



Dear Friends,

In partnership with the City of Encinitas, Encinitas Friends of the Arts will be celebrating its 6th annual Encinitas Dia de la Muertos (Day of the Dead) on Saturday October 30, 2021 at the Encinitas Community Center from 12-4pm. In keeping with our mission, we believe this free family event will foster an appreciation and awareness of this significant Latino cultural celebration while uniting people of all backgrounds and traditions. The event draws more than 4,500 attendees each year from North County and greater San Diego County.

The festival is geared toward families offering great performances by Mariachi bands and exciting Ballet Folklorico groups on stage. Plus, art-making workshops, artist demonstrations, a Day of the Dead art exhibit by local students, food trucks and a low-rider car show! There will be a 10' Ofrenda in the Encinitas Library and Community Center, which will be open to all to contribute remembrances of loved ones.

As a business in our community, I would like to ask you to help us celebrate our Latino neighbors by sponsoring this event and join me at the event. Your donation will be used toward associated expenses and activities at the festival.

We are seeking sponsorship and/or in-kind contributions that may include any of the following:

- Gift Certificates and items for the Opportunity Drawings
- Financial contribution (Checks made payable to Encinitas Friends of the Arts)
- Food and beverages for volunteers
- Art supplies for art-making workshops: sugar skulls, skull face painting, and cempasuchiles (tissue paper flowers).

All financial contributions are tax-deductible to the full extent of law. We will acknowledge all sponsors on print materials (fliers, posters, ads), Facebook, our website, and in eblasts from the City of Encinitas to 22,000 local residents.

This event is one of the most memorable cultural events of the year and I hope you elect to join Encinitas Dia de la Muertos as a sponsor.

Thank you for your consideration of this request and for celebrating cultural art in our community!

Naimeh Woodward

President
Encinitas Friends of the Arts

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