

DIA DE LOS MUERTOS

Festival and Parade

Benefiting Round Rock Ballet Folklórico



ABOUT DIA DE LOS MUERTOS

Día de los Muertos is a traditional Mesoamerican holiday dedicated to our ancestors by honoring our connection to those that have passed on and celebrating the cycle of life.

ABOUT THIS COMMUNITY EVENT

Join Round Rock Ballet Folklórico, along with the City of Round Rock, Round Rock Arts, and Univision for the 13th Annual Dia de los Muertos procession and festival, from 3 to 10 p.m. on Saturday, November 7, 2026 at Lakeview Pavilion 3300 E. Palm Valley Blvd. Round Rock, TX 78665.

This family-friendly event will feature live music, cultural performances, tasty food, vendor booths, crafts for children, and more. Festival goers will have the opportunity to compete in various contests. Sponsors make this wonderful event possible, and proceeds from this activation will benefit Round Rock Ballet Folklórico.



ABOUT ROUND ROCK BALLEF FOLKLORICO

Yolanda Sanchez founded Round Rock Ballet Folklórico, a 501C3 nonprofit, in 1988 to offer everyone an opportunity to learn and grow through the art of dance. For over 20 years and counting, hundreds of dancers are invited to express themselves through dance and give back to their community. Round Rock Ballet Folklórico dancers come from the many different ethnicities and cultures, and all are welcomed. Each student who participates walks away with a unique perspective about Mexican heritage and the different cultures that have influenced Mexico for generations. We open our doors to anyone who is interested in furthering their knowledge of the dance and culture of Mexico.



www.roundrockballetfolklorico.org

Become a 2026 Dia De Los Muertos Sponsor

Request to be a sponsor by September 11!

Event Sponsor Recognition						
		\$500 Ofrenda 10 spots	\$1,000 Calavera 6 spots	\$2,500 Calendula 5 spots	\$3,500 Calaca 4 spots	\$5,000 Catrina 1 spot
• Right to event toolkit for use in sponsor advertising		✿	✿	✿	✿	✿
• 10 x 10 booth space at the event		✿	✿	✿	✿	✿
• Opportunity for item inclusion in event drawing		✿	✿	✿	✿	✿
• Logo on event flier		✿	✿	✿	✿	✿
• Inclusion in social media post with other sponsors			✿	✿	✿	✿
• Logo prominently included in marketing, where possible			✿	✿	✿	✿
• Opportunity to provide banner for the procession				✿	✿	✿
• Opportunity to participate in the procession				✿	✿	✿
• Logo on Main Stage					✿	✿
• Opportunity for Main Stage Announcement or Address					✿	✿
• Dedicated social media post						✿
• Logo on main parade banner						✿
• Sponsor acknowledgement in event press release						✿
• Opportunity for one RRBf performance or dance lesson at your local facility or event on a mutually agreed upon date and time.						✿

In-Kind Donors: We are also seeking in-kind donations of high value prizes and/or product donations, such as water, snacks, crafting supplies, etc. Agreed upon recognition for in-kind donations is commensurate to contribution value. For sponsorship questions, contact RRBFstudio@yahoo.com.

Vendor or Food Booth: Standalone booth opportunities are also available. Please request and complete a vendor booth or food booth application and submit via email or mail by **September 11**.



Attendance: 15,000+



For question about RRBf, contact:

Yolanda Sanchez

Phone: (512) 659-5667

Email: RRBFstudio@yahoo.com

Mailing Address: 2333 Centennial Loop, Round Rock, TX, 78665

2026 Dia De Los Muertos Sponsorship Form

Please complete this form and return to
RRBFstudio@yahoo.com or mail to RRBF at
2333 Centennial Loop, Round Rock, TX, 78665
by September 11, 2026.



Select your desired sponsorship level:

- ☐ \$5,000 Catrina
- ☐ \$3,500 Calaca
- ☐ \$2,500 Calendula
- ☐ \$1,000 Calavera
- ☐ \$500 Ofrenda
- ☐ In-kind Only

In-kind items or services: _____

Organization Name: _____

Organization Email: _____

Organization Phone: _____

Address: _____

Sponsorship Payment

☐ Check Number : _____ or ☐ Paid online on: _____ / _____ or
Mon / Day

☐ Credit Card Information:

Name on Card: _____

Billing Address: _____

Card Number: _____

Expiration: _____ / _____ CCV: _____ Billing Zip Code: _____