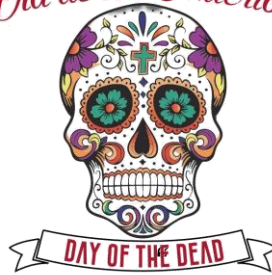


Día de los Muertos



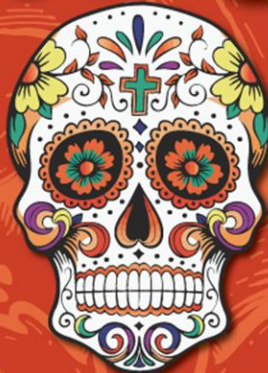
**Saturday, October 26, 2019 | Noon - 10:00 p.m.
Downtown New Braunfels**

SPONSORSHIP OPPORTUNITY PACKAGE

Bringing the community together to celebrate Tradition and Cultural Heritage

Día de los Muertos

**DOWNTOWN
NEW BRAUNFELS**



**OCTOBER 26, 2019
12PM-10PM**

DAY OF THE DEAD

WWW.NBDDLM.COM

**LIVE MUSIC • LOCAL FOOD • FACE PAINTING • ARTS AND CRAFTS
KIDS ACTIVITIES • SHOPPING**



PRESENTED BY THE GREATER NEW BRAUNFELS CHAMBER'S HISPANIC BUSINESS ALLIANCE



LIVE MUSIC

FOOD TRUCKS

FACE PAINTING

ARTS & CRAFTS

KIDS ACTIVITIES

DOWNTOWN SHOPPING

Presented by the New Braunfels Chamber's Hispanic Business Alliance

P.O. Box 311417, New Braunfels, TX 78130 • Office: 830-625-2385 • Fax: 830-625-7918 • www.nbhba.com 4/26/2019 4:16 PM



Saturday, October 26, 2019 | Noon - 10:00 p.m. Downtown New Braunfels

The Greater New Braunfels Chamber of Commerce's Hispanic Business Alliance is proud to present its **Fourth Annual Dia de los Muertos Festival** in Downtown New Braunfels on October 26, 2019 from noon to 10:00pm.

Dia de los Muertos is a holiday observance to honor, remember and celebrate the lives of deceased loved ones. This year we are expecting an attendance of more than 14,000 to celebrate this special tradition and Hispanic heritage.

The festival will include:

- *Downtown Shopping*
- *Dancing*
- *Mariachis*
- *Two Stages with Live music*
- *Folklorico Dancers*
- *Aztec Dancers*
- *Art Exhibition*
- *Procession Parade*
- *Community Ofrenda*
- *Kids Activities*
- *Story-Telling Time*
- *Show Us Your Chancla Contest*
- *Mini Ofrenda Contest*
- *Sugar Skull Class*
- *Flores de Papel Class*
- *Best Dressed Catrina Contest*
- *50 plus Vendors of Arts & Crafts, Cultural Food booths, Cultural Food Trucks and much more!*

The goal of the festival is to attract locals and tourists to Downtown New Braunfels, celebrate Hispanic culture and support the Hispanic Business Alliance's mission and initiatives.

The Hispanic Business Alliance is a special division of the Greater New Braunfels Chamber of Commerce, Inc. The HBA will support and encourage Hispanic participation in the New Braunfels business community.

Initiatives supported through this fundraiser include:

- Scholarship Program - Providing annual scholarships for local high school seniors making educational goals more attainable.
- Small Business Grants – Helping to bridge funding gaps for local businesses and entrepreneurs.

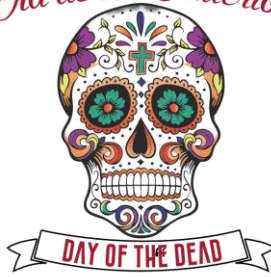
This is a great opportunity to be part of this amazing cultural festival while marketing your company to a large group of potential customers and supporting the Hispanic Business Alliance. **"Bringing the community together to celebrate tradition and cultural heritage."**

We look forward to our partnership!

Sincerely,

Hispanic Business Alliance

Dia de los Muertos



Saturday, October 26, 2019 | Noon - 10:00 p.m.
Downtown New Braunfels
SPONSOR APPLICATION

Please complete this form and return to Hispanic Business Alliance by July 31st.

- \$10,000 El Barril (*Exclusive*)
- \$5,000 El Musico (Main Stage) (*Exclusive*)
- Sponsorship Unlimited:**
(Choose below your preferred Loteria Sponsorship Card)
- \$3,500
 - El Mundo de Los Ninos El Soldado
- \$3,000 La Calle:
 - San Antonio St. Castell Ave
- \$ 2,500
 - La Huaraches (VIP Area) La Ofrenda
 - La Pintora (Art Exhibition) La Chancla

- Sponsorship Unlimited:**
(Choose below your preferred Loteria Sponsorship Card)
- \$ 2,000
 - Las Ventanas de NB HBA Parade Float
 - La Estrella (Movie Night) El Comal (Mixer)
- \$ 1,500
 - La Flor La Mariposa
 - El Gallo El Sombrero
- \$ 1,000
 - El Catrin La Sirena
 - El Mariachi La Calavera
- \$ 500 Amigo

You may also complete this form online at www.NBHBA.com

***Explanation of each Sponsorship included on back

Sponsor Name/Business: _____

Contact Name: _____

Address: _____ City/State/Zip: _____

Email Address: _____ Telephone: _____

What size is your Booth: _____ Electric: Yes No

TYPE OF PAYMENT:

Check (Payable: New Braunfels Chamber of Commerce)

Credit Card #: _____ Exp: _____ CVV: _____ Zip Code: _____

Signature: _____

Print Name: _____ Date: _____

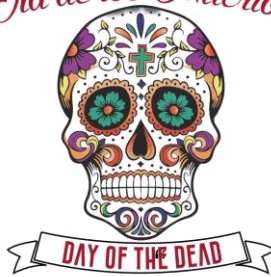
The HBA and the Greater New Braunfels Chamber of Commerce are not responsible for or liable for any damages or causes of injury. My signature on this application ensures that I will pay for the selected Sponsorship amount in full and will abide by any guidelines or policies set forth by the event organizer and the City of New Braunfels.

Questions? Contact Mary Ann Labowski at (830) 515-0169 or email: nbdiaadelosmuertos@gmail.com

Presented by the New Braunfels Chamber's Hispanic Business Alliance

P.O. Box 311417, New Braunfels, TX 78130 • Office: 830-625-2385 • Fax: 830-625-7918 • www.nbhba.com 4/26/2019 4:16 PM

Dia de los Muertos



Saturday, October 26, 2019 | Noon - 10:00 p.m.
Downtown New Braunfels
SPONSORSHIP OPPORTUNITIES

Deadline is July 31, 2019

Sponsorship Unlimited Except Exclusive: (Choose below your preferred Loteria Sponsorship Card)

	El Barril (Exclusive)	El Musico (Exclusive)	El Soldado	El Mundo de Los Ninos	La Calle – Castell	La Calle – San Antonio	La Ofrenda	Las Huaraches (VIP Area)	La Pintora Exposicion	La Chancía	HBA Parade Float	Las Ventanas NB	La Estrella	El Comal Mixer	La Flor	El Gallo	La Mariposa	El Sombrero	El Catrin	La Sirena	El Mariachi	La Calavera	Amigo
	\$10,000	\$5,000	\$3,500	\$3,000	\$2,500	\$2,000	\$1,500	\$1,000	\$500														
ONSITE																							
Festival Partner	✓																						
Site Naming Rights	✓	✓	✓	✓	✓	✓	✓																
Onsite Prime Location	✓																						
Exclusive	✓	✓																					
Logo on Banner	✓	✓	✓	✓	✓	✓																	
10x30 Exhibitor Space	✓																						
10x20 Exhibitor Space	✓	✓	✓	✓	✓	✓																	
10x10 Exhibitor Space	✓						✓				✓												
Electric Provided (100% disc)	✓	✓	✓	✓	✓	✓	✓	✓			✓												
PRINT/PR																							
HBA Membership	✓	✓	✓	✓	✓	✓																	
Logo on Volunteer Shirt	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on Festival Poster	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on Festival Brochure/Map	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Press Release & PSA Mentions	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo/Name in Thank You Ad	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
WEBSITE/SOCIAL MEDIA																							
Logo on Festival Website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Name in Festival Facebook	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Social Media Mentions	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Use of Festival Logo	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
HOSPITALITY																							
VIP Credentials – VIP Tent	✓	✓																					
Festival Drink Tickets	✓	✓																					
Festival Shirts	✓																						