



ARTWORK BY MARIA KANE

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18th Annual Frida Festival

Dear Supporter,

I am writing to you today to invite your esteemed company to be a part of the 18th Annual Frida Festival celebrations, which will take place throughout the month of April 2023 in Houston, TX.

The festival will celebrate the life and work of the iconic Mexican artist, Frida Kahlo. It will feature a range of exciting activities, including a Frida Kahlo themed art exhibit, a fashion show featuring designers inspired by her art and style, traditional Mexican music and dance performances, and a range of activities for the whole family.

This year is especially exciting for us as we welcome Alley Theatre El Zócalo as our official creative partner bringing to fruition a fusion of performing arts, education, culture, and tradition. This Partnership will embrace, engage, and represent Houston's beautifully diverse and growing Latino community. We will have an opportunity to expand the celebrations by creating more artistic spaces, multi-artistic opportunities and experiences that embody the vision and mission of the Frida Festival.

We believe that your company's values align with the spirit of the festival and its aim to promote art, culture, and community. Your contributions will help us to provide a vibrant and memorable experience for the thousands of attendees we expect to come to the festival. As such, we would be honored to have you as a partner and sponsor.

In exchange for your support, we would offer you a range of sponsorship benefits, including:

- Prominent logo placement on all festival promotional materials
- Recognition in all press releases and media coverage
- Opportunity to have a booth or display at the festival, and more

We believe that your support would make a significant impact on the success of our festival and would be greatly appreciated by our community.

Please let us know if you are interested in sponsoring the festival or if you have any questions. We look forward to hearing from you soon.

Thank you for your consideration.

Sincerely

Lizabeth Ortiz
Frida Festival Co-Founder
MuXerHTX

Frida Festival fiscal sponsor Multicultural Education and Counseling Through the Arts (MECA) is a non-profit exempt organization as described in Section 501(c)(3) of the Internal Revenue Code; EIN 74-2044904. A Donor Acknowledgment letter will be provided to all sponsors for tax-deduction purposes.

All packages will receive:

- Sponsor booth at Frida Festival on April 29th
- Logo recognition in print and online media for all events in April for the Frida Festival season
- Spoken recognition during remarks and announcements for all Frida events

Último Sueño - \$20,000

The highest level of sponsorship provides a fully branded event plus the most media exposure.

- Naming rights to read as 18th Annual Frida Festival presented by Your Company
- Ability to hang all-weather or free-standing banners provided by your company at the following events:
 - o April 8th Viva Frida! Art Exhibit - Ability to set up banners inside and outside the building
 - o April 19th Frida en Primavera Fashion Show – Ability to set up free standing banners inside and outside
 - o April 29th Frida Festival - Up to four 4'x 6' all-weather banners for the outdoor areas and ability to set up archway entrance with company name and logo (up to 3 entrances)
- Prominent logo recognition in print and online media for all events in April for the Frida Festival season
- Full Page ad (Cover, Inside Front or Back) in the Official Festival Program (3,000 printed)
- Boosted Facebook and Instagram post announcing Your Company as a sponsor
- Company logo on the official festival t-shirt
- 20 tickets for the “Frida en Primavera Fashion Show” and dinner at the Ballroom at Bayou Place on April 19th + VIP, and “Torera” Performance + VIP Reception at Alley Theatre on May 19th

Sueño de Oro - \$15,000

- Ability to hang all-weather or free-standing banners provided by your company at the following events:
 - o April 8th Viva Frida! Art Exhibit: Ability to set up banners inside and outside the building
 - o April 19th Frida en Primavera Fashion Show: Ability to set up free standing banners inside and outside
 - o April 29th Frida Festival: Up to four 4'x 6' all-weather banners for the outdoor areas
- Prominent logo recognition in print and online media for all events in April for Frida Festival season
- Full Page ad (Cover, Inside Front or Back) in the Official Festival Program (3,000 printed)
- Boosted Facebook and Instagram post announcing Your Company as a sponsor
- 12 tickets for the “Frida en Primavera Fashion Show” and dinner at the Ballroom at Bayou Place on April 19th + VIP, and “Torera” Performance + VIP Reception at Alley Theatre on May 19th

Sueño de Plata - \$10,000

- Ability to hang all-weather or free-standing banners provided by your company:
 - o April 8th Viva Frida! Art Exhibit - Ability to set up banners inside and outside the building
 - o April 29th Frida Festival - Up to 2 4'x 6' all-weather banners for the outdoor areas
- Boosted Facebook and Instagram post announcing Your Company as a sponsor
- Full Page ad in the Official Festival Program (3,000 printed)
- 10 tickets for the “Frida en Primavera Fashion Show” and dinner at the Ballroom at Bayou Place on April 19th + VIP, and “Torera” Performance + VIP Reception at Alley Theatre on May 19th

Dulce Sueño - \$5,000

- Ability to hang one 3' by 5' all-weather banner provided by your company on fencing at April 29th Frida Festival
- Full Page ad in the Official Festival Program (3,000 printed)
- 6 tickets for the "Frida en Primavera Fashion Show" and dinner at the Ballroom at Bayou Place on April 19th + VIP, and "Torera" Performance + VIP Reception at Alley Theatre on May 19th

Sueño de Flores - \$2,500

- Half Page ad in the Official Festival Program (3,000 printed)
- 4 tickets for the "Frida en Primavera Fashion Show" and dinner at the Ballroom at Bayou Place on April 19th + VIP, and "Torera" Performance + VIP Reception at Alley Theatre on May 19th

Mesa Azul - \$2,000

- 10 tickets for the "Frida en Primavera Fashion Show" and dinner at the Ballroom at Bayou Place on April 19th + VIP, and "Torera" Performance + VIP Reception at Alley Theatre on May 19th

Sueño Azul - \$1,000

- Half Page ad in the Official Festival Program (3,000 printed)
- 2 tickets for the "Frida en Primavera Fashion Show" and dinner at the Ballroom at Bayou Place on April 19th + VIP, and "Torera" Performance + VIP Reception at Alley Theatre on May 19th

Las Dos Fridas - \$500

- 2 tickets for the "Frida en Primavera Fashion Show" and dinner at the Ballroom at Bayou Place on April 19th + VIP, and "Torera" Performance + VIP Reception at Alley Theatre on May 19th

Self-portrait - \$250

- 1 ticket for the "Frida en Primavera Fashion Show" and dinner at the Ballroom at Bayou Place on April 19th + VIP, and "Torera" Performance + VIP Reception at Alley Theatre on May 19th

Cena - \$150

- 1 ticket for the "Frida en Primavera Fashion Show" and dinner at the Ballroom at Bayou Place on April 19th

Jardin - \$50

- 1 VIP ticket for the Casa Azul Lounge experience on April 19th at the Ballroom at Bayou Place

INDIVIDUAL PROJECT SPONSORSHIPS

Anamorphic Mural Photo Op - \$5,000

- Naming rights to read "Title of Mural presented by Your Company" - an anamorphic mural will be created and installed at the April 19th Frida en Primavera Fashion Show and dinner, and April 29th Frida Festival events
- Ability to set up free standing banners provided by your company prominently near the mural area
- Boosted Facebook and Instagram post announcing Your Company as a sponsor of Mural
- Full Page ad in the Official Festival Program (3,000 printed)
- 6 tickets for the "Frida en Primavera Fashion Show" and dinner at the Ballroom at Bayou Place on April 19th + VIP

Casa Azul VIP Lounge - \$5,000

- April 19th Frida en Primavera Fashion Show – Ability to set up free standing banners provided by your company inside and outside VIP area
- VIP bags for all VIP attendees with Your Company logo
- Boosted Facebook and Instagram post announcing Your Company as a sponsor of VIP area
- Full Page ad in the Official Festival Program (3,000 printed)
- 6 tickets for the “Frida en Primavera Fashion Show” and dinner at the Ballroom at Bayou Place, including VIP area

ABOUT TORERA

Bienvenidos al Mundo Taurino! Welcome to the world of Bullfighting!

Bullfighting in Yucatán, Mexico is a world nearly exclusive to men—yet for Elena Ramírez, it is her life’s ambition. With the help of her best friend, a matador’s son, Elena begins secretly training to compete with the greatest.

Experience Elena’s journey as she discovers that her seemingly inherent talent can beat even the most accomplished toreros, forcing this young woman to choose between accepting society’s limits or breaking boundaries. A world premiere play written by a stunning new voice in the American theatre, *Torera* tells a poignant story about becoming your truest self by proudly stepping into the ring.

Feel the excitement, danger, fear, and triumph that only *el Mundo Taurino*, as seen through the eyes of a young aspiring *torera*, can bring you. Written by Latina playwright Monet Hurst-Mendoza, Directed by Latino director Tatiana Pandiani, and featuring an all-Latino cast.

Please select a sponsorship level below:

- ☐ Último Sueño
- ☐ Sueño de Oro
- ☐ Sueño de Plata
- ☐ Dulce Sueño
- ☐ Sueño de Flores
- ☐ Mesa Azul
- ☐ Sueño Azul
- ☐ Las Dos Fridas
- ☐ Self-Portrait
- ☐ Cena
- ☐ Jardin
- ☐ Anamorphic Mural Photo Op
- ☐ Casa Azul VIP Lounge

The deadline for sponsorship is Tuesday March 28th, 2023 to be included in the festival program. Please email this form with your selections to muxerhtx@gmail.com.

Online payments can be made on <https://fridafestival.square.site/s/shop>.