

**MAIN STREET CANOGA PARK'S**  
*21st Annual*  
**Día de los Muertos**  
*Family Festival*

**SUNDAY, NOVEMBER 7, 2021**  
**10 AM–5 PM**

on Sherman Way between  
 Topanga Canyon Blvd and Canoga Ave  
 Canoga Park, California

**MainStreetCanogaPark.la**

**Día de los Muertos** (The Day of the Dead) is a Mexican holiday celebrated in Mexico and elsewhere associated with the Catholic celebrations of All Saints' Day and All Souls' Day. This holiday event involves family and friends gathering to pray for and to remember friends and family members who have died. What better way to celebrate than in Canoga Park with an estimated 25,000 attendees during the day.

**Choose Your Level**

| Support Level                      | Amount   | Availability |
|------------------------------------|----------|--------------|
| <b>Distinguished Event Sponsor</b> | \$25,000 | 1            |
| <b>Main Stage</b>                  | \$15,000 | 1            |
| <b>Gold</b>                        | \$10,000 | 3            |
| <b>Silver</b>                      | \$5,000  | 5            |
| <b>Bronze</b>                      | \$2,500  | 7            |
| <b>Partner</b>                     | \$1,000  | 10           |
| <b>Basic</b>                       | \$500    | unlimited    |



**Promotional Opportunities**

Día de los Muertos offers a wide variety of sponsor recognition opportunities from print to social media. Looking for types of exposure? Just ask, we're happy to work with you.

| Opportunity   | Distinguished Event Sponsor | Stage Sponsor | Gold Sponsor | Silver Sponsor | Bronze Sponsor | Partner Sponsor | Basic Sponsor |
|---|-----------------------------|---------------|--------------|----------------|----------------|-----------------|---------------|
| Recognition by MC throughout the event                  | X                           | X             | X            | X              | X              | X               |               |
| Recognition on ads and media release (social and print) | X                           | X             | X            |                |                |                 |               |
| Five minutes from stage to promote your company         | X (2's)                     | X             | X            |                |                |                 |               |
| Company name/logo on Main Street banner                 | X                           | X             | X            | X              | X              |                 |               |
| Sponsorship certificate                                 | X                           | X             | X            | X              | X              |                 |               |
| Co-advertisement on MSCP website                        | X                           | X             | X            | X              | X              |                 |               |
| Recognition in Event Program                            | X                           | X             | X            | X              | X              | X               | X             |
| 20' x 20' booth   | X                           |               |              |                |                |                 |               |
| 10' x 20' booth   |                             | X (2)         |              |                |                |                 |               |
| 10' x 10' booth   |                             |               | X            | X              | X              | X               |               |
| 10' x 10' space   | X (5)                       | X             | X            | X              |                |                 | X             |