



SPONSOR 2026



## WHAT IS DÍA DE LOS MUERTOS?

Día de los Muertos is a Latin American tradition honoring deceased loved ones through food, drink, music, and activities they enjoyed in life. It embraces death as a natural part of the human journey. On this day, the departed rejoin the community, awakening from their eternal sleep to celebrate with the living.

## OUR MISSION

To celebrate and honor the rich cultural heritage of the Latin American and Hispanic community in McKinney, Texas, and surrounding areas by organizing an inclusive and vibrant festival that educates, entertains, and brings people together. Our mission is rooted in respect, appreciation, and preservation of the traditions associated with Día de los Muertos, while also encouraging dialogue and recognizing the diverse contributions of the Latin American and Hispanic community to our society.

*For six years, McKinney Día de los Muertos has been more than an event—it's become a beloved community tradition that celebrates life, honors heritage, and brings together thousands of families in a vibrant display of culture and connection.*

## SPONSORSHIPS ARE KEY!

Our first five McKinney Día de los Muertos celebrations have been a huge hit and our sponsors were phenomenal! Sponsorships are what empowered us to make this celebration happen and most of our sponsors return year after year. We had roughly 6,500 in attendance for our 2025 event. McKinney's Chamber Foundation is our sponsoring non-profit organization and all donations are tax deductible.

### Your Brand, Amplified

When you sponsor McKinney Día de los Muertos, you're not just placing a logo—you're becoming part of a cultural movement that resonates deeply with our community. Your support demonstrates:

- **Cultural Leadership** - Show your commitment to diversity and heritage
- **Community Investment** - Support education through scholarships
- **Brand Visibility** - Connect with thousands of engaged families
- **Employee Engagement** - Offer meaningful team volunteer opportunities
- **Authentic Connection** - Align your brand with tradition & celebration



### 2025 ADDITIONS

#### Scholarship

We were able to partner with AEYL and McDonald's of North Texas to award a \$3,000 scholarship to a local Hispanic student.

#### VW Beetle showcase

Church St was lined with various VW adorned as altars.

#### Chancla Toss competition

Raising Cane's Chicken Fingers sponsored our Chancla Toss as a fun interactive activity that gave year-round cultural familiarity.

### 2026 NEW & EXPANDED IMPACT

#### PAID Catrina Contest

Upgrading our contest to a paid competition to attract more participants, this enhancement elevates the contest's prestige while encouraging artists to showcase their best work.

#### Cultural Art Classes

These hands-on experiences provide opportunities for culture learning and immersion into the food, art, and authentic traditions of Día de los Muertos.

#### Sponsored Ofrendas

Memorial altars that allow businesses to honor community members while showcasing their brand in a meaningful, respectful way. Available for families.

#### Scavenger Hunt

Participants explore McKinney Square, discovering cultural treasures while supporting local shops. Completed hunts enter participants into an exclusive raffle.

#### VIP Packages

Three tiers of VIP packages offering benefits and enhanced experiences. Each level provides a unique opportunities to make the Día de los Muertos celebration more memorable.

### FAN FAVORITES

#### Entertainment

Vibrant entertainment featuring mariachi bands, traditional Folklorico dancers, Aztec dancers, and more cultural performances.

#### Arts & Crafts

Traditional face painting, create Monarch Messages to honor loved ones, add memories to our communal tree, and more.

#### Around the Park

Authentic ofrendas honoring departed loved ones, browse local merchants and enjoy diverse food from vendors and trucks. Community ofrendas allow a space for anyone to honor a loved one.



## MARKETING IMPACT

- 7000+ unique website visitors in Aug/Oct
- 2600+ followers on Facebook
- 1700+ followers on Instagram
- 6000+ on email emails sends
- 46.5% average CTR on emails
- Annual presentations at surrounding clubs and associations

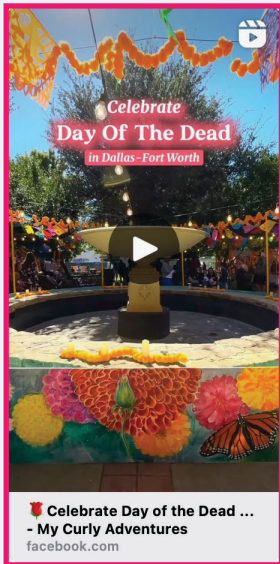
## PREVIOUS ADS PLACED WITH

**COMMUNITY  
IMPACT**

**97.5 KLAKE**  
TODAY'S HITS & YESTERDAY'S FAVORITES

**STAR  
LOCAL  
MEDIA**

## COMMUNITY PRESS



## DONATIONS

Donations may be in the form of a financial or in-kind contribution. In-kind contribution may include t-shirts for volunteers, rental equipment, arts and craft supplies, or any other items needed to manage and produce this event. This event is very popular and sponsorships are a wonderful way to show your support of the community! All donations and sponsorships go directly to funding this event. In-kind contributions match cash sponsor levels up to \$3,000. Ask us how to value your in-kind donation!

## SPONSOR LEVELS

CEMPASÚCHIL (MARIGOLD)	\$20,000	OFRENDAS	\$15,000
<b>Brand Visibility</b> <ul style="list-style-type: none"><li>• 1st tier logo placement on stage banner &amp; event signage</li><li>• Premium brand recognition on social media, website &amp; Eventbrite</li><li>• Logo on volunteer &amp; committee t-shirts</li><li>• Featured on promotional posters &amp; yard signs</li><li>• Employee volunteer opportunities</li><li>• 10' x 10' booth space at event</li><li>• Community Ofrenda Spot</li><li>• Hourly Mention from stage throughout the day</li><li>• Representative speaks on stage for up to 5 minutes during event</li><li>• 1 pre-event video interview</li><li>• 1 post-event video interview</li></ul> <b>6 Royal VIP Tickets</b> - each ticket includes <ul style="list-style-type: none"><li>• Complimentary Water</li><li>• Stage Seating</li><li>• Scavenger Hunt Passport</li><li>• Royal Swag Bag (t-shirt included)</li><li>• (1) Food voucher</li><li>• (1) Agua fresca</li></ul>		<b>Brand Visibility &amp; Marketing</b> <ul style="list-style-type: none"><li>• 2nd tier logo placement on stage banner &amp; event signage</li><li>• Premium brand recognition on social media, website &amp; Eventbrite</li><li>• Logo on volunteer &amp; committee t-shirts</li><li>• Featured on promotional posters &amp; yard signs</li><li>• Employee volunteer opportunities</li><li>• 10' x 10' booth space at event</li><li>• Community Ofrenda Spot</li><li>• Hourly Mention from stage throughout the day</li><li>• Representative speaks on stage for up to 3 minutes during event</li><li>• 1 pre-event video interview</li></ul> <b>4 Royal VIP Tickets</b> - each ticket includes <ul style="list-style-type: none"><li>• Complimentary Water</li><li>• Stage Seating</li><li>• Scavenger Hunt Passport</li><li>• Royal Swag Bag (t-shirt included)</li><li>• (1) Food voucher</li><li>• (1) Agua fresca</li></ul>	

## CALAVERA

\$10,000

### Brand Visibility & Marketing

- 2nd tier logo placement on stage banner & event signage
- Brand recognition on social media & Eventbrite
- Brand recognition on website (linked)
- Logo on volunteer & committee t-shirts
- Featured on promotional posters & yard signs
- Employee volunteer opportunities
- 10' x 10' booth space at event
- Community Ofrenda Spot
- Hourly Mention from stage throughout the day
- Representative speaks on stage for up to 1 minutes during event
- 1 pre-event video interview

### 6 Imperial VIP Packages - each ticket includes

- Complimentary Water
- Imperial Swag Bag (t-shirt included)
- (1) Food voucher
- (1) Agua fresca

## VELADORA

\$5,000

### Brand Visibility & Marketing

- Logo placement on stage banner
- Brand recognition on social media
- Brand recognition on website (linked)
- Logo on volunteer & committee t-shirts
- Featured on promotional posters
- Employee volunteer opportunities
- 10' x 10' booth space at event
- Community Ofrenda Spot
- Mention from stage throughout the day
- Representative speaks on stage for up to 1 minutes during event

### 4 Imperial VIP Packages - each ticket includes

- Complimentary Water
- Imperial Swag Bag (t-shirt included)
- (1) Food voucher
- (1) Agua fresca



## ALEBRIJE

\$2,500

### Brand Visibility & Marketing

- Logo placement on stage banner
- Brand recognition on social media
- Brand recognition on website (linked)
- Logo on volunteer & committee t-shirts
- Featured on promotional posters
- Employee volunteer opportunities
- 10' x 10' booth space at event
- Community Ofrenda Spot
- Mention from stage throughout the day

### 4 Classic VIP Packages - each ticket includes

- Complimentary Water
- Classic Swag Bag (t-shirt included)

## MONARCH

\$1,000

### Brand Visibility & Marketing

- Logo placement on stage banner
- Brand recognition on social media
- Brand recognition on website (linked)
- Logo on volunteer & committee t-shirts
- Featured on promotional posters
- Employee volunteer opportunities
- 10' x 10' booth space at event

### 2 Classic VIP Packages - each ticket includes

- Complimentary Water
- Classic Swag Bag (t-shirt included)

## CORAZÓN

\$500

### Brand Visibility & Marketing

- Logo placement on stage banner
- Brand recognition on social media
- Brand recognition on website (linked)
- Logo on volunteer & committee t-shirts
- Featured on promotional posters
- Employee volunteer opportunities

### 1 Classic VIP Packages - each ticket includes

- Complimentary Water
- Classic Swag Bag (t-shirt included)



### A WORD FROM OUR SPONSORS & VENDORS

McKinney Community Development Corporation is excited about the opportunity to support the Día De Los Muertos Celebration in McKinney with the grant awarded to McKinney Chamber Foundation, which will showcase the city, impact quality of life, and support business development and tourism.

If you're contemplating joining the Día De Los Muertos celebration, I wholeheartedly encourage you to take part! This event is truly enchanting, from the vibrant water fountain adorned in stunning hues, to the heartfelt ofrendas honoring departed loved ones, and the myriad marigolds and monarch butterflies that grace the entire park. And let's not forget the captivating performances showcasing Hispanic folklore, along with the elegantly attired catrinas strolling through the park, which elevate the experience to an even more enchanting level. The team at Personalized Touch eagerly endorses and anticipates this annual festivity.

### APPLICATIONS

Our Sponsor application is open! If you'd like to become a sponsor, please fill out our form online. At that time we can verify the details and send you a sponsorship agreement. If we do not have your agreement, payment and logo before **August 10, 2026**, we cannot guarantee placement in marketing materials and event signage.

All booths must stay within the Día de los Muertos theme. Please go here for examples of the key elements of Día de los Muertos you might include in your booth decor.

#### **All payments must be made by check to:**

McKinney Chamber Foundation Inc  
7300 State Highway 121, Ste 200A  
McKinney, TX 75070

Contact us for ACH payment information.