



September 2026

Dear Prospective **Sponsor**,

On behalf of the New Braunfels Dia de Los Muertos Festival, thank you for considering a partnership with us. We are proud to present our **10th Annual Dia de Los Muertos Festival**, taking place in Downtown New Braunfels on **October 17, 2026**, from noon to 10:00 PM.

Dia de Los Muertos is a holiday observance to honor, remember, and celebrate the lives of our deceased loved ones. This milestone 10th year, we expect an attendance of over **7,000** to celebrate tradition and cultural heritage together as a community. This year's festival will include:

- ✓ Downtown Shopping
- ✓ Aztec Dancers
- ✓ Community Ofrenda
- ✓ Three Stages with Live Music
- ✓ Art Exhibition
- ✓ Kids Activities
- ✓ Mariachis & Folklorico Dancers
- ✓ Procession Parade
- ✓ 100+ Vendors of Arts, Crafts & Cultural Food

Our goal is to attract locals and visitors alike to Downtown New Braunfels while supporting the Dia de Los Muertos mission and our community initiatives. The New Braunfels Dia de Los Muertos Festival is organized exclusively for charitable and educational purposes — our mission is to preserve and promote the cultural heritage and traditions of Dia de Los Muertos through educational and community-based programming that fosters cultural understanding, remembrance, and connection.

Proceeds raised through the festival directly fund:

Scholarship Program

Providing annual scholarships for local high school seniors, making educational goals more attainable.

Community Historia Beautification

Enhancing and beautifying areas throughout our community while honoring and preserving our city's history, culture, and heritage.

As a **sponsor**, your partnership places your brand in front of thousands of festival-goers while making a lasting, tax-deductible impact in our community. We've enclosed our full **Sponsorship Package** outlining twelve sponsorship levels — from \$1,000 to \$15,000 — along with optional à la carte add-ons, so you can choose the level of visibility and involvement that best fits your goals.

We look forward to the possibility of partnering with you for this milestone 10th Annual celebration!

Sincerely,

Mary Ann Castilleja Labowski

Executive Director

New Braunfels Dia de Los Muertos Festival, 501(c)(3)





10TH ANNUAL

Dia de Los Muertos Festival

Downtown New Braunfels, TX

Saturday, October 17th, 2026 • 12:00 PM – 10:00 PM • Free Admission

SPONSORSHIP OPPORTUNITIES

Partner with our festival to put your brand in front of 7,000+ attendees while funding scholarships and community programs across New Braunfels.





Dia de Los Muertos Festival

New Braunfels, TX • A 501(c)(3) Nonprofit

WHY SPONSOR

HONORING LIFE CELEBRATING CULTURE

Sponsor the New Braunfels Dia de Los Muertos Festival to showcase your brand while supporting a vibrant, free community event. With thousands attending for live music, food, shopping, and art, your contribution supports education and cultural heritage — making a lasting impact in the community.

7,000+

EXPECTED ATTENDANCE

100+

VENDORS OF ARTS, CRAFTS & CULTURAL
FOOD

10th

ANNUAL FESTIVAL IN DOWNTOWN NEW
BRAUNFELS



Scholarship Program

Funds raised through the festival are channeled into annual scholarships for local high school seniors, making educational goals more attainable.



Community Historia Beautification

Enhancing and beautifying areas throughout our community while honoring and preserving our city's history, culture, and heritage.



FEATURED IN

New Braunfels Monthly

We were honored to be featured in New Braunfels Monthly, sharing the story and traditions behind our Dia de Los Muertos Festival with the wider community.



“ Preserving cultural heritage, funding scholarships, and beautifying our community — one festival at a time.



Sponsorship Tiers

10th Annual Festival • October 17, 2026

Commit by September 2, 2026

Choose Your Level of Impact

Every sponsorship includes recognition benefits detailed in our full Benefits Guide — all proceeds support scholarships & community beautification.

EXCLUSIVE El Jefe OFFICIAL FESTIVAL PARTNER \$15,000 ✓ Official Festival Partner — exclusive site naming rights ✓ Onsite prime location + on-stage remarks ✓ 10' x 30' exhibitor booth space ✓ Logo on banner, poster, brochure/map & volunteer shirt ✓ Press release, PSA & thank-you ad mentions ✓ Logo & name on festival website + social media ✓ VIP table, festival drink tickets & festival shirts	La Estrella STAGE SPONSOR \$10,000 ✓ Exclusive stage branding ✓ Onsite prime location + on-stage remarks ✓ 10' x 20' exhibitor booth space ✓ Logo on banner, poster, brochure/map & volunteer shirt ✓ Press release & thank-you ad mentions ✓ Logo & name on festival website + social media ✓ VIP table, festival drink tickets & festival shirts	El Corazón STAGE SPONSOR \$7,500 ✓ Exclusive stage branding + onsite prime location ✓ 10' x 10' exhibitor booth space ✓ Logo on banner, poster, brochure/map & volunteer shirt ✓ Press release & thank-you ad mentions ✓ Logo & name on festival website + social media ✓ Festival drink tickets & shirts
El Músico STAGE SPONSOR \$6,000 ✓ Onsite prime location + on-stage remarks ✓ Logo on the main event banner ✓ 10' x 10' exhibitor booth space ✓ Logo on poster, brochure/map & volunteer shirt ✓ Logo & name on festival website + social media ✓ VIP table	La Plaza STAGE SPONSOR \$5,000 ✓ Onsite prime location ✓ Logo on the main event banner ✓ 10' x 10' exhibitor booth space ✓ Logo on poster, brochure/map & volunteer shirt ✓ Logo & name on festival website + social media	La Chankla AFTER PARTY SPONSOR \$4,000 ✓ Logo on the main event banner ✓ 10' x 10' exhibitor booth space ✓ Logo on poster, brochure/map & volunteer shirt ✓ Logo & name on festival website + social media
La Ofrenda \$3,500 ✓ Onsite prime location ✓ Logo on the main event banner ✓ 10' x 10' exhibitor booth space ✓ Logo on festival poster & brochure/map ✓ Logo on festival website + social media mentions	La Pintora ART EXHIBITION SPONSOR \$2,500 ✓ Onsite prime location ✓ 10' x 10' exhibitor booth space ✓ Logo on festival poster & brochure/map ✓ Logo & name on festival website + social media	Los Niños KIDS AREA SPONSOR \$2,000 ✓ Site naming rights — Kids Area ✓ Logo on festival poster & brochure/map ✓ Logo on festival website + social media mentions
La Mariposa \$1,500 ✓ Logo/name in the festival thank-you ad ✓ Logo on poster, brochure/map & volunteer shirt	La Flor \$1,000 ✓ Logo/name in the festival thank-you ad ✓ Logo on poster & brochure/map	Walk of Remembrance \$1,000 ✓ Logo/name in the festival thank-you ad ✓ Logo on festival poster ✓ Logo on volunteer shirt

À La Carte Add-Ons — stack with any tier above

La Memoria \$850 ✓ Logo/name in the festival thank-you ad ✓ Logo on festival poster	El Pasco PARADE SPONSOR \$700 ✓ Featured branding during the Procession Parade ✓ Logo/name in the festival thank-you ad ✓ Logo on festival poster	El Fanático \$500 ✓ Logo/name in the festival thank-you ad	Amigo \$500 ✓ Logo/name in the festival thank-you ad	El Sol BREAKFAST SPONSOR \$250 ✓ Recognized as sponsor of the festival volunteer breakfast
--	--	--	--	---

All sponsorships are payable via check or online via Square — see the **Commitment Form** for details.



Sponsorship Commitment Form

10th Annual Festival • October 17, 2026 • Downtown New Braunfels, TX

BUSINESS / ORGANIZATION NAME

CONTACT NAME

TITLE

PHONE

EMAIL

MAILING ADDRESS

Select Your Sponsorship Level

☐ El Jefe	\$15,000	☐ La Estrella	\$10,000
☐ El Corazón	\$7,500	☐ El Músico	\$6,000
☐ La Plaza	\$5,000	☐ La Chankla	\$4,000
☐ La Ofrenda	\$3,500	☐ La Pintora	\$2,500
☐ Los Niños	\$2,000	☐ La Mariposa	\$1,500
☐ La Flor	\$1,000	☐ Walk of Remembrance	\$1,000

Add-Ons (optional, stack with any tier)

☐ La Memoria	\$850	☐ El Paseo — Parade Sponsor	\$700
☐ El Fanático	\$500	☐ Amigo	\$500
☐ El Sol — Breakfast Sponsor	\$250		

SIGNATURE

DATE

COMMITMENT DEADLINE

September 2, 2026

How to Pay

 **Scan & Pay Online** — each sponsorship tier has its own dedicated Square payment link. Scan the QR code to open our Sponsors page and tap "Pay via Square" under your selected tier.

 **Mail a Check** payable to NB Día de Los Muertos Festival, P.O. Box 310956, New Braunfels, TX 78131.

 All sponsorships are tax-deductible — we are a registered 501(c)(3) nonprofit.

Pay via Square



Scan to open nbddl.org/#sponsors — each tier has its own Square payment link.



Questions? Contact us at info@nbddl.org | (830) 515-0169

WWW.NBDDL.ORG



Sponsorship Benefits Guide

A side-by-side comparison of what each sponsorship level includes

	El Jefe \$15,000	La Estrella \$10,000	El Corazón \$7,500	El Músico \$6,000	La Plaza \$5,000	La Chankla \$4,000	La Ofrenda \$3,500	La Pintora \$2,500	Los Niños \$2,000	La Mariposa \$1,500	La Flor \$1,000	Walk of Remem. \$1,000
Naming Rights (Site/Area)	✓	—	—	—	—	—	—	—	✓	—	—	—
Exclusive Stage/Area Branding	—	✓	✓	—	—	—	—	—	—	—	—	—
Onsite Prime Location	✓	✓	✓	✓	✓	—	✓	✓	—	—	—	—
On-Stage Remarks	✓	✓	—	✓	—	—	—	—	—	—	—	—
Exhibitor Booth Space	10'x30'	10'x20'	10'x10'	10'x10'	10'x10'	10'x10'	10'x10'	10'x10'	—	—	—	—
Logo on Main Event Banner	✓	✓	✓	✓	✓	✓	✓	—	—	—	—	—
Logo on Festival Poster	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on Brochure/Site Map	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	—
Logo on Volunteer Shirt	✓	✓	✓	✓	✓	✓	—	—	—	✓	—	✓
Website + Social Media	✓	✓	✓	✓	✓	✓	✓	✓	✓	—	—	—
Press Release Mention	✓	✓	✓	—	—	—	—	—	—	—	—	—
Thank-You Ad Mention	✓	✓	✓	—	—	—	—	—	—	✓	✓	✓
VIP Table	✓	✓	—	✓	—	—	—	—	—	—	—	—
Drink Tickets & Festival Shirts	✓	✓	✓	—	—	—	—	—	—	—	—	—

✓ Included — Not included at this level

Ready to Join Us? Let's Talk.

Every sponsorship — at every level — helps fund student scholarships and beautify our community while putting your brand in front of 7,000+ festival-goers. We're happy to build a custom package if none of the levels above are the perfect fit.

CONTACT US

info@nbddlm.org

(830) 515-0169



All sponsorship levels also stack with optional à la carte add-ons (La Memoria, El Paseo, El Fanático, Amigo, El Sol) — see the **Sponsorship Tiers** page for full details. Custom benefit packages available upon request.

WWW.NBDDL.M.ORG