



**Día de Reyes**  
 Saturday  
 January 4, 2025  
 12-4 PM

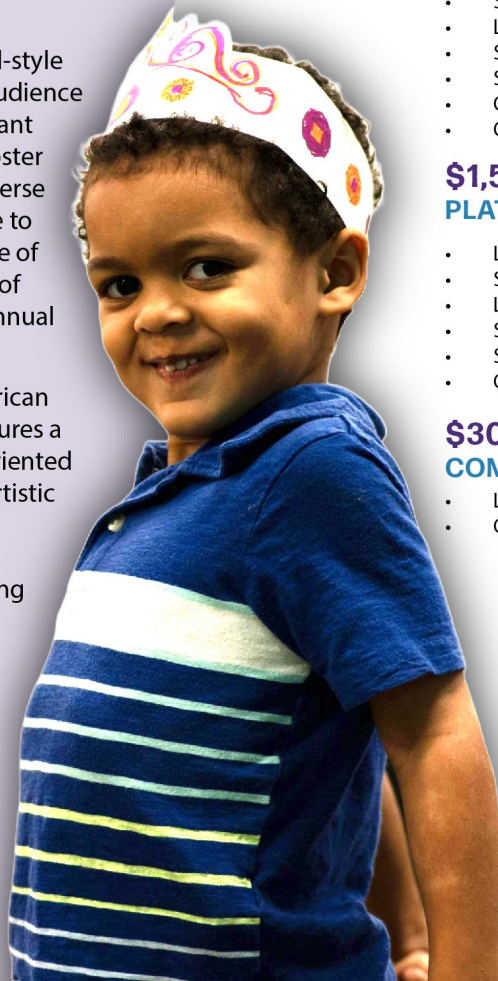
**Second Ward Gymnasium**  
 710 E. MLK Jr. Blvd, Charlotte

For more information, visit:  
[museumofthenewsouth.org](http://museumofthenewsouth.org)

Levine Museum of the New South is excited to offer sponsorship opportunities for Día de Reyes (Three Kings' Day), part of our popular Family Days series for families and children.

Levine Museum Family Days are festival-style events created to bring a big, diverse audience to celebrate and educate about important holidays and traditions. These events foster understanding of Charlotte and the diverse communities that shaped and continue to shape the region. More than 500 people of all ages, representing the rich diversity of the Charlotte community, attend the annual Día de Reyes.

Día de Reyes, the traditional Latin American celebration of the Three Wise Men, features a variety of fun and meaningful family-oriented activities, games, foods, exhibits, and artistic performances throughout the day. The celebration is particularly popular with immigrant families and Spanish-speaking residents and has grown continuously, with attendance doubling over the past three years.



**\$3,000**  
**ORO / GOLD LEVEL**

- Logo on welcome signage at event
- Logo on signage placed on stage
- Company representative to provide welcoming remarks
- Sponsorship featured in email blast to advertise event (20k+)
- Logo on event web page
- Sponsor featured in social media posts to advertise the event (36k+)
- Sponsorship mention in any media associated with the event
- Opportunity to have a table at the event
- Opportunity to provide branded attendee giveaways

**\$1,500**  
**PLATA / SILVER LEVEL**

- Logo on welcome signage at event
- Sponsorship featured in email blast to advertise event (20k+)
- Logo on event web page
- Sponsor featured in social media posts to advertise the event (36k+)
- Sponsorship mention in any media associated with the event
- Opportunity to have a table at the event

**\$300**  
**COMMUNITY LEVEL**

- Logo on event web page
- Opportunity to have a table at the event

**BENEFITS OF SPONSORSHIP**

- Brand Visibility
- Community Engagement
- Marketing Opportunities
- Positive Impact

For more information about sponsorship opportunities, please contact [tcarter@museumofthenewsouth.org](mailto:tcarter@museumofthenewsouth.org).