2027 SPONSORSHIP OPPORTUNITIES

Día de los Muertos Santa Fe

Friday, October 29 and Saturday, October 30, 2027

On the Santa Fe Plaza, the heart of America's oldest capital city. A vibrant Santa Fe cultural tradition, now in its sixth year.



A tradition born on the Plaza

The Kiwanis Club of Santa Fe is privileged to host some of Santa Fe's most popular local events, and is in the unique position of seeing how our city's historic traditions are received by the community.

Santa Fe has made real strides toward inclusivity, but for years it was mostly small events that recognized the local Mexican community's contributions to our city and state.

In October 2022, that changed. Kiwanis partnered with individuals and organizations all over the city to bring Día de los Muertos to the Plaza. In 2027 the celebration returns for its sixth year.



Why the Plaza, why this holiday

Certain parts of Mexico honor their dead in a way that is uniquely beautiful and meaningful. What better tradition to add to the Santa Fe calendar than an annual Día de los Muertos celebration?

The Plaza is the heart of our town: a central place where neighbors share music, food and conversation, where young loves come to life and passages are marked with tears and companionship.

We invite you and your business to join Kiwanis and its partners and help this tradition become more vibrant than ever.



New for 2027: art by our own community

The 2027 art contest

Adult artists compete to create the official logo for the sixth annual Día de los Muertos Santa Fe, which also goes on the official T-shirt.

Entry form opens: Friday, January 1, 2027
Entries due: Wednesday, September 15, 2027

Two nights on the Plaza

Friday, October 29: 4:00 – 10:00 p.m.
Saturday, October 30: 11:00 a.m. – 10:00 p.m.

The 2027 entertainment lineup will be announced.

Two days of festivities

The Plaza dressed in papel picado, Mexican decor and thousands of live marigolds, the traditional Día de los Muertos flower.

Community ofrendas

Altars adorned by local families, nonprofits and businesses

Live music, theater and dance

Mariachi, ballet folklórico and Las Mojigangas

Outdoor film screening

A free family movie night on the Plaza

Free face painting

Glow-in-the-dark calaveras for all ages

Free kids' activities

Arts and crafts with community partners

Regional food

Mexican and New Mexican favorites

Candlelight parade

A glow-in-the-dark Saturday night procession

Dance party

Saturday night closes with live music

How this fits into the lives of children

Kiwanis is known for its commitment to a better life for New Mexico kids. Sharing traditions from other lands gives children a chance to appreciate the cultures that have combined to become America.

Día de los Muertos, with its joyous, colorful spirit, also helps take the sting of death out of children's lives and gives them an understandable, creative way to keep the memory of their ancestors alive.

Net proceeds become part of the Kiwanis annual grants program, which funds area nonprofit programs that help the children of our community grow, dream, learn, thrive and succeed.



We invite you to be a big part of it

Kiwanis works with partners across the city to bring Día de los Muertos to the Plaza. Past partners include the City of Santa Fe, the Museum of International Folk Art, the Lensic, the Santa Fe Public Library and the Consulate of Mexico in Albuquerque.

We have several sponsorship levels, and support in any amount is welcome and appreciated. Your ideas are welcome too. Is there something we've missed? Tell us, and we will gladly customize a sponsorship just for you.

Every sponsor receives a public thank-you from the stage, a logo on the event website, banner, and booth or ofrenda signage, and mentions on social media.



2027 sponsorship opportunities

Angel $15,000	**Santo** $10,000	**Maestro** $5,000	**Corazón** $2,500
Amigo $1,500	**Ayudante** $1,000	**Recuerdos** $750	**Alegría** $600

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Become a Día de los Muertos Santa Fe sponsor and help Santa Fe kids!

Ray Sandoval, Día de los Muertos Event Chairman
burnhim@burnzozobra.com · 855-969-6272

Sponsor: burnzozobra.com/sponsor-application
Donate: burnzozobra.com/diahelp
Checks: Kiwanis Club of Santa Fe, ATTN: Día de Muertos, P.O. Box 622, Santa Fe, NM 87504



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