



Small Business Parade Entry

Día de los Muertos
November 1, 2025
11 am – 9 pm
Parade begins at 4:00 PM



Become a Small Business Parade Sponsor!



- \$500 sponsorship fee and perks
 - Business entry in parade
 - Custom banner with company logo
 - Showcase your brand to over 50,000 people
 - Website, social media & program placement

A Signature Event of the Mexican American Cultural Center in the Heart of El Paso's Downtown Arts District

- Over 50,000 visitors participate in the day-long festival and parade.
- The parade is over a mile long and features over 60 entries of floats, ballet folklórico performers, musicians, and community organizations.
- Free Día de Muertos themed Arts and Cultural Activities are held at MCAD's Downtown Museum and Cultural Center Campuses.

CONTACT THE MACC



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