Denton's Favorite Fall Festival!

October 23/24/25

DENTON'S DAY OF THE DEAD FESTIVAL

2026 Sponsorship Opportunities

Denton's Dayof theDead Festivalcelebrates 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! dentondayofthedeadfestival.com

DENTON'S DAY OF THE DEAD FESTIVAL

Sponsorship Opportunities	Title	Big Top Tower	Main Stage	Community Stage	Big Top Tent	Start/Finish Stages	VIP Coffin Race Tent	Starting Line	Finish Line	Pit Row	Parade Sponsor	Pinebox Derby	GDAC/ Trunk or Treat	Ofrenda	Pumpkin Patch Theatre
	$25,000	$15,000	SOLD	$10,000	$7,500	SOLD	SOLD	SOLD	SOLD	SOLD	SOLD	SOLD	SOLD	SOLD	SOLD
Shoutout on Social Media	X	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	X
Logo on newsletters	X	X	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	X	X	X
Custom graphic with Logo on social media	X	X	X	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	X	X	X	X	X
Free entry for one car in the Coffin Race	X	X	X	X	X	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	X	X				
Sponsor-provided commercials rotate on the Live Stream	X	X	X	X	X	X	X	X	X	X	X				
Recognition before every Cirque Show	X	X	X	X	X	X	X	X	X	X	X				
Logo on Day of the Dead and Cirque Du Horror website	X	X	X	X	X	X	X	X	X	X	X				
Custom made banner/logo on Main Stage	X	X	X												
Logo on the Cirque Du Horror Tent Banner	X	X													
Fire Starter Pistol						SF R1		R1 TT1	R1 TT2	BR R 1					
Perks, Passes, and Swag															
VIP Cirque du Horror tickets - Thursday night (with drinks)	10	10	10	10	8	8	6	6	6	6	6	4	4	4	4
Festival T-shirts, provided by Pan-Ector Industries	10	10	10	10	8	8	6	6	6	6	6	4	4	4	4
Banner on Coffin Race Fencing	8	4	4	4	4	4	2	2	2	2	2	2	2	2	2