



# 2024 SPONSORSHIP PROPOSAL

[www.mexicanculturalcenter.org](http://www.mexicanculturalcenter.org)

# About Us



We are a 501(c)(3) non-profit organization founded in 1994, dedicated to promoting Mexico and its rich heritage, history, people, cuisine, and traditions.

We serve as a networking hub for individuals, businesses, and students interested in Mexican culture and commerce.



Work closely with institutions and government authorities in the region to promote and educate the public on arts and culture.

# Mission

To support the cultural heritage of the Mexican community in the Greater Philadelphia area and foster understanding between our nations by promoting cultural expressions, art, and education.

## Staff



Ivette  
Compean  
Executive  
Director



Virginia  
Rivera  
Director of  
Programs





# Our Work

The MCC celebrates and promotes Mexican culture through annual programs, including the Mexican Independence Day Festival, Day of the Dead, Mexican Week in Philadelphia, and Three Kings Day.



## Arts & Culture Educational Program

- Since 2022
- ~800 attendees
- School programs



## Mexican Week

- Since 2014
- ~600 attendees
- A series of cultural events happening in the Greater Philadelphia Area



## Three Kings Day

- Since 2014
- ~400 attendees
- Kimmel Cultural Campus



## Mexican Independence Day Celebrations

- Since 1991
- ~13,000 attendees
- Festiva, Penn's Landing
- Flag Raising, Philadelphia City Hall



## Day of the Dead

- Since 2014
- ~1,000 attendees
- Cultural Fest! Penn Museum
- Altar installation, Love Park



# Arts & Culture Educational Program



The Arts and Education Committee of the Mexican Cultural Center of Philadelphia is dedicated to disseminating Mexican and Latin American culture in the Delaware Valley while fostering stronger community ties. Launched in 2021, the committee collaborates with educational institutions such as Downtown School District and Stephen Decatur Elementary. Noteworthy partnerships include working with the University of Pennsylvania Museum of Archeology and Anthropology to celebrate Mexican culture during the summer.



# 800 STUDENTS

2023 IMPACT



The Friends of Mexico Luncheon was inaugurated in 2023 as a fundraiser for the Mexican Cultural Center's Art & Culture Educational Program.

Held at Condesa in Center City featuring a Mexican chef, the luncheon brought together Greater Philadelphia's biggest brands to celebrate honorees:

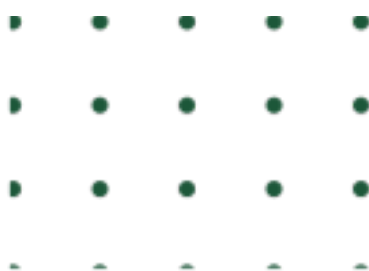
- Corporate Community Service Award – Bimbo, USA
- Culture & Art Access Award – Penn Museum
- Education Pathways to Success Award – Cabrini University

# Friends of Mexico Luncheon

Sponsorship Opportunities

# 150

2023 ATTENDANCE





The Mexican Independence Day Festival draws a crowd from all around the Delaware Valley. The event includes live performances by Mariachi, folkloric dances, and Mexican bands.

Typical activations include:

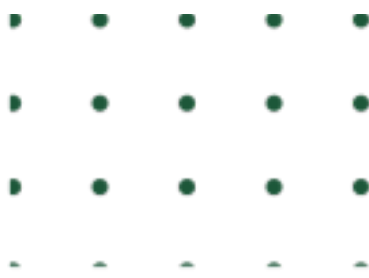
- The “El Grito” civic ceremony by the Consul of Mexico in Philadelphia
  - Diverse performances on stage
  - Brand activations
  - Kid’s corner
  - Taste Authentic Mexican Cuisine from local restaurants
  - Beer Garden
- Fireworks show to close the event

# Mexican Independence Day Festival

Sponsorship Opportunities

# 13,000

2023 ATTENDANCE





# SPONSORSHIP PACKAGES



<b>Annual Benefits</b>	<b>Platinum \$50,000</b>	<b>Gold \$30,000</b>	<b>Silver \$20,000</b>	<b>Bronze \$10,000</b>
Logo on website for 2024				
Logo on all event promotion for 2024				
Education committee lunch & learn for staff				
Dedicated Eblast 2x per year				
Company profile in newsletter (350 words max with image)				
Brand Activation Table & Remarks at 3 Kings Day & Day of the Dead				
Board Advisor role				
Friends of Mexico Sponsorship Level Included	Platinum level benefits including table of 8	Gold level benefits including table of 8	Silver level benefits including table of 8	Bronze level benefits including table of 8
Mexican Independence Day Festival Sponsorship Level Included	Gold level benefits including VIP Tent access	Gold level benefits including VIP Tent access	Silver level benefits including VIP Tent access	Bronze level benefits including VIP Tent Access



# Our Audience



# Our Board



Araceli  
Guenther

Board  
President



Alicia  
Fonseca

Board  
Vice President



Jorge  
Cardona

Board  
Treasurer



Maria Cristina  
Rios

Board Secretary  
CMO



Nelia  
Castillo

Board President  
Emeritus



Jimmy  
Contreras

Board Member



Rosa M.  
Ertze

Board Member  
Legal Counsel



Luis  
Treviño

Board Member  
Fundraising Chair



Maria de la  
Luz Matus

Board Member  
Education Chair



Diana  
Roberts

Board Member







Paul  
Lima

Board  
Advisor



# THANK YOU



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