

MARKETING / COMMUNITY OUTREACH RE LILA DOWNS DIA DE LOS MUERTOS SHOWS

For these shows we feel it's important to involve the community and families, to include & engage the Latino community specifically but also to expand the outreach to the larger community in general. Dia de los Muertos gives us an opportunity to celebrate those who have gone before us, and to invite them back for a day of celebration with their loved ones. It also gives us an opportunity to share an important cultural perspective on the cycle of life, the importance of generational awareness and appreciation, and a coming together as one family, the family of our local community. The hope is to extend the event beyond the stage performance.

Here are some ideas for community outreach and involvement:

Lobby Ofrendas - Connect with local Latin art collectives, schools, museum, or other outlets and invite them to create an ofrenda in the lobby of the venue. It could be one large ofrenda created by single or partnered organizations, or smaller spaces where several groups could each create one. Perhaps this is done a few days prior to the concert on a non-show day.

Family Friendly / Schools -

Make it family friendly. Depending on day of show, consider opening lobby doors / plazas early to support family oriented activities such as sugar skull making, calavera face painting, performances by student or local mariachi and folkloric dance groups. This would involve the promoter sourcing these people, but local groups can easily be found.

Engage or reach out to local university & college La Raza organizations; theater, dance, and music, and Spanish language departments to promote the show, perhaps offer student ticket discounts.

Encourage Audience Participation in advance promotion: Calavera / Dia de los Muertos costume contest pre-show on stage - to be advanced with production if this concept is utilized. Winners get a pair of tickets to a show of their choice at the venue, and to meet Lila for a photo opp after the show. To emphasize, this is not a Halloween costume contest but a Dia de los Muertos contest. It would be wonderful to see a lot of Catrinas and other characters in the audience.

Regional Mexican Radio / Media Sponsor / Local Mexican Business Sponsors : We are willing to work with local radio stations for recorded phone interviews. Perhaps run recorded spots, do ticket giveaways, and promote the contest / participation. Work with Latin media in the area, perhaps do a grassroots campaign in local Mexican stores, restaurants, etc. Involve them in some way. Are there local restaurants, vendors and food trucks that can provide things like churros, elote, tamales, hot chocolate, pan dulce, etc. to add the flavor of Mexico to the affair.

Engage the Mexican Consulate in the area to put the event on their calendars and do dedicated email blasts in support of the show. Invite the Consul staff and Consul General.

Local Floral Sponsor / Papel Picado: Marigolds are an extremely important part of this. Can you engage a local floral sponsor to provide a one or two hundred marigold stems (there are usually 3-6 flowers per stem) for the stage, and at various locations in the lobby perhaps pinned to ushers and staff lapels. This is probably an expense of less than \$200 but would need to be ordered well in advance. Sponsor be included in advertising, social media, and stage thanks. Sample photos attached. Perhaps could be present to help place flowers on the edge of the stage and venue in the afternoon of the show.

Papel Picado is also important and it would be great to hang some in various places in the lobby and edge of the stage.

Local DoD Events - Are there local annual Dia de los Muertos events that take place? Work with those people to get the word out, request email blasts, perhaps they can be of assistance in the community development as an organizer or participant, promoting both events.

