

DÍA DE LOS MUERTOS

WACO, TX

The Year of the Alebrije

November 1st, 2025

SPONSORSHIP 2025



WACO'S LARGEST DIA DE LOS MUERTOS CELEBRATION

***POR NUESTROS ANCESTROS
FOR OUR ANCESTORS***

Creative Waco's Día de los Muertos Parade and Festival presents a prime opportunity to connect your brand with a local tradition and global celebration of life, tradition and Mexican Heritage.

Your investment will support free, family-friendly experiences, strengthen your community ties, and boost your brand visibility across Waco, McLennan County, and Texas as a whole.



SPONSOR LEVELS



MUERTOS STAGE - \$10,000

- Exclusive presence on the Main Stage signage
- Prime 10x10' space for onsite activation
- Mention in all PR and social media releases as the Stage Sponsor
- Onstage announcements and recurring shout-outs throughout the festival
- + the perks of the Alebrije level



ALEBRIJE - \$6,000 (ah·leh·bree·heh)

- Title sponsor presence on all banners and print materials
- Top tier sponsor mention in all press releases and media
- Ad mentions in all partnering organizations' newsletters
- Sponsor mentions in radio publicity
- + the perks of the Mictlantecuhtli level



MICTLANTECUHTLI - \$4,000 (muhkt·laan·tuh·koot·lee)

- Sponsor logo on all print materials and event sponsor banners
- Rotating banner ads throughout the parade stream
- Individual social media sponsor posts
- + the perks of the Cempasúchil level

Each Sponsorship Level Includes:

1/ Sponsor highlight on social media channels, **2/** Sponsor announcement during the parade, **3/** Jumbotron static ad, and **4/** Free parade participation entry

SPONSOR LEVELS



CEMPASÚCHIL - \$2,000 (sem·pa·soo·cheel)

- Sponsor logo on event flyer and print materials
- Sponsor logo on event sponsor banner
- 10x10' exhibitor space at the vendor market



DOUBLE YOUR INVESTMENT

DOUBLE GOLD SPONSORSHIP

~~\$18,000~~
\$15,000

Receive the perks of the Levitt AMP Waco Stage Sponsorship and the Día de los Muertos Waco Parade & Festival Alebrije Sponsorship at an exclusive rate!

- Credit as an Alebrije Sponsor for the Día de los Muertos Parade & Festival and a Stage Sponsor for Levitt on event signage throughout both programs
- 10' x 10' exhibitor or vendor space at the vendor market guaranteed for all events
- All PR and social media releases will proudly credit your Alebrije and Stage sponsorship

+ All other Perks included in each level

DOUBLE SILVER SPONSORSHIP

~~\$10,000~~
\$9,000

Receive the perks of the Levitt AMP Waco Community Sponsorship and the Día de los Muertos Waco Parade & Festival Mictlantecuhtli Sponsorship at an exclusive rate!

- Credit as a Mictlantecuhtli Sponsor for the Día de los Muertos Parade & Festival and a Community Sponsor for Levitt on event signage throughout both programs
- 10' x 10' exhibitor or vendor space at the vendor market guaranteed for all events
- All PR and social media releases will proudly credit your Mictlantecuhtli and community sponsorship

+ All other Perks included in each level

IMPACT



EXPAND YOUR REACH

- 7k attendees – growing annually
- 133k impressions on Facebook & Instagram

LOCALS LOVE US!

“What a wonderful experience!! Dia de los Muertos Waco has become the best platform to express all our feelings through our beautiful culture.”

–2023 Dia de los Muertos Parade Participant

SUPPORT CREATIVES, SMALL BUSINESSES, & COMMUNITY ENGAGEMENT

2024 Highlights:

- 41 Musicians and Performers hired
- 55 vendors and food trucks
- 57 parade participants

2023 Highlights:

- 55 Musicians and Performers hired
- 56 vendors and food trucks
- 54 parade participants

LET'S WORK TOGETHER!

TO REGISTER

creativewaco.org/diadelosmuertos

FOR MORE INFORMATION

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