



PROYECTO
teatro

2022

FANDANGO *de los* MUERTOS

A CULTURAL ARTS DAY OF THE DEAD FESTIVAL AT THE TWO SAN JOSÉ CEMETERIES

East Austin

FANDANGO de los MUERTOS

6^{TO} ENCUENTRO CULTURAL DE DÍA DE MUERTOS

NOV 1

CEMENTERIO-----
SAN JOSÉ 1

NOV 2

CEMENTERIO-----
SAN JOSÉ 2

CINE • TEATRO • DANZA • MÚSICA



About *Fandango de los Muertos*

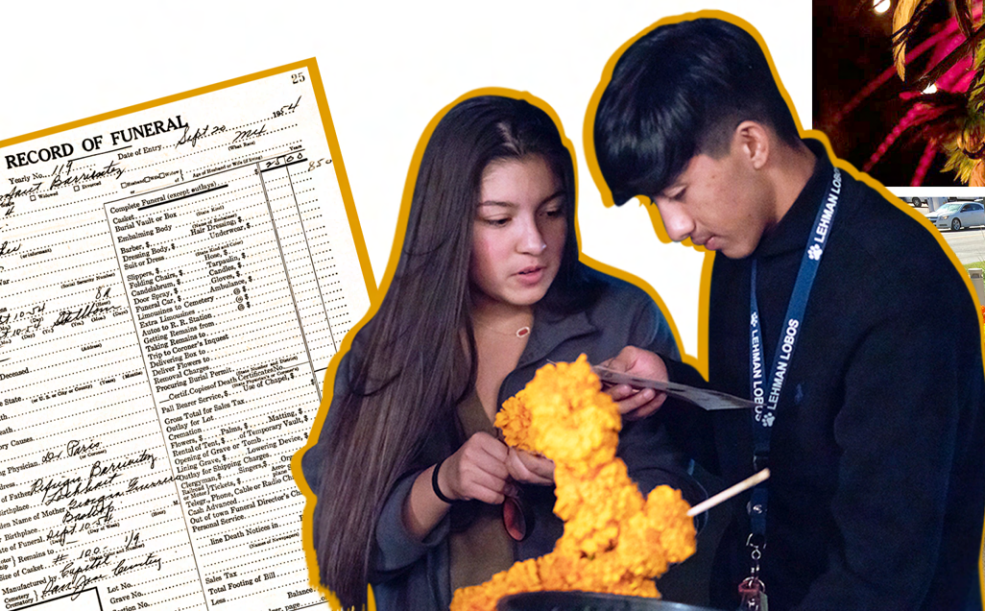
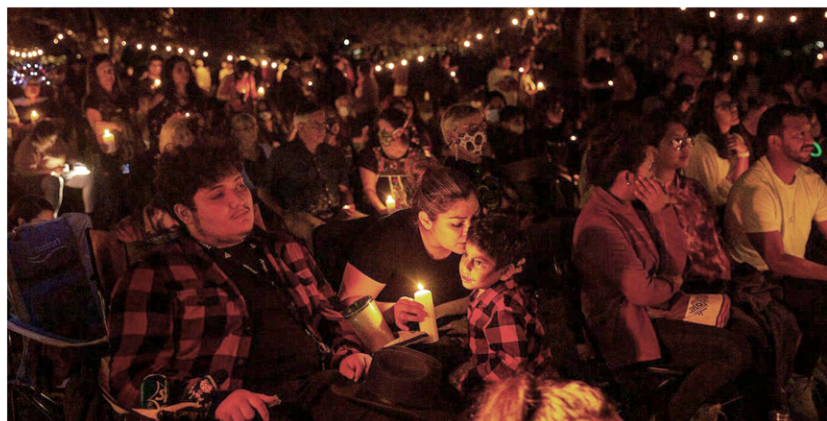
"Fandango de los Muertos" is a cultural arts festival that intersects *Day of the Dead* traditions with site-specific performance art to create a unique event that brings hundreds of people to East Austin's historic San José Cemeteries. Over a period of 2 weeks, festival attendees and families can participate in arts & crafts workshops, documentary screenings and artistic performances by Austin's leading Latino artists to explore the beautiful traditions of *Día de Muertos*. The festival closes on November 2nd with hundreds of people illuminating the entire San José 1 Cemetery with thousands of candles and flowers in a collective healing ceremony: A memorable night filled with theatre, opera, music, and dance under the stars inspiring everyone to remember the lives of the very first Mexican-American immigrants interred at the San José Cemeteries.

About the San José Cemeteries in East Austin

San José I (718 Montopolis Drive) and San José II (8101 Posten Lane) were established in the early 1900s by the local Latino community as two of the first proper resting places for Mexican immigrant farmworkers and Mexican-American families in the then-segregated Austin Travis County area. Due to their free burial policy, both cemeteries filled up quickly, and the speed by which burials took place left many of them unmarked, with many new burials taking place over previous unmarked sites. Currently, there is no formal city records of the burial locations nor the complete list of names of those interred at either of the San Josés. For 2023, ProyectoTEATRO will be launching a community-led research project centered around investigating, documenting, and telling the unknown history of the Mexican and Mexican-American immigrants interred at the two century-old graveyards.

Your *generosity* will allow us to:

- Expand our cultural programming to two cemeteries: **San José I** (Montopolis Drive) & **San José II** (south of Highway 71)!
- Complete the digital cataloging of all graves—including unmarked graves—in both cemeteries!
- Host an academic discussion on the cultural & religious aspects of *el Día de Muertos*, and provide dinner & transportation to/from the event for 200 professors who will be attending the 16th Annual International Mexican Historian Conference at The University of Texas at Austin on November 1st & 2nd.
- Offer *Altar de Muertos* workshops in 10 elementary schools in East Austin, for over 300 children and teachers!
- Invite the Austin community to cultural celebrations featuring the lighting and decoration of both cemeteries, with entertainment by *Trío Los Hidalguenses* (Mexico), *Ampersán* (Mexico), Ballet East (Austin), Roy Lozano's *Ballet Folklórico de Texas* (Austin), and many more local artists!





Altars

2002 COMMUNITY

DEDICATED TO:

- the children and teachers that passed away in Uvalde
- the immigrant souls that perished in the San Antonio Semi-Truck
- Rodolfo Mendez of Ballet East that passed away in 2019
- the babies & infants resting @ Cementerio San José 1
- Don Juan - Volunteer caretaker of San José 1



Máscaras TZOPANTLI

DAY OF THE DEAD SKULL MASK WORKSHOP



Altar de MUERTOS

DAY OF THE DEAD ALTAR WORKSHOP



2022 INTERNATIONAL GUEST ARTISTS



FILM: "XANTOLO"
MÉXICO



LOS HIDALGUENSES
MÉXICO



AMPERSAN
MÉXICO



2022

FANDANGO DE LOS MUERTOS

Sponsorship Levels



	HEAVEN \$10,000	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,000
PRE-EVENT RECOGNITION				
Festival Website Recognition (logo or name)	•	•	•	•
Dedicated social media blast (Instagram & Facebook)	•	•	•	
Logo on main event flyer and poster (digital & print)	•	•		
Recognition on all event publications (TV, radio, social media)	•	•		
Co-presenter title in all event marketing collateral	•			
ON-SITE RECOGNITION				
Complimentary Food & Drink tickets	•	•	•	•
LIVE social media story mention (<i>specific activities</i>)	•	•	•	•
Vendor space (1 table & 2 chairs included)	•	•	•	
Banner on entrance sponsor wall (<i>you provide banner</i>)	•	•	•	
Logo on all event signage	•	•		
Stage Time via interview - 3 min	•			
Back Cover or Front Inside Cover AD (<i>Full page</i>)	•			
Full-page AD on festival program (<i>print</i>)		•		
Half-page AD on festival program (<i>print</i>)			•	
Quarter-page AD on festival program (<i>print</i>)				•
POST-EVENT RECOGNITION				
Special sponsor THANK YOU gift box	•	•	•	•
Recognition in closing e-mail to all event attendants	•	•	•	•
Recognition in closing social media thank you post	•	•	•	•
Logo or name on festival website for ONE year	•	•	•	•



Candles: \$250

Food: \$500

Fresh Flowers: \$750

Sponsor *one*
two, or all *three*
Items for a large-scale
community Altar!

Recognition available as well!

2022 Community altars

- UVALDE CHILDREN & TEACHERS
- SEMI-TRUCK IMMIGRANTS IN SAN ANTONIO
- RODOLFO MENDEZ OF BALLET EAST
- INFANTS @ SAN JOSÉ 1
- DON JUAN - CARETAKER OF SAN JOSÉ 1

Yes!

please count on my support for the 2022 Fandango de los Muertos!

Sí, por favor cuenten con mi apoyo para el 6to Fandango de los Muertos !

Name / Nombre _____

Organization / Organización _____

Phone / Teléfono _____

Email / Correo Electrónico _____

Please count on my sponsorship of / Por favor cuenten con mi patrocinio de:

☐ \$10,000 ☐ \$5,000 ☐ \$2,500 ☐ \$1,000 ☐ \$_____.00

I wish to pay by / Me gustaría hacer el pago con:

☐ cash / en efectivo

☐ check payable to ProyectoTEATRO / cheque a nombre de ProyectoTEATRO

☐ PayPal (luis.ordaz@proyectoteatro.com)

☐ Venmo (@proyectoteatroatx)

After the event, all donors giving \$2,500 or more will be invited to an appreciation breakfast by the artistic director. / Después del evento, todos los que patrocinadores que aportaron \$2,500 o más serán invitados a un desayuno de agradecimiento por parte del director artístico.

If giving a gift of \$1,000 or more, please email your logo to:

Si están dando un regalo de \$1,000 o más, por favor envíenos su logo:

info@proyectoteatro.com

Please return this form by October 24, 2022 to:

Por favor envíen este formulario de regreso para el 24 de octubre, 2022 a:

info@proyectoteatro.com

Please mail payment by October 24, 2022 to / Por favor envíen cheques para el 24 de octubre a:

1903 Hearthside Drive, Austin, TX 78757

About ProyectoTEATRO

ProyectoTEATRO is a Latinx cultural arts organization founded in 2003 with the mission to preserve, promote and explore Latinx culture through socially-responsive arts programming in Spanish. ProyectoTEATRO has been nationally recognized for its actionable commitment to ensuring arts accessibility for recent immigrant communities, first-generation youth, and bicultural families of Latinx descent.

ProyectoTEATRO is a 501(c)(3) not-for-profit organization.

All gifts to ProyectoTEATRO are tax-deductible, as allowed by law.