



Mission Viejo
ACTIVITIES COMMITTEE

- Established 1967 -

Dear Community Partner,

The Mission Viejo Activities Committee (MVAC) has been serving the City of Mission Viejo since 1967, when a group of dedicated community volunteers came together to enrich local life through service and celebration. For over 55 years, our members have generously given their time to create events and programs that foster connection, joy, and civic pride.

As part of our ongoing mission to support community engagement, we are proud to present one of our most popular annual events: the 2025 Community Fall Festival, taking place on Saturday, October 25th at the Norman P. Murray Community & Senior Center. This dynamic, large-scale gathering is expected to draw thousands of attendees from across South Orange County.

The event will feature live entertainment, hands-on art and craft activities, an artisan marketplace, family-friendly workshops, and exciting new additions including a classic car showcase and themed procession. Last year's event was featured on the front page of the *Orange County Register* and received overwhelmingly positive feedback from participants, partners, and the broader community.

This year, we are pleased to offer a limited number of marketing and outreach opportunities for wellness organizations seeking to connect with the community in meaningful, high-visibility ways. Our Community Wellness Partner Packages—Community Visibility and Community Marketing (starting at \$600)—are tailored for health-focused organizations aiming to expand local awareness, promote new services or locations, and build lasting relationships with Mission Viejo families and residents.

As a participating community wellness partner, your organization will have the opportunity to host a Health Access Community Booth—a dynamic, interactive space designed to engage attendees through offerings such as:

- Free health screenings (blood pressure, glucose, BMI)
- Wellness giveaways (first aid kits, hand sanitizer, branded water bottles, etc.)
- Family-focused health education and preventative care resources
- Scheduling support or on-site registration for appointments at your new locations

These activations not only create strong brand engagement but also directly serve the needs of our community in a visible and meaningful way.

We would be honored to feature your health organization as part of this year's event. Please be sure to submit your company logo so we can include it in our promotional materials. For your records, our tax ID number is 95-37-56238.

Should you have any questions or require additional information, please contact Carol Manley at (949) 830-7066.

Thank you in advance for your support and contribution.

Sincerely,

[Steffay Taylor](#)

Steffay Taylor

MVAC Board President

2025 Día de los Muertos Festival Community Wellness Partner Levels

Community Visibility Partner – \$1,000

Ideal for organizations seeking the highest level of exposure and direct engagement.

Includes:

- **Top-tier logo placement** on all event materials (flyers, website, social media, event banners)*
- **Live public acknowledgments** throughout the event (script provided by your team)**
- **Opportunity to address attendees** from the main stage
- **Year-round listing and link** on the event website
- **Premium booth space in prime high traffic location** (2 tables, 4 chairs, linens)
- **4 complimentary beverage tickets**
- **Logo inclusion on flyers** distributed through City of Mission Viejo facilities**

Community Marketing Partner – \$600

A strong option for organizations promoting new services, locations, or initiatives.

Includes:

- **Mid-tier logo placement** on all event materials (flyers, website, social media, banners)*
- **Live acknowledgments** during event programming (script provided by your team)**
- **6-month website listing** with logo and link
- **Standard booth space with priority placement near key event zones** (2 tables, 4 chairs, linens)
- **2 complimentary beverage tickets**
- **Logo included** on printed flyers shared at City facilities*

* Payment must be obtained by September 30th, 2025

**Community partners must provide the advertisement two weeks prior to the event.



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YES! I want to be a Community Partner for the Día de los Muertos Festival, October 25th, 2025 from 2pm – 9pm.

Method of Payment:

Check or money order mailed with your application to Mission Viejo Activities Committee, Día de los Muertos Festival, 29432 Veterans Way, Mission Viejo, CA 92692

Credit Card payments can be made directly into our account via Square. Please choose the link that corresponds to the sponsorship level you are interested in.

I would like to be a **Community Visibility Partner**..... \$1,000 [Pay Here](#) with credit card.

I would like to be a **Community Marketing Partner**..... \$600 [Pay Here](#) with credit card.

Company Name _____

Company Website Address _____

Contact Name _____

Address _____

City _____ Zip code _____

Telephone Number _____

E-mail Address _____

Yes, I plan on hosting a booth at the event.

I understand no food and or beverage may be handed out or sold at our organization's booth.

Brief Booth Description (what you are going to be doing or displaying)

Script for Emcee (Presenting, Title, and Event Sponsors)

I have e-mailed my logo in a .jpg file to mvac@cityofmissionviejo.org

I will submit the advertisement by October 10th, 2025 to mvac@cityofmissionviejo.org



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Día de los Muertos Festival

Special Event Release & Waiver

Waiver, Release, Hold Harmless and Agreement Not to Sue

I, _____ (FULL NAME), fully understand that my participation in the **Día de los Muertos Festival** (hereinafter "event/class") exposes me to the risk of personal injury, death, communicable diseases, illnesses, viruses, or property damage/loss. I hereby acknowledge that I am voluntarily participating in this event/class and agree to assume any such risks.

I hereby release, discharge and agree not to sue the City of Mission Viejo or the Mission Viejo Activities Committee and its officers, officials, employees, agents, and volunteers for any injury, death or damage to or loss of personal property arising out of, or in connection with, my participation in the event/class from whatever cause, including the active or passive negligence of the City of Mission Viejo, the Mission Viejo Activities Committee or any other participants in the event/class. The parties to this AGREEMENT understand that this document is not intended to release any party from any act or omission of "gross negligence," as that term is used in applicable case law and/or statutory provision.

In consideration for being permitted to participate in the event/class, I hereby agree, for myself, my heirs, administrators, executors and assigns, that I shall indemnify, defend, and hold harmless the City of Mission Viejo and the Mission Viejo Activities Committee and its officers, officials, employees, agents, and volunteers from any and all claims, demands actions or suits arising out of or in connection with my participation in the event/class.

I HAVE CAREFULLY READ THIS RELEASE, HOLD HARMLESS AND AGREEMENT NOT TO SUE AND FULLY UNDERSTAND ITS CONTENTS. I AM AWARE THAT IT IS A FULL RELEASE OF ALL LIABILITY AND SIGN IT OF MY OWN FREE WILL.

Signature: _____

Date: _____