



Sponsorship Agreement

Downtown San Pedro's 6th Annual Dia de los Muertos

October 30th, 2011

Company or Individual Sponsor Name: _____

Company/Individual Contact: _____ Email: _____

Mailing Address: _____

Phone: _____ Fax: _____

Sponsorship Opportunities:

Please reserve my/company sponsorship for: (please "x" mark)

- Oro Sponsor \$1000
 - Acknowledgement in media publicity
 - College Scholarship for Harbor Area Student
 - Support event activities
 - Support community-based agencies (booth exhibitors)

- Plata Sponsor \$500
 - Scholarship Assistance for Harbor Area Student
 - Niños Educational Art Area

- Amigo Sponsor \$250
 - Scholarship Assistance for Harbor Area Student

Please invoice us for Sponsorship or Enclosed is a check for \$ _____

***Sponsorship Pledge Confirmation must be received by October 6th to receive sponsorship benefits.**

Our Employer Identification number is 27-2839718

Make Checks Payable to: L.A.H.L.A. 465 W 7th St, San Pedro, CA 90731

Questions: (310) 832-5482 Marta Valladolid

Proceeds will benefit community cultural event activities and Scholarship Awards
for underprivileged youth in Harbor Area.



Thank You for your Support
**Downtown San Pedro's 6th Annual
Dia de los Muertos**
www.diadelosmuertossanpedro.com
October 30th, 2011

July 7, 2011

On behalf of the L.A. Harbor Latin Association planning committee, we would like this opportunity to invite you to be an event sponsor, as we celebrate Downtown San Pedro's Dia de los Muertos Celebration.

Downtown San Pedro's 6th Annual Dia de los Muertos
Date: October 30th, 2011
Time: 3pm-10pm
Location: 6th Street & 7th Street, San Pedro, CA 90731

This is the 6th Annual Dia de los Muertos Celebration; your valuable donation will assist us to further our efforts to deliver cultural arts events for children, youth and families who reside in San Pedro, Wilmington, and other nearby harbor area cities.

History behind this Mexican Cultural Tradition:

More than 500 years ago, when the Spanish conquistadores landed in what is now Mexico, they encountered natives practicing a ritual that seemed to mock death. This ritual had been practiced for thousands of years and was one that the Spaniards would try unsuccessfully to eradicate. This ritual is known today as Dia de los Muertos.

The Aztecs and other Meso-American civilizations kept skulls as trophies and displayed them during the ritual. The skulls symbolized death and rebirth. The skulls honored the dead whom were believed to come back to visit during the MONTH long ritual.

Unlike the Spaniards, who viewed death as the end of life, the natives viewed it as the continuation of life. Instead of fearing death, they embraced it. To them, life was a dream and only in death did they become truly awake...

We are very proud to announce this year's events, which will feature the following activities:

- Folklórico Dancers
- Mariachi
- Story telling
- Art Center for children

Sponsorship Levels Include: \$1000_ \$500_ \$250 Please see attached agreement for more detailed information

Thank You,

Marta Valladolid