



MUERTITOS FEST 2020: AMOR Y ESPERANZA

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September 21, 2020

SAY Sí Community Member,

Amor y Esperanza: Love & Hope - That is the theme of this year's Muertitos Fest, our largest annual community event. At SAY Sí, we have been thinking a lot about *amor y esperanza* as we have reimagined our programs and events to continue to serve our communities in this changing world. *Amor y esperanza* has driven us to cultivate virtual programs for our youth, and expand our audience to provide free virtual learning for those not in our programs. While this year's Muertitos Fest will not bring thousands of people to our building, we are excited about the opportunity to share our history and the traditions of Día de Los Muertos with the world online.

The success of this free community-wide, family-focused celebration is credited largely to sponsors who lend their names and financial support. We would love for YOU to be a part of our first virtual festival!

The official **Muertitos Fest: Amor y Esperanza** website will launch on November 1, 2020, at saysi.org, and will feature Día de los Muertos artwork, altars, artisan vendors, cultural performances, and interactive workshops. The main elements of Muertitos Fest will remain the same, but the platform will be different. With a website dedicated to our Muertitos Fest, we have the potential to reach more people in and out of San Antonio, expanding the understanding of the rich traditions that tie our city to Mexico and the historical context of Día de Los Muertos.

As our largest community event, your name or business has the potential to be seen by thousands of engaged community members on our website platform, in addition to countless more who will see our digital advertising.

Please see the enclosed sponsorship options. Your tax-deductible contribution means the event can remain a free experience now accessible to a larger scale of people. We appreciate your prompt response, as the media deadline for underwriter placement is October 16, 2020!

Have some ideas on how we can expand your contribution? Please feel free to contact us at 210-201-4950. We thank you in advance for your patronage and support.

With Amor y Esperanza,

Jon Hinojosa | Artistic | Executive Director