

Denton's
Favorite
Fall
Festival!

October 23/24/25

DENTON'S DAY OF THE DEAD FESTIVAL

2026 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 40,000 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 23

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

October 24

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

October 25

- 2:00pm - 7:00pm
- Pinebox Derby (GDAC)
- Cirque du Horror (tent)



visit us online! dentondayofthedeafestival.com

DENTON'S DAY OF THE DEAD FESTIVAL

Sponsorship Opportunities	Ring Leader	Catrina	Monarch	Harvest Moon	Raceway Banner
	\$2,500	\$1,000	\$650	\$450	\$150
Shoutout on Social Media	X	X	X	X	
Logo on live stream during the Coffin Races	X	X			
Logo on newsletters	X	X			
Logo on posters	X				
Custom graphic with Logo on social media	X				
Vendor booth space to promote your business					
Free entry for one car in the Coffin Race					
Posting of sponsor-provided commercial on social media					
Sponsor-provided commercials rotate on the Live Stream					
Recognition before every Cirque Show					
Logo on Day of the Dead and Cirque Du Horror website					
Custom made banner/logo on Main Stage					
Logo on the Cirque Du Horror Tent Banner					
Fire Starter Pistol					
Perks, Passes, and Swag					
VIP Cirque du Horror tickets - Thursday night (with drinks)	4	2			
Festival T-shirts, provided by Pan-Ector Industries	4	2	1		
Banner on Coffin Race Fencing	2	2 *you provide	2 *you provide	1 *you provide	1 *you provide

