

Denton's
Favorite
Fall
Festival!

October 24/25/26

DENTON'S DAY OF THE DEAD FESTIVAL

2025 Sponsorship Opportunities



Denton's Day of the Dead Festival celebrates community and culture, paying homage to the many wonderful things the fall has to offer : the goodness of the harvest, the Dia de los Muertos holiday, and all things Halloween!

The festival is an all inclusive and family focused outdoor event that takes place on E. Hickory, E. Oak and Industrial Street. Festival goers can enjoy great food and drink, arts and crafts, and live music and dance, along with unique events like the Pinebox Races, Coffin Races, a Twilight Lantern Parade, a community altar and a "Flight of Souls," the "Cirque du Horror" Musical, a Pumpkin Patch and Costume Contest, story telling, and performances from Denton ISD schools.

Get your brand in front of over 25,000 fun-loving festival goers when you sponsor this special non-profit event! A portion of all proceeds go to Serve Denton and Cumberland Youth and Family Services.

Our Schedule

October 24

- 6:00 pm - 10:00 pm
- Pinebox Derby
- Cirque du Horror (tent)

October 25

- 11:00 am - 11:00 pm
- Food, Arts & Crafts Vendors
- Coffin Races
- Pumpkin Patch
- Community Altar
- Flight of Souls
- Costume Contest
- Twilight Parade
- Live Music & Dance
- Two Cirque du Horror Performances (tent)



October 26

- 5:00 pm - 7:00 pm
- Cirque du Horror (tent)

visit us online! dentondayofthedeadfestival.com

Sponsorship Opportunities	Title	Main Stage	Big Top	Orchestra of the Undead	Parade Sponsor	Pumpkin Stage	Starting Line	Finish Line	Pit Row	Announcer Stage	Pinebox Derby	Ring Leader	Castrina	Monarch	Harvest Moon	Racer
	\$20,000	\$10,000	\$10,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$2,500	\$2,500	\$1,000	\$650	\$450	\$150	
Shoutout on Social Media	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
Logo on live stream during the Coffin Races	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
Logo on newsletters	X	X	X	X	X	X	X	X	X	X	X	X	X			
Logo on posters	X	X	X	X	X	X	X	X	X	X	X	X				
Custom graphic with Logo on social media	X	X	X	X	X	X	X	X	X	X	X	X				
Vendor booth space to promote your business	X	X	X	X	X	X	X	X	X	X						
Posting of sponsor-provided commercial on social media	X	X	X	X	X	X	X	X	X							
Sponsor-provided commercials rotate on the Live Stream	X	X	X	X	X	X	X	X	X							
Premium parade float placement	X	X	X	X	X	X	X	X	X							
Program recognition at Cirque Du Horror Shows	X	X	X	X	X	X	X	X	X							
Recognition before every Cirque Show	X	X	X	X												
Sponsor Ad materials displayed in the VIP area at Cirque Du Horror	X	X	X	X												
Logo on Day of the Dead and Cirque Du Horror website	X	X	X													
Free entry for one car in the Coffin Race	X	X	X													
Custom made banner/logo on Main Stage	X	X														
Logo on all social media event announcement graphics and videos	X															
Logo on the Cirque Du Horror Stage Banner			X													
Logo on the Parade Grand Marshall Banner				X												
Logo on Pumpkin Patch Stage Banner					X											
Logo on Coffin Race Starting Line Banner						X										
Logo on Coffin Race Finish Line Banner							X									
Logo on Coffin Race Pit Row Banners								X								
Logo on Coffin Race Announcers Stage									X							
Fire Starter Pistol (1st Race: 1st Time Trial)							X									
Fire Starter Pistol (1st Race: 2nd Time Trial)								X								
Fire Starter Pistol (Bracket Race: 1st Race)									X							
Fire Starter Pistol (Semi Finals: 1st race)										X						
Perks, Passes, and Swag																
VIP Cirque du Horror tickets - Thursday night (with drinks)	10	10	10	6	6	6	6	6	6	6	4	4	2			
Festival T-shirts, provided by Pan-Ector Industries	10	10	10	6	6	6	6	6	6	6	4	4	2	1		
Banner on Coffin Race Fencing	8	4	4	2	2	2	2	2	2	2	2	2	2 *you provide	1 *you provide	1 *you provide	1 *you provide

