



Sponsorship Opportunities

Día de los Muertos: Love Never Dies Masquerade

Saturday, November 4, 2017

The National Museum of Mexican Art



Introduction

The National Museum of Mexican Art opened its doors to the public in 1987 in a boathouse in a park 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 130,000 annual visitors, a 10,000- piece Permanent Collection and educational programs that have been recognized by the White House.



The National Museum of Mexican Art is known for its outstanding work in the visual and performing arts and in arts education. In fact, the Museum 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 dedicated to Mexican art and culture.

Our Mission



Soon to be celebrating our 30th anniversary, The National Museum of Mexican Art (NMMA) 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.

2017 Day of the Dead Love Never Dies

On Saturday, November 4th, 2017 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 Masquerade 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 this year marks the Museum's 30th Anniversary Day of the Dead exhibition.

Event Details

Day of the Dead Love Never Dies Masquerade 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 Masquerade 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

2017 Día de los Muertos Love Never Dies Masquerade Diamond Sponsor \$10,000

Diamond sponsors will receive the following benefits:

- Prominent name and logo recognition as 2017 Masquerade Diamond Sponsor on all materials related to the event (website, social media, electronic invitation, post card invitation, on site signage, etc.)
- Inclusion in all media coverage of the event
- On site recognition at the event:
 - Speaking opportunity at event
 - Name and logo on signage including step and repeat, and PowerPoint
 - Verbal mention/thank you on stage
- 20 complimentary tickets
- Activation opportunity to be negotiated- may include photo booth or face painting room.
- Opportunity to use NMMA's West Wing space for one future event (catering not included)
- Inclusion in NMMA's weekly e-newsletter (4x) with a link to sponsor's website, distributed to over 40,000 recipients once a week
- Logo inclusion, recognition and link on NMMA's website through January 2018. (Reached 65,000 unique visitors: September 2016 – January 2017)
- Mention in NMMA's social media, Facebook, Twitter, Instagram (4x) (35,000+ followers)

2017 Día de los Muertos Love Never Dies Masquerade Platinum Sponsor \$7,500

Platinum sponsors will receive the following benefits:

- Name and logo recognition as 2017 Masquerade Platinum Sponsor on all materials related to the event (website, social media, electronic invitation, post card invitation, signage, etc.)
- Inclusion in all media coverage of the event
- On site recognition at the event:
 - Name and logo on signage including step and repeat, and PowerPoint
 - Verbal mention/thank you on stage
- 10 complimentary tickets
- Activation opportunity to be negotiated
- Inclusion in NMMA's weekly e-newsletter (4x) with a link to sponsor's website, distributed to over 40,000 recipients once a week
- Logo inclusion, recognition and link on NMMA's website through January 2018 (Reached 65,000 unique visitors September 2016 – January 2017)
- Mention in NMMA's social media, Facebook, Twitter, Instagram (2x) (35,000+ followers)

2017 Día de los Muertos Love Never Dies Masquerade Gold Sponsor \$5,000

Gold sponsors will receive the following benefits:

- Name recognition as 2017 Masquerade Gold Sponsor on all materials related to the event (website, social media, electronic invitation, post card invitation, pull up, etc.)
- On site recognition at the event:
 - Name on signage including step and repeat, and PowerPoint
 - Verbal mention/thank you on stage
- 5 complimentary tickets
- Name inclusion in NMMA's weekly e-newsletter (4x), distributed to over 40,000 recipients once a week
- Name inclusion, recognition and link on NMMA's website through January 2018. (Reached 65,000 unique visitors September 2016 – January 2017)

2017 Día de los Muertos Love Never Dies Masquerade Silver Sponsor \$2,500

Silver sponsors will receive the following benefits:

- Name recognition as 2017 Masquerade Silver Sponsor on all materials related to the event (website, social media, electronic invitation, post card invitation, signage, etc.)
- On site recognition at the event:
 - Name on signage including step and repeat, and PowerPoint
 - Verbal mention/thank you on stage
- Name inclusion in NMMA's weekly e-newsletter (4x), distributed to over 40,000 recipients once a week
- Name inclusion, recognition and link on NMMA's website through January 2018 (Reached 65,000 unique visitors September 2016 – January 2017)

Additional Opportunities

If you cannot participate at any of the levels above please consider these opportunities:

- Purchase a group of tickets for employees. Ticket cost.
 - Early bird through August 31st: \$75
 - Not so early bird (September 1 through September 30th): \$100
 - Regular price (October 1 through November 4): \$125
 - At the door: \$150
- Make a tax deductible donation to the National Museum of Mexican Art.

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