

Día de los Muertos



DAY OF THE DEAD

Saturday, October 22, 2022 | Noon - 10:00 p.m.
Downtown New Braunfels

SPONSORSHIP OPPORTUNITIES

Bringing the community together to celebrate Tradition and Cultural Heritage

Día de los Muertos

Downtown New
Braunfels



October 22, 2022
12pm-10pm

DAY OF THE DEAD

LIVE MUSIC FACE PAINTING COMMUNITY OFRENDIA KIDS AREA
DOWNTOWN SHOPPING FOLKLORICO DANCERS AND MORE!

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 6/1/2022 10:31 AM



Saturday, October 22, 2022 | Noon - 10:00 p.m.
Downtown New Braunfels

The Greater New Braunfels Chamber of Commerce's Hispanic Business Alliance is proud to present its **6th Annual Día de los Muertos Festival** in Downtown New Braunfels on October 22, 2022 from noon to 10:00pm.

Día de los Muertos is a holiday observance to honor, remember and celebrate the lives of deceased loved ones. This year we are expecting more than 10,000 attendees to celebrate this special tradition and Hispanic heritage.

The festival will include:

- *Downtown Shopping*
- *Dancing*
- *Mariachis*
- *Two Stages with Music*
- *Folklorico Dancers*
- *Kids Activities*
- *Art Exhibition*
- *Procession Parade*
- *Community Ofrenda*
- *Face Painting*
- *Vendors*
- *Food and Drinks*

The goal of the festival is to attract locals and visitors to Downtown New Braunfels, celebrate Hispanic culture, and support the Hispanic Business Alliance's educational scholarship program.

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

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,

The Hispanic Business Alliance



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Downtown New Braunfels

SPONSOR APPLICATION

Please complete this form and return to Hispanic Business Alliance by September 30th.
You may also complete this form online.

- ☐ **\$10,000 El Jefe (Exclusive)**
- ☐ **\$5,000 La Estrella (Exclusive)**
- ☐ **\$3,500 La Mariposa**
- ☐ **\$3,000 La Ofrenda**
- ☐ **\$2,500 La Pintora (Art Exhibition)**
- ☐ **\$2,000 La Calavera**
- ☐ **\$1,500 El Catrin**
- ☐ **\$1,000 El Mariachi**
- ☐ **\$500 Amigo**

****Explanation of each sponsorship included on back*

Sponsor Name/Business: _____

Contact Name: _____

Address: _____ City/State/Zip: _____

Email Address: _____ Telephone: _____

TYPE OF PAYMENT:

- ☐ Check (Payable: New Braunfels Chamber of Commerce)
- ☐ Credit Card 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: nbdiadelosmuertos@gmail.com

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SPONSORSHIP OPPORTUNITIES

Deadline is September 30, 2022

Sponsorship Unlimited Except Exclusive

	El Jefe (Exclusive)	La Estrella (Exclusive)	La Mariposa	La Ofrenda	La Pintora	La Calavera	El Catrin	El Mariachi	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	✓	✓							
Logo on Banner	✓	✓	✓	✓					
10x30 Exhibitor Space	✓								
10x20 Exhibitor Space		✓	✓						
10x10 Exhibitor Space				✓	✓	✓			
PRINT/PR									
Logo on Volunteer Shirt	✓	✓	✓	✓	✓	✓			
Logo on Festival Poster	✓	✓	✓	✓	✓	✓	✓		
Logo on Festival Brochure	✓	✓	✓	✓	✓	✓	✓	✓	✓
Press Release & PSA Mentions	✓	✓	✓	✓	✓	✓			
Logo/Name in Thank You Ad	✓	✓	✓	✓	✓	✓	✓	✓	✓
WEBSITE/SOCIAL MEDIA									
Logo on Festival Website	✓	✓	✓	✓	✓	✓	✓	✓	
Name on Festival Facebook	✓	✓	✓						
Social Media Mentions	✓	✓	✓	✓	✓	✓	✓	✓	✓
Use of Festival Logo	✓	✓	✓						
HOSPITALITY									
VIP Credentials	✓	✓							
Festival Drink Tickets	✓	✓							
Festival Shirts	✓								

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