



# Sponsorship Information

## **A Signature Event of the Mexican American Cultural Center in the Heart of the 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 folklorico performers, musicians, and community organizations.
- Free Dia de Muertos themed Arts and Cultural Activities are held at MCAD's Downtown Museum and Cultural Center Campuses.



**Parade: October 24, 2026, 4:00 PM**



## **City of El Paso Museums & Cultural Affairs Department**

The mission of the Museum and Cultural Affairs Department (MCAD) is to assist in developing a world-class arts community in El Paso, Texas. To accomplish this goal, MCAD has established The Museums Division comprised of the El Paso Museum of Art, the El Paso Museum of Archaeology and the El Paso Museum of History, each dedicated to providing exhibitions and educational activities that recognize the region's multi-cultural heritage.

## **About the Mexican American Cultural Center**

The Mexican American Cultural Center (MACC) opened its doors on March 22, 2025! The mission of the El Paso Mexican American Cultural Center (MACC) is to celebrate the dynamic traditions and resiliency of our border cultures through vibrant arts experiences and creative engagement.

**Dia de Muertos Desfile & Festival: A celebration of life and those who have departed.** Dia de los Muertos is a holiday that has roots in Pre-Columbian Meso-American traditions and the observance of All Soul's Day brought to Mexico by the Spanish in the early 1500's. The holiday is centered on family remembrances where the home and cemeteries are decorated with altars and ofrendas (offerings) to the spirits of their loved ones who have passed away.

## Featured Activities

- Live music
- Artisanal and folk art
- Drop-in activities and classes
- Artisan market
- Food truck court
- Headliner concert and performances
- Parade at 4pm

## Social Media Reach

\*On all MCAD sites



Facebook

109,000+ followers



Instagram

62,000+ followers



## Sponsorship Packages

### Parade Sponsor

**\$20,000**

- Event and Parade naming rights
- Onstage verbal company recognition from staff
- On-site company information tent
- Website placement
- Web Banner on MACC Event Page
- 2 Full-page print event ads
- Weekly Facebook and Instagram posts on program page
- 2+ Digital Billboards on I-10 (1 month)
- Radio buys

### Small Business Parade Sponsor

**\$500 per entry**

- Business entry in parade
- Website & program placement

### Stage & Performance Sponsor

**\$10,000**

- Live performance stage naming rights
- Onstage verbal company recognition from staff
- Stage banners with company logo and Dia de Muertos branding
- Website placement
- Facebook and Instagram posts with performer lineup on program page

### Museum Activities Sponsor

**\$ 5,000**

- On-site company information tent at Museum of choice
- Website placement
- Company logo on all print and digital media for Museum activities
- Weekly Facebook and Instagram posts on program page for Museum activities

**Sponsorship Fee Payment Due: July 17th**

Contact the MACC



Rebecca Munoz Director

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# Small Business Parade Entry

**Día de los Muertos**  
**October 24, 2026**  
**11 am - 9 pm**  
**Parade begins at 4:00 PM**



## Become a Small Business Parade Sponsor!



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

**Due: July 17th**

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- Free Día de los Muertos themed arts and cultural activities are held at MCAD's downtown museum and cultural center campuses.

#### CONTACT THE MACC



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