



Sponsorship Opportunities

Día de los Muertos: Love Never Dies Ball

Saturday, November 3, 2018

Presented by the National Museum of Mexican Art's

Auxiliary Board



About the National Museum of Mexican Art

The National Museum of Mexican Art (NMMA) opened its doors to the public in 1987 in the Harrison Park boathouse with less than 100 art objects and a budget of \$900. Today, the Museum is one of the most prominent Latino organizations in the country with 190,000 annual visitors, a 10,000- piece Permanent Collection, and educational programs that have been recognized by the White House.

The Museum is known for its outstanding work in the visual and performing arts and in arts education. In fact, NMMA has exhibited more than 150 shows, including 20 traveling exhibitions. It was the first Latino arts organization in the United States to obtain accreditation and remains the only accredited Museum dedicated to Mexican art and culture.

Our Mission

The National Museum of Mexican Art stands out as one of the most prominent first-voice institutions for Mexican art and culture in the United States. Our founding mission is to showcase the beauty and richness of Mexican culture by sponsoring events and presenting exhibitions that exemplify the majestic variety of visual and performing arts in the Mexican culture; to develop, conserve and preserve a significant permanent collection of Mexican art; to encourage the professional development of Mexican artists; and, to offer arts-education programs.

Permanent Collection

The National Museum of Mexican Art's permanent collection is one of the largest in the nation and is the premier repository for Mexican Art in the U.S. Pieces in the collection include Mesoamerican artifacts, murals, and 20th Century print, paintings, and textiles as well as a large collection of folk art. Key works in the permanent collection are highlighted in the *Nuestras Historias: Stories of Mexican Identity from the Permanent Collection*, the Museum's anchor exhibition on display now.

Visual Arts

Offering seven exhibitions annually, NMMA's approach to art exhibitions draws extensively from the Mexican tradition of utilizing the transformative power of visual arts for educational purposes. The prestigious exhibitions developed at the Museum utilize a framework for examining complex social issues. These exhibitions specifically aim to foster necessary cross-cultural dialogues. Artwork on the gallery walls serve as inspiration for introspection and social change.

Arts Education

The National Museum of Mexican Art offers high-quality programs within three program areas: school programs, teacher professional development, and children and family programs. Our knowledgeable and experienced arts education staff serve over 52,000 students, teachers, children, and families annually with the aim of expanding knowledge and appreciation of Mexican art and culture. In addition, the Yollocalli Arts Reach initiative offers arts education and career training opportunities to hundreds of teens each year.

Performing Arts

Various performances, including the annual Sor Juana Festival attract thousands of spectators each year. Honored guests have included author Sandra Cisneros, artist Ester Hernandez, and musicians Eugenia Leon and the Mariachi Divas. In addition, the Museum hosts the Día del Niño Health Walk and Family Festival. This free, day-long festival attracts 3,000 individuals and offers free on-site health screening while also providing live performances, art activities, health and fitness games, and a 2.1-mile health walk.

The National Museum of Mexican Art is a 501(c)(3) nonprofit organization.

Contributions are deductible as provided by law. Tax ID 36-3225519

National Museum of Mexican Art

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2018 Día de los Muertos: Love Never Dies Ball

On Saturday, November 3rd, 2018 the National Museum of Mexican Art will host 500 guests at a celebration of Día de los Muertos (Day of the Dead). NMMA is pleased to offer sponsorship opportunities for this Day of the Dead Masquerade. Proceeds from the event will support the Museum's initiatives.



This year's Ball will take place at the National Museum of Mexican Art, where the largest Day of the Dead exhibition in the country takes place each year. In fact, the Museum has been presenting the Day of the Dead exhibition for more than 30 years.

Event Details

Day of the Dead Love Never Dies Ball guests will enjoy:

- Live music and DJ performances
- Day of the Dead face painting
- Heavy appetizers
- Open bar with craft cocktails and beer
- Photo booth
- Raffle stations
- Valet parking available (not included in ticket price)



What Your Funds Support

Funds raised at this year's Ball will support the National Museum of Mexican Art's initiatives including the following:

- Presenting seven new exhibitions each year
- Reaching 52,000 K-12 students with arts education
- Maintaining, preserving, and acquiring works of art for the Museum's 10,000-piece Permanent Collection
- Creating a safe haven and learning opportunities for 350 local youth participating in our Yollocalli Arts Reach after school program
- Presenting a Chicago performing arts festival to showcase the talents of diverse performing artists from the U.S. and Mexico

2018 Día de los Muertos Love Never Dies Sponsorship Levels

Sponsor Benefits	\$10,000 Diamond	\$7,500 Platinum	\$5,000 Gold	\$2,500 Silver
Name and logo recognition as 2018 sponsor on all printed and electronic materials related to the event	Diamond Recognition	Platinum Recognition	Name & logo	Name only
Tickets included	20 complimentary tickets	10 complimentary tickets	5 complimentary tickets	3 complimentary tickets
Inclusion in NMMA's weekly e-newsletter (4x), which is distributed to over 40,000 recipients per week	●	●	●	●
Logo inclusion, recognition and link on event page through January 2019 (reaches 65,000 unique visitors)	●	●	Name only	Name only
On-site recognition at the event: <ul style="list-style-type: none"> • Name & logo signage inclusion in press release • Verbal mention/thank you on stage 	●	●	●	
Inclusion in event press release	●	●		
Inclusion in NMMA's social media, Facebook, Twitter and Instagram (35,000+ followers)	4 times	2 times		
Opportunity to use NMMA's West Wing for one future event (catering not included)	●			

Thank you

The National Museum of Mexican Art staff and the Museum's Auxiliary Board look forward to working with you on your sponsorship of this exciting event. For further information or to confirm your sponsorship, please contact Barbara Engelskirchen, Chief Development Officer at 312-433-3944 or via email at Barbara@NationalMuseumofMexicanArt.org