

**10th Annual Magnolia Park  
DIA DE LOS MUERTOS PARADE & FESTIVAL**  
In Partnership with The Law Office of Domingo Garcia



**Saturday, October 28, 2023**

**HIDALGO PARK  
HOUSTON TEXAS**



**SPONSOR  
PACKAGE**

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DIA DE LOS MUERTOS PARADE & FESTIVAL**  
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HOUSTON TEXAS**

**EVENT CHAIRS**

**Celia Medina Garcia  
Marcie Mir  
Lupe Olivarez  
Gloria Ann Rodriguez  
Gloria Zenteno  
Javier Zenteno**

**COMMITTEE LEADS**

**Maria Bolanos  
Rachel Cevallos  
Sonia Corrales  
Eva Loreda  
Mich Martinez  
Lizbeth Ortiz  
Desi Rios  
Baldemar Rodriguez  
Gloria Alvarez Rodriguez  
Michelle Sacks  
Rene Gonzalez**

# MAGNOLIA PARK



Magnolia Park is the oldest neighborhood in Houston, platted in 1896 by Thomas M. Brady. Today, the community has the highest concentration of Latino residents in the area with the highest percentage of Spanish-speaking households.

For the past decade, community residents and leaders have organized the Magnolia Park Día de los Muertos' annual event. The event's goal is to celebrate the neighborhood's rich history and the residents who create new memories every day through the lens of the Mexican holiday of Día de los Muertos. This holiday honors loved ones and ancestors who have gone before us; its traditions are cherished by many Mexican and Mexican-American families.

For 2023, we will once again return to historic Hidalgo Park, located in the heart of Magnolia Park, on Saturday, October 28, 2023.

Want to see it for yourself?

Watch our recap videos to get a sense of the atmosphere. Also, check out our short film, "Adelante con la Cultura."

All on YouTube or at [magnoliaparkdiadelosmuertos.com](http://magnoliaparkdiadelosmuertos.com).



## DEMOGRAPHICS

In the first few years the majority of our event attendees were residents and former residents of Magnolia Park. With the growth and expansion of the event, attendees now come from throughout the Houston metropolitan area. This diversity is what makes the city of Houston unique.

The event chairs are committed to making it a community-driven collaboration. Several Magnolia Park businesses and nonprofit organizations have been longtime sponsors of the event, with new local businesses making up the event's core funding.



## COMMUNITY PARTICIPATION



The celebration has always included and prioritized community participation so that it can truly be a reflection of Magnolia Park. This includes honoring community heroes every year as well as building a community altar. Attendees are given the opportunity to contribute to the community altar, or they may choose to build their own altars honoring loved ones who have passed away.

## **SPONSORSHIP LEVELS**



### **\$5,000 - VIVA MAGNOLIA SPONSOR**

- Prominent name/logo acknowledgment, press releases & event banner
- Complimentary Parade entry
- Complimentary 10' x 10' booth space
- Five official event t-shirts
- 4 x donor recognition on social media channels with a weekly post reach of over 3,000 views
- Prominent name/logo acknowledgment on event website linked to your organization

### **\$2,500 - MARAVILLA SPONSOR**

- Prominent name/logo acknowledgment, press releases & event banner
- Complimentary Parade entry
- Complimentary 10' x 10' booth space
- Four official event t-shirts
- 3 x donor recognition on social media channels with a weekly post reach of over 3,000 views
- Prominent name/logo acknowledgment on website

### **\$1,000 - CALAVERA SPONSOR**

- Prominent name/logo acknowledgment, press releases & event banner
- Complimentary Parade entry
- Complimentary 10' x 10' booth space
- Two official event t-shirts
- 2 x donor recognition on social media channels with a weekly post reach of over 3,000 views
- Prominent name/logo acknowledgment on website

### **\$500 - CANAL STREET SPONSOR**

- Complimentary 10' x 10' booth space
- One official event t-shirts
- 1 x donor recognition on social media channels with a weekly post reach of over 3,000 views
- Prominent name/logo acknowledgment on website





## **SPONSORSHIP LEVELS**

### **\$5,500 - ENTERTAINMENT SPONSOR**

- Prominent name/logo acknowledgment, press releases & event banner
- Complimentary Parade entry
- Complimentary 10' x 10' booth space
- Five official event t-shirts
- 3x donor recognition on social media channels with a weekly post reach of over 3,000 views
- Prominent name/logo acknowledgment on event website linked to your organization
- Every entertainer/performer will mention your name
- Will mention your name if any radio time
- A banner on stage with your name

### **\$3,500 PRODUCTION/STAGE SPONSOR**

- Prominent name/logo acknowledgement, press releases & event banner
- Complimentary Parade entry
- Complimentary 10' x 10' booth space
- Four official event t-shirts
- 2x donor recognition on social media channels with a weekly post reach of over 3,000 views
- Prominent name/logo acknowledgment on event website linked to your organization
- A banner on stage with your name

### **\$2,700 - KIDS ZONE SPONSOR**

- Prominent name/logo acknowledgment, press releases & event banner
- Complimentary Parade entry
- Complimentary 10' x 10' booth space
- 3 official event t-shirts
- 2 x donor recognition on social media channels with a weekly post reach of over 3,000 views
- Prominent name/logo acknowledgment on website
- A banner with their name in the Kids Zone





## SPONSORSHIP LEVELS

- \$5,500 - ENTERTAINMENT SPONSOR
- \$5,000 - VIVA MAGNOLIA SPONSOR
- \$3,500 - PRODUCTION/STAGE SPONSOR
- \$2,700 - KIDS ZONE SPONSOR
- \$2,500 - MARAVILLA SPONSOR
- \$1,000 - CALAVERA SPONSOR
- \$500 - CANAL SPONSOR



## DONOR INFORMATION

Donor Contact: \_\_\_\_\_  
Name(s) for Recognition: \_\_\_\_\_  
Address: \_\_\_\_\_  
City / State/ Zip Code: \_\_\_\_\_  
Donation Amount: \_\_\_\_\_

## TO SECURE SPONSOR DONATIONS

### CHECKS

Make check payable to El Centro de Corazón and mail the completed form to P.O. Box 230209, Houston, Texas 77223.

### CREDIT CARDS

Please contact Monica Moore at [mmoore@elcentrochc.org](mailto:mmoore@elcentrochc.org) to make your donation via credit card.

**PLEASE** send your logo to [mmoore@elcenrochc.org](mailto:mmoore@elcenrochc.org) by September 15, 2023.

Once your Sponsorship Form has been submitted, donor acknowledgment letters will be mailed to the address provided in the form.

Magnolia Park Día de los Muertos fiscal agent is El Centro de Corazón. El Centro is a 501 (c)(3) non-profit organization. Your contribution is tax deductible to the extent allowed by law. Federal ID#: 76-0442781.