

DENTON'S DAY OF THE DEAD FESTIVAL

www.dentondayofthedeafestival.com

2023 Sponsorship Opportunities

Denton's Favorite Fall Festival October 27/28/29

Denton's Day of the Dead Festival celebrates the fall season, paying homage to the goodness of the harvest, Dia de los Muertos and all things Halloween! Denton's Day of the Dead Festival is an outdoor event that takes place on E. Hickory, E. Oak St. and Industrial Street. Festival goers can enjoy Pine-box Races, Coffin Races, Twilight Lantern Parade, Cirque du Horror Show, a Pumpkin Patch and Costume Contest.

Get your brand in front of over 20,000 fun-loving festival goers when you sponsor this special non-profit event!

A Portion of all proceeds go to Serve Denton and Cumberland Children's Home.



Oct 27

6:00 pm-10:00 pm

Pine-Box Derby
Cirque du Horror

Oct 28

11:00 am - 11:00 pm

Coffin Races | Pumpkin Patch
Twilight Parade
Main Stage 2023 Headliner:
Grupo Fantasma
Cirque du Horror (tent)

Oct 29

5:00 pm

Cirque du Horror



“Spirit” Sponsor \$40,000

- Logo on DOD web-page
- Logo on festival posters, programs, and signs
- Logo on social media and digital ads (beginning in August)
- Logo on live stream during the Coffin races
- Recognition on all festival stages on Saturday
- Announcements on Main Stage throughout day
- Announcements on Coffin Race Stage during race
- Main Stage Backdrop (see attached)
- Announcements on Pumpkin Patch Stage throughout day
- Announcements on Cirque du Horror Stage for all 4 shows (Fri-Sun)
- Sponsor Ad material (posters, flyer’s, merch, etc) displayed in VIP areas
- VIP access area with drinks during coffin races (up to 10 wrist bands)
- Car in Coffin Races
- Up to 8 banners on Coffin Race Fencing - Sponsor to provide banners (dimensions : 32”x72”)
- Program recognition for Cirque du Horror shows
- VIP reserved seating for Cirque du Horror with drinks (up to ten)
- 10 Cirque du Horror tickets for Cirque VIP night, Oct 26th @ 7:30pm
- 10 Festival shirts, provided by Pan-Ector Industries



Title Sponsor \$20,000

- Logo on DOD web-page
- Logo on festival posters, programs, and signs
- Logo on social media and digital ads (beginning in August)
- Logo on live stream during the Coffin races
- Recognition on all festival stages on Saturday
- Announcements on Main Stage throughout day
- Announcements on Coffin Race Stage during race
- Announcements on Pumpkin Patch Stage throughout day
- Announcements on Cirque du Horror Stage for all 4 shows (Fri-Sun)
- Sponsor Ad material (posters, flyer's, merch, etc) displayed in VIP areas
- VIP access area with drinks during coffin races (up to 10 wrist bands)
- Coffin Car in Coffin Races
- Up to 8 banners on Coffin Race Fencing - Sponsor to provide banners (dimensions : 32"x72")
- Program recognition for Cirque du Horror shows
- VIP reserved seating for Cirque du Horror with drinks (up to ten)
- 10 Cirque du Horror tickets for Cirque VIP night, Oct 26th @ 7:30pm
- 10 Festival shirts, provided by Pan-Ector Industries



Main Stage Sponsor \$10,000

- Logo on DOD/CDH website
- Logo on social media and digital ads (beginning in August)
- Logo on live stream during the Coffin races
- Logo on all Main Stage Headliner promotional ads/posters
- Banner(s) displayed on Main Stage
- Recognition throughout festival stages on Saturday
- Announcements on Main Stage, Pumpkin Patch Stage, Cirque du Horror Stage
- VIP access area with drinks during coffin races (10 wristbands)
- VIP reserved seating for Cirque du Horror with drinks (up to ten)
- 10 Cirque du Horror tickets for Cirque VIP night, Oct 26th @ 7:30pm
- Program recognition for Cirque du Horror shows
- 10 Festival shirts, provided by Pan-Ector Industries



Big Top Sponsor \$10,000

- Logo on DOD/CDH website
- Logo on social media and digital ads (beginning in August)
- Logo on live stream during the Coffin races
- Program recognition for Cirque du Horror shows
- Recognition before every Cirque show
- Banner prominently displayed over the Cirque du Horror Stage
- Recognition throughout festival stages on Saturday
- Announcements on Main Stage, Pumpkin Patch Stage, Cirque du Horror Stage
- VIP access area with drinks during coffin races (10 wristbands)
- VIP reserved seating for Cirque du Horror with drinks (up to ten)
- 10 Cirque du Horror tickets for Cirque VIP night, Oct 26th @ 7:30pm
- Program recognition for Cirque du Horror shows
- 10 Festival shirts, provided by Pan-Ector Industries



Coffin Race Sponsor \$5000

ALL LEVELS INCLUDE

- Logo on printed/digital posters
- Logo on live stream of Coffin race
- 6 Festival shirts, provided by Pan-Ector Industries
- Commemorative, Custom designed plaque
- Recognition throughout festival stages on Saturday
- VIP access area with drinks during coffin races (6 wristbands)
- 6 Cirque du Horror tickets for Cirque VIP night, Oct 26th @ 7:30pm



Coffin Race Starting Line Sponsor

Additional

- Starting Line Banner
- Firing of starting pistol (1st Race: 1st time trial)

Coffin Race Finishing Line Sponsor

Additional

- Finishing Line Banner
- Firing of starting pistol (1st Race: 2nd time trial)

Coffin Race Pit Row Sponsor

Additional

- 6 Banners (provided by sponsor) displayed prominently on the Pit Row fence
- Firing of starting pistol (Bracket Race: 1st race)

Coffin Race Announcer Stage Sponsor

Additional

- 6 Banners (provided by sponsor) displayed prominently on the Pit Row fence
- Firing of starting pistol (Semi Finals: 1st race)



Orchestra of the Undead Sponsor \$5000

Cirque du Horror Show

- Logo and recognition on festival posters, programs, and signs
- Logo on social media and digital ads (beginning in August)
- Logo on live stream during the Coffin races
- Program recognition for Cirque du Horror shows
- Recognition before every Cirque show
- VIP access area with drinks during coffin races (6 wristbands)
- 6 Cirque du Horror tickets for Cirque VIP night, Oct 26th @ 7:30pm
- 6 Festival shirts, provided by Pan-Ector Industries



Pumpkin Stage Sponsor \$5000

- Logo and recognition on festival posters, programs, and signs
- Logo on social media and digital ads (beginning in August)
- Logo on live stream during the Coffin races
- Banner displayed on Pumpkin Patch Stage
- Recognition throughout festival stages on Saturday
- Announcements on Main Stage, Pumpkin Patch Stage, Cirque du Horror Stage
- VIP access area with drinks during coffin races (6 wristbands)
- 6 Cirque du Horror tickets for Cirque VIP night, Oct 26th @ 7:30pm
- 6 Festival shirts, provided by Pan-Ector Industries



Parade Sponsor \$5000

- Logo and recognition on festival posters, programs, & signs
- Logo on social media and digital ads (begining in August)
- Logo on live stream during the Coffin races
- Logo on Parade Banner
- Premium Parade float placement
- Recognition on all festival stages on Saturday
- 2 banners on Coffin Race fencing
(Sponsor to provide banners – dimensions – up to 32" H x 72" W)
- VIP access area with drink tickets during coffin races (6 wristbands)
- 6 Cirque du Horror tickets for Cirque VIP night, Oct 26th @ 7:30pm
- 6 festival t-shirts, provided by Pan-Ector Industries



Ringleader Sponsor \$2500

- Logo and recognition on festival posters, programs, and signs
- Logo on social media and digital ads (begining in August)
- Logo on live stream during the Coffin races
- Recognition on all festival stages on Saturday
- 2 banners on Coffin Race fencing
(Sponsor to provide banners – dimensions –up to 32" H x 72" W)
- 4 Cirque du Horror tickets for Cirque VIP night, Oct 26th @ 7:30pm
- 4 festival t-shirts, provided by Pan-Ector Industries



Catrina \$1000

- Name recognition on festival signs and social media
- Logo on live stream during the Coffin races
- 2 banners on Coffin Race Fencing
(Sponsor to provide banners– dimensions – up to 32" H x 72" W)
- 2 Cirque du Horror tickets for Cirque VIP night, Oct 26th @ 7:30pm
- 2 festival t-shirts, provided by Pan-Ector Industries



Monarch \$650

- Name recognition on festival signs and social media
- 2 banners on Coffin Race Fencing
(Sponsor to provide banners– dimensions –up to 32" H x 72" W)
- 1 festival t-shirt, provided by Pan-Ector Industries

Harvest Moon \$450

- Name recognition on festival signs and social media
- Banner on Coffin Race Fencing
(Sponsor to provide banners- dimensions – up to 32" H x 72" W)

The Racer \$150

- Banner on Coffin Race Fencing
(Sponsor to provide banners- dimensions – up to 32" H x 72" W)



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