



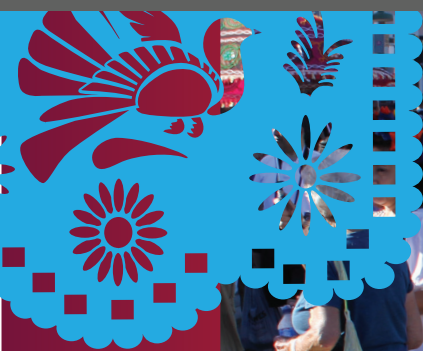
2024

DIA DE LOS MUERTOS
S A N D I E G O



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DIA DE LOS MUERTOS 2024

Celebrating its 14th year the 2024 annual Dia de los Muertos, Day of the Dead celebration returns for a weekend of free music, food, and culture on Saturday, November 2, 2024 from 10:30 am-8 pm and Sunday, Nov. 3rd, from 10:30 am -7 pm. This family friendly Cultural event, formerly held in Old Town, will transform the historic neighborhood of Liberty Station into a bustling mercado with artisan makers, vibrant décor, dozens of dining options, bountiful margarita selections, and live performances throughout the weekend.

Dia de los muertos, Day of the Dead is set to dazzle with live music, local bands, street performances, Face painting, rows of colorful Day of the Dead merchandise, fine art, traditional ofrendas or altars and hands on crafts kids area fill this beautiful park setting.

San Diego's Day of the Dead is truly a feast for the senses with the traditional flavors of this cultural fiesta. In 2019 the festival celebration saw more than 100,000 participants over two days, everyone from older adults to small children with painted faces.

Proceeds from the Day of the Dead will benefit Veterans Green Projects Initiative, VGPI.

For additional information please visit DayoftheDeadSD.com





SAN DIEGO
DIA DE LOS MUERTOS
 2024
 LIBERTY STATION

KEY OPPORTUNITIES PART OF ALL PACKAGES

- This Event has grown to become the premier event in the San Diego region now in its 14 year. * **Advertising exposure through \$50,000 media buy.**
- Liberty Station is a central location for San Diego County and Tijuana, Mexico
- Diverse demographic audience of an estimated 100,000 pre Covid attendance
- Higher end attendee, proven to engage and purchase more products
- A popular Event that has been growing in attendance every year
- This celebration is a cultural holiday that has been gaining mainstream recognition with two recent movies created by Disney and Pixar

PRE-EVENT EXPOSURE PART OF ALL PACKAGES

- * Company name/logo in promotional material including press releases, calendars, media alerts, e-blasts, social media and all press kits
- Company name/logo to be listed on event collateral including, but not limited to the following: Flyers - 20,000 Posters - 200 Online Event Program -15,000
- Brand logo inclusion and sponsor recognition on the "Thank You To Our Sponsor Page" of the official event website
- Opportunity to have a banner ad on the event website

ON-SITE EXPOSURE PART OF ALL PACKAGES

- * Company name and logo featured on event signage

Sponsors should have an altar along with their booth. By creating an altar at your booth, your business is an integral part of the event. Event visitors will visit your altar as they proceed through the Tour of the Altars. Use your creativity or engage your staff in assembling a traditional Día de los Muertos altar. Your altar could honor family, friends, or even a historical person relating to the event or San Diego in general.



SPONSORSHIP BENEFITS

All sponsors will receive amazing exposure through the following benefits:

\$50,000 TITLE SPONSOR

Advertising exposure through \$50,000 media buy in Orange County, Phoenix Az, Las Vegas

- Company name/logo incorporated into the event logo and event name on all marketing materials
- Marketing exclusivity in sponsor category
- Full page display advertisement in the official digital and handout event program/map
- Opportunity to highlight product in television segments promoting the event TBD
- Opportunity to have a banner ad in an e-blast to over 22,000 recipients promoting the event.
- A minimum of 6 social media posts across 3 platforms (Sponsor accounts to be tagged)
- Company name and logo will receive prominent signage placements throughout the event venue
- Opportunity to distribute a branded take-away item so attendees will leave the event with a reminder of the brand
- Experiential Area: Company will have a designated area in a highly visible location in the event site area that will be a designated “Experience Zone”. The experience area is inclusive for display of automobiles or large interactive installations.
Any expenditures caused by the creation of the Company’s Experiential area is sponsor responsibility
- Up to a 30x30 space at the event
Logo inclusion on 10 street decals

Inclusion of your name or your company’s name/logo in the 2024 Old Town San Diego’s Día de los Muertos marketing and promotional materials are subject to printing deadlines.

\$35,000 PRESENTING SPONSOR

- Company name/logo incorporated into the event logo and event name when listed
- Display advertisement in the official digital event program
- Opportunity to highlight product in television segments promoting the event TBD
- Opportunity to have a banner ad in an e-blast to over 22,000 recipients promoting the event.
- A minimum of 4 social media posts across 3 platforms (Sponsor accounts to be tagged)
- Opportunity to distribute a branded take-away
- 20x20 space at the event
- Logo inclusion on 10 street decals directing people

Opportunity to participate in the Parade of Altars

\$15,000 STAGE SPONSOR

- Company name/logo included on Main Stage and wherever Main Stage is mentioned including stage announcements, website, releases, digital program,
- Opportunity to highlight product in television segments promoting the event
- Opportunity to have a banner ad in an e-blast to over 22,000 recipients promoting the event.
- A minimum of 2 social media posts across 3 platforms (Sponsor accounts to be tagged)
- Opportunity to place signage around event
- Opportunity to distribute a branded take-away item so attendees will leave the event with a reminder of Sponsor’s brand
- 15x20 space at the event
- Logo inclusion on 8 street decals directing people to various areas

\$10,000 - EVENT SPONSOR

- Altar listed on map
- Activities listed on website
- Business listed on Event Maps
- Logo on Event Map
- Day of Dead poster for your business
- Logo on Posters and Postcards
- Social Media Features and listings on Event Facebook Page & Old Town Facebook Page 18,000
- Logo & link on web site
- Logo on event Banners
- Banner placement*
- Mention in media coverage
- Logo on map/program
- 10x20' booth space

2024 DISPLAY OF ALTARS

Celebrating its 14th year the annual Dia de los Muertos, Day of the Dead returns for a weekend of free music, food, and culture on Saturday, November 2, 2024 11:00 am- 8 pm and Sunday, Nov 3 from 11:00 am-8 pm. Liberty Station is located in Point Loma within a community central to San Diego with many streets parks and venues ready to transform into an array of art and cultural traditions reminiscent of Mexico City.

These packages are just the starting point for our conversation! We are happy to design a custom package for you based on your company brand.

Contact rob-vslmedia@cox.net to schedule a time to discuss the endless opportunities!

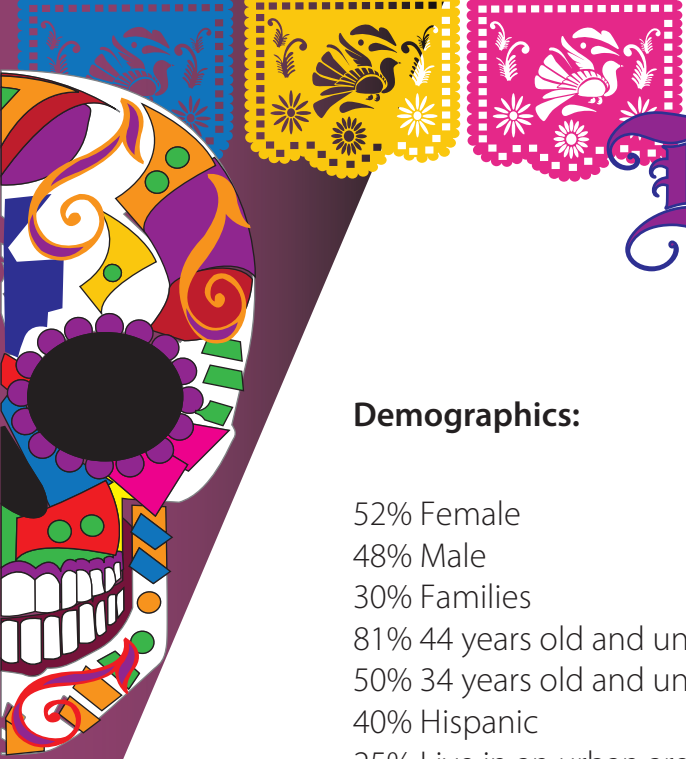
\$5,000 - \$ 2,500 COMMUNITY SPONSOR

- Booth Space to accommodate your needs
- Altar Display on the Tour of Altars
- Logo & link on Old Town web sites - 600,000 impressions -
- Business listed on DOD web site - 40,000 impressions
- Social Media Event Facebook Page - 18,000 per posting (3 postings)
- Social Media Old Town Facebook Page - 20,000 per posting - (3 postings \$5,000)
- Logo on Event Banners
- Logo on all promotional materials
- 10x10' booth space



NEED TO CUSTOMIZE A PACKAGE? LET'S TALK.

SPONSORSHIP OPPORTUNITIES



SAN DIEGO

DIA DE LOS MUERTOS 2024

LIBERTY STATION

Demographics:

- 52% Female
- 48% Male
- 30% Families
- 81% 44 years old and under
- 50% 34 years old and under.
- 40% Hispanic
- 25% Live in an urban area
- 32% Have a high income
- 33% Have a bachelor's degree

Media and Entertainment:

- 50% Go to the movies regularly
- 42% Watch NBC

Health and Lifestyle:

- 26% Exercise regularly
- 36% Concerned about climate change
- 39% Make it a priority to purchase environmentally friendly products or services
- 11% Member of social networking sites
- 45% social media influence on what they buy, where they eat, or the movies they watch
- 65% Happy in their current job

Attendance:

Pre Covid, this event had an average, annual attendance of over 100,000. Based on attendance in 2022 that increased back to 60,000 - 80,000, we expect to have the largest attendance ever for the 2024 event. Our Marketing and plans to expand into the Liberty Station will create our biggest and best event ever.

Political Views and Finances:

- 46% Describe the national economy as good
- 29% Concerned about gas and energy prices

Internet Usage/Technology:

- 30% Shop on the internet regularly
- 18% Spend more than 12 hours per week on the internet
- 56% Spend 5-15 hours per week on Facebook
- 90% Twitter members,
- 39% Own an E-Reader
- 50% Own a smart-phone.

Most of the people celebrating Dia de los Muertos are young professionals and families.

www.dayofthedeaddsd.com