

Dear Community Partner/Potential Sponsor:

The Mission Viejo Activities Committee (MVAC) was formed in 1967 by a group of community volunteers. For the past 55 years +, the members have donated an extremely valuable commodity.....time. Time invested in the community!

There have been many changes in Mission Viejo and the surrounding communities. The one constant through all these years has been our commitment to community service and community pride. We do this in two major ways; the first is our quality Community Events and the other, an ever-growing Outreach Program.

Our upcoming event is the Dia de los Muertos Fiesta. It will be held in the Norman P. Murray Community & Senior Center which has the potential to have thousands of attendees. Last year, the event was held in a smaller location and was well attended by the community. This is a cultural community event that has live entertainment; Mariachis, Ballet Folklorico Dancers, Artisan Market, crafts, face painting and Mexican food, beverages, and a beer garden. The festival begins at 2pm with a traditional Aztec dance group on the main stage. At 5:00 pm Pixar's, "Coco" will be shown indoors. All the entertainment and crafts are free, and admission is free.

Last year we offered sponsorship packages to local Saddleback Valley businesses that want to join us in bringing the Dia de los Muertos (Day of the Dead) to Mission Viejo. The exposure to over 2,000 potential customers is a compelling reason to sponsor this event. The ability to be at the event and talk to the thousands of people that are there can be an invaluable marketing tool for your business. This year, we would like to add **YOU!** Please read the sponsorship package and become involved in this fantastic event. Also, please include your company logo so that it can be included on printed material. Our tax ID number is 95-37-56238

If you have any questions, please call our office (949)830-7066 and speak with Judith Piazza. Thank you in advance for your support and contribution.

Sincerely,

Jeanne Campbell

Jeanne Campbell (Aug 31, 2023 13:36 PDT)

Jeanne Campbell  
MVAC Board President

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Phone (949) 830-7066 •Fax (949) 830-2151



### Presenting Sponsor \$1,000

- Advertisement displayed on screen before movie.\*
- 1 (one) company shout out on social media.
- Verbal recognition with promotional announcements (provided by sponsor).
- Company logo on sponsor signs as "Presented by (Your Company)" at entertainment stage.
- Company logo on event website with link to sponsor's website.
- Premium booth opportunity (2 tables/4 chairs/linens).
- Company logo on flyer as "Presented by (Your Company)" distributed at City facilities.\*\*
- Company logo on all marketing materials.

### Title Sponsor \$550

- Verbal recognition with promotional announcements (provided by sponsor).
- Company logo on sponsor signs at entertainment stage.
- Company logo on event website with link to sponsor's website.
- Premium booth opportunity (2 tables/4 chairs/linens).
- Company logo on flyers distributed at City facilities.\*\*

### Event Sponsor \$250

- Company logo on sponsor signs at entertainment stage.
- Company logo on event website with link to sponsor's website.
- Booth opportunity (1 table/4 chairs/linen).
- Verbal recognition with promotional announcements (provided by sponsor).
- Company name on flyers distributed at City facilities.\*\*

### Supporting Sponsor \$150

- Company logo on event website with link to sponsor's website.
- Booth opportunity (1 table/2 chairs/linen).

**\*Sponsor must provide advertisement two weeks prior to event.**

**\*\*If Sponsorship is obtained by September 30<sup>th</sup>, 2023**



*Mission Viejo*  
**ACTIVITIES COMMITTEE**  
- Established 1967 -