on the importance of multiculturalism in everyday life.

MECA in the community

MECA participates in community events, children's concerts, and cultural festivals throughout Houston presenting arts activities, music, and dance performances.



MECA Presents Performing & Visual Arts Series

MECA Presents is a platform to convene community through the arts and encourage dialogue about issues ranging from social justice and equity to diversity and community transformation. From incubating works in progress to presenting local and touring work, MECA seeks to collaborate with innovative and socially engaged artists whose work expands the boundaries of tradition and practice. MECA is especially interested in projects that bring to light the experiences of life on the margins of societies, economies, and cultures.



Local Organizations in Houston MECA Partners With



OmegaDeltaPhi
Fraternity, Inc.



Harris County
Department of
Education

MFA H
The Museum of Fine Arts, Houston



ARTS CONNECT
HOUSTON



CASE
for Kids
Center for Afterschool, Summer and Enrichment



Houston Area
Urban League



Grupo de Teatro
SOMOS
TODOS

UH UNIVERSITY of
HOUSTON
School of Health and Human Performance



BOYS & GIRLS CLUBS
OF GREATER HOUSTON

Main
Street
Theater

TEATR
A LATINA THEATRE COMPANY

UNIVERSITY of
HOUSTON
KATHRINE G. MCGOVERN
COLLEGE OF THE ARTS

girl scouts
of san jacinto



Contact us:

Alice Valdez

Executive Director & Founder
alicevaldez4@gmail.com
832.865.6157

Esmeralda Salinas

Associate Director of Programs
& Support Services
lizsalinas1@yahoo.com
713.802.9370

Armando Silva

Arts Program Director
armando@meca-houston.org
832.588.6772

Hours of Operations

Monday - Friday: 10 AM - 7 PM
1900 Kane St, Houston, TX 77007