

WACO'S LARGEST DIA DE LOS MUERTOS CELEBRATION

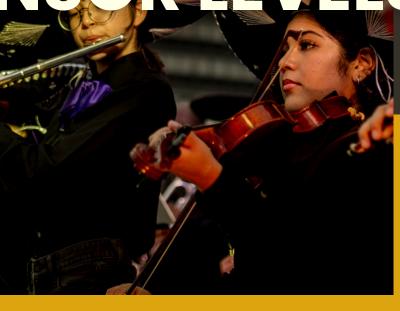
POR NUESTROS ANCESTROSFOR OUR ANCESTORS

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





- 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





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

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



DOUBLE YOUR INVESTMENT

DOUBLE GOLD SPONSORSHIP \$18,000 \$15,000

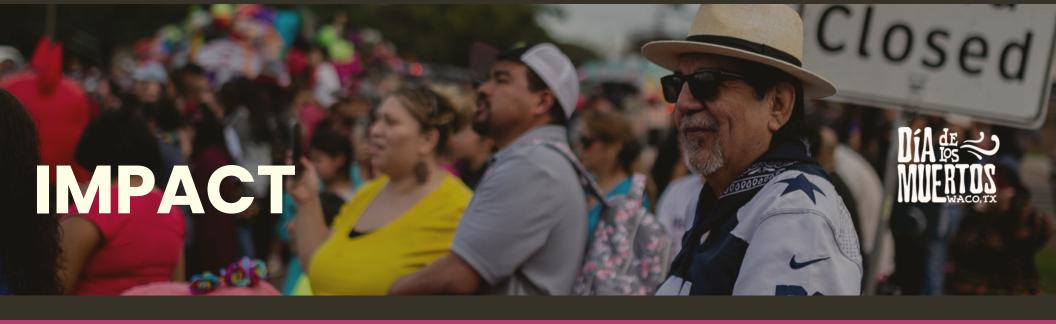
Receive the perks of the Levitt AMP Waco Stage Sponsorship and the Día de los Muertos Waco Parade & Festival Alebrije Sponsorship at an exclusive rate!

- 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 Mictiantecuhtli 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



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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PHONE NUMBER

(254) 300-8677

