



Fun Walk & Family Festival

National Museum of Mexican Art

1852 W. 19th Street

Chicago, IL 60608

Saturday, April 21, 2018

10AM-3PM

Who We Are

The National Museum of Mexican Art (NMMA) is the only accredited museum dedicated to Mexican art and culture. In a city where culture and the arts thrive, NMMA's founders established an arts and cultural organization committed to accessibility and education. We have presented over 150 exhibitions, provide arts education to 52,000 students annually, and serve over 150,000 visitors each year. In addition, the Museum serves as an anchor for our community, offering more to our constituents than a typical museum.

22nd Annual Día del Niño Fun Walk and Family Festival

Our *Día del Niño Fun Walk and Family Festival* promotes healthy and active lifestyles in our community and is one of the most anticipated festivals in the Pilsen neighborhood. What's more, this year we are excited to bring the Festival back to the Museum. Festivities will kick-off at 10AM at the National Museum of Mexican Art with a "Costume Caminata", a costumed fun walk, around Harrison Park (.8 miles). Then guests will enjoy a day filled with physical activity, art activities, free health screenings, wellness education, and performances concluding at 3PM. This year, we anticipate over 2,000 children, families, and community organizations will join us at this free, fun, and family-friendly event.

Día del Niño is an annual celebration that was created in Mexico in 1925 as a day to honor children. It grew from concern about the affects World War I, and war in general, had on children. In Mexico, Día del Niño is celebrated on April 30th when children spend the day playing games, having fun, and eating their favorite foods.

Who Will Attend

At the National Museum of Mexican Art's *Día del Niño Fun Walk and Family Festival* thousands of guests enjoy an interactive day full of family fun.

The Museum has a diverse visitor base and this festival targets families in Chicago's historically Mexican communities, including Pilsen and Little Village, where families face obstacles including low-incomes, low-literacy skills, few bicultural and bilingual options, cuts in arts funding and low English proficiency. We also encourage all students and teachers participating in our education programs to attend the *Festival* with their families. During *Día del Niño*, we present student performances developed through the Museum's educational outreach initiatives and showcase the hard work they have accomplished as a team.

Your Support is Important

As a *Día del Niño Fun Walk and Family Festival* sponsor, your brand will be recognized as an organization that supports and values health and wellness. Sponsors receive exposure to over 2,000 individuals interested in engaging with your organization.

NMMA offers four levels of sponsorship, and as a foundational benefit all sponsors receive recognition through the following promotional vehicles:

- NMMA’s Website- 35,000 unique website visitors per month
- Press release- over 500 media outlets
- Printed programs- over 5,000 programs distributed

2018 Día del Niño Fun Walk and Family Festival Benefits

In addition to the benefits listed above, sponsors receive the following at each level.

Brand Recognition	\$15K Diamond Sponsorship	\$10K Platinum Sponsorship	\$5K Gold Sponsorship	\$2K Silver Sponsorship
Logo on printed festival program and on NMMA’s website.	★	★	★	★
Logo on 3 e-blasts (50,000 contacts) and name mentions in 6 social media posts (45,000+ followers)	★	★		
Activation space to host an engaging activity and distribute branded items.	★	★	★	★
Logo/name on signage and stage	★	★	★	
Verbal mentions during Fun Walk and Festival.	★	★	★	
Customized opportunities for branding.	★	★	★	
Logo on walk giveaway (1,500 distributed)	★	★	★	
Complimentary use of the Museum’s West Wing gallery, performance, and event space for one company event (excludes catering and security).	★	★		



Fun Walk and Family Festival 2018 Sponsorship Agreement

Our company, _____, is committed to the following sponsorship level and agrees to the details outlined in the Sponsorship Package.

Sponsorship Levels

- Diamond Sponsor \$15,000 Platinum Sponsor \$10,000
 Gold Sponsor \$5,000 Silver Sponsor \$2,000

In-Kind Donations for Free Family Give Away (optional)

Description of In-Kind Donation	Value
_____	_____
_____	_____
_____	_____

Sponsor Information

Organization Name _____
(Please print name as it should be listed in printed materials.)

Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Website _____

Twitter Handle _____

Instagram Handle _____

**Please send payment to the NMMA office by Friday, March 30, 2018.
Event sponsors must submit logos by March 6, 2018 to be included in printed materials.**

Please submit this agreement to Barbara@NationalMuseumofMexicanArt.org to confirm your sponsorship of the National Museum of Mexican Art's *Día del Niño Fun Walk and Family Festival*. The National Museum of Mexican Art is a nonprofit organization under IRS 501c3.