EVENT PARTNERSHIP
INVITATION

OCTOBER 25, 2026
4PM - 8PM

LA ARBORETUM



DIA DE LOS MUERTOS

The Arboretum
LOS ANGELES COUNTY ARBORETUM & BOTANIC GARDEN

The Vision

Rooted in Rememberance

As twilight falls, our garden transforms into a luminous celebration of remembrance through art, music, botanical landscapes, and reflection.

First guests discover a mystical garden filled with immersive activations and experiences before gathering at a community altar for a moment of reflection while communing with spirits and nature.







Gently moved back into land of the living, guests are entranced by rhythmic music that leads them into a vibrant magical marketplace on our event lawn — showcasing local Latin-owned makers, artists, food, and drinks. Painted faces and Catrinas dance around the garden soaking in a night to remember.

Families and friends can connect through creative activities honoring this holiday's beauty and meaning. Together, we celebrate life, honor those we remember, and create meaningful connections across generations.

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Spirited Festivities

- GRAND PUBLIC ALTAR
- FACE PAINTING
- ARTISANAL MAKERS MARKET
- BLOOM WILD BOOKSHOP
- CATRINA CONTEST
- BAR & TEQUILA TASTINGS
- LOCAL FOOD VENDORS
- TAKE HOME CRAFTS
- LOCAL ARTISTS
- FRESH FLOWERS & PLANTS
- FAMILY-FRIENDLY ACTIVITIES
- IMMERSIVE EXPERIENCES
- LIVE STORY TELLING
- PHOTO OPS
- DJ & MUSIC

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Why Partner with the Arboretum

A historic 127-acre garden in Arcadia that cultivates horticultural and cultural resources for learning, enjoyment, and inspiration — drawing a large, engaged, multigenerational audience.

BRAND & CULTURAL SIGNIFICANCE

As the Arboretum's first Día de los Muertos, this event creates a unique opportunity for sponsors to plant roots on the ground floor of a new annual tradition — aligning their brand with an authentic community celebration and helping shape a signature event backed by our long-standing record in cultural programming and community connections.

AUTHENTIC EXPERIENCE

Connect with a diverse local audience and demonstrate real commitment to community values and cultural tradition.

HIGH VISIBILITY & COMMUNITY ENGAGEMENT

- 547K+ annual visitors
- 167K+ monthly website visitors
- 74K Instagram and 49K Facebook followers
- 22K marketing email list
- 20K+ local households reached



Sponsorship Tiers

Presenting Sponsor $7,500

Put your brand at the forefront of Día de los Muertos with premier visibility across the event and the Arboretum audience.

Supporting Sponsor $5,000

Connect your brand with a vibrant community celebration while gaining meaningful visibility before and throughout the event.

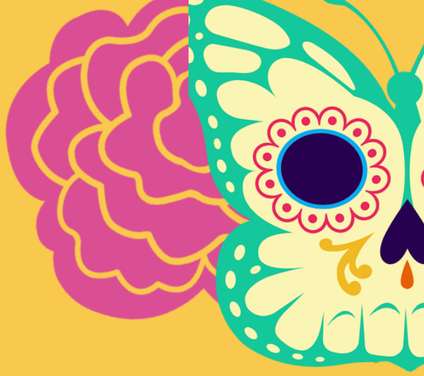
Sustaining Sponsor $2,500

Show your support for this meaningful community tradition while putting your brand in front of Arboretum visitors and event guests.

Community Partner In-Kind Support

Contribute goods, services, products, or expertise that help bring Día de los Muertos to life.





Featured Collaborator

BLOOM WILD BOOKSHOP

@bloomwildbookshop

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Presenting Sponsor

$7,500

LEAD THE CELEBRATION

Put your brand at the forefront of Día de los Muertos with premier visibility across the event and Arboretum audience.

- Premier recognition on all event collateral (i.e., flyers, banners, signage).
- Solo recognition on street entrance banners.
- Solo recognition on website event banner (rotating) – 167,000 monthly visitors.
- Top recognition on website event listing page – with logo and reciprocal link.
- Recognition on our digital display in the Arboretum's main (Visitor Plaza) entrance – 547,300+ people annually visit the Arboretum.
- Recognition on Instagram (74k followers) and Facebook (50k followers).
- Recognition in the Arboretum monthly e-newsletter (22,000 circulation).
- Recognition in the Arboretum's Annual Report donor listing (20,000+ households).
- Verbal recognition as Presenting Sponsor at event.
- Opportunity for onsite presence and visitor engagement at event.
- Up to four tickets to one exclusive Arboretum Benefactor event
- Enjoy 20 complimentary tickets to Dia De Los Muertos

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Supporting Sponsor

$5,000

SUPPORT THE CELEBRATION

Elevate your brand with a vibrant community celebration while gaining meaningful visibility before and throughout the event.

- Supporting recognition on event collateral (i.e., flyers, signage).
- Secondary recognition on website event listing page – with logo and reciprocal link.
- Recognition on our digital display in the Arboretum's main (Visitor Plaza) entrance – 547,300+ people annually visit the Arboretum.
- Recognition on Instagram (73,500 followers) and Facebook (50,000 followers).
- Recognition in the Arboretum's Annual Report donor listing (20,000+ households).
- Verbal recognition as Supporting Sponsor at event.
- Opportunity for onsite presence and visitor engagement at event.
- Enjoy 10 complimentary tickets to Dia De Los Muertos

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Sustaining Sponsor

$2,500

NOURISH THE CELEBRATION

Show your support for this meaningful community tradition while putting your brand in front of Arboretum visitors and event guests.

- Recognition on event collateral (i.e., flyers, signage).
- Recognition on website event listing page – with logo.
- Recognition on our digital display in the Arboretum's main (Visitor Plaza) entrance – 547,300+ people annually visit the Arboretum.
- Recognition in the Arboretum's Annual Report donor listing (20,000+ households).
- Opportunity for onsite presence and visitor engagement at event
- Enjoy 6 complimentary tickets to this event

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Community Partner

IN-KIND DONATION

BE A PART OF THE CELEBRATION

Connect with the community and this beautiful tradition while putting your brand in front of Arboretum visitors and event guests.

- Recognition on the event webpage
- Recognition on Instagram (73,500 followers) and Facebook (50,000 followers).
- Opportunity to showcase your products, services, or offerings at the event
- Verbal recognition at the event as a Community Partner
- Enjoy 4 complimentary tickets to this event

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Let's Partner Together

CONTACT US – SPECIAL EVENTS

Ash.Etchings@arboretum.org | (626) 821-4641

LOCATION – LA COUNTY ARBORETUM

301 North Baldwin Ave., Arcadia CA 91007

EVENT LINK & SOCIAL

Event Ticket Web Page & @Insta @laarboretum

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