

• Celebrating •
Mexic-Arte Museum

&
The 5th Street Mexican American
Heritage Corridor & District

**CINCO
DE
MAYO**

Luncheon

Friday, May 5, 2023

11:00 a.m. — 1:00 p.m.

Thompson Hotel, 506 San Jacinto Blvd. Austin, Tx 78701



The 5th Street Mexican American Heritage Corridor and District Cinco de Mayo Luncheon

An Invitation: The Cinco de Mayo Luncheon will gather downtown businesses and stakeholders to celebrate, promote and learn about the Mexic-Arte Museum, the Cinco de Mayo historic event, and the 5th Street Mexican American Heritage Corridor and District. We invite you and your company to join Mexic-Arte Museum in sponsoring the first Cinco de Mayo Luncheon in Austin. This event will raise funds for Mexic-Arte, the pioneer and major anchor of the 5th Street Corridor. Sponsorship opportunities and benefit information are attached.

Date: Friday, May 5, 2023 | 11:00 a.m. – 1:00 p.m.
Place: Thompson Hotel, 506 San Jacinto Blvd. Austin, Texas 78701
Guest Speakers: Dr. Jesús F. de la Teja - *The Meaning and Significance of Cinco de Mayo*
Dr. Cynthia E. Orozco - *The History of Mexican Americans in Austin*
Attire: Business and/or Fiesta Attire
Music: Mariachis
Silent Auction: Artwork and more
Tickets: \$175
Sponsorships: \$3,500 to \$10,000
Contact: adrienneb@mexic-artmuseum.org | (512) 200-7276

The Mexic-Arte Museum is dedicated to enriching the community through education programs, exhibitions, and the collection, preservation, and interpretation of Mexican, Latinx, and Latin American art and culture for visitors of all ages. Since its inception in 1984, Mexic-Arte Museum has been one of few Mexican and Mexican American art museums in the US. In 2003, the 78th Legislature designated Mexic-Arte as *The Official Mexican and Mexican American Fine Art Museum of Texas*. The Museum is a major part of the fabric of downtown Austin, and thousands of diverse families enjoy annual cultural events, renowned exhibitions, and exciting programming. In fall 2016, then First Lady Michelle Obama presented the Museum and its educational staff with the President's Committee on the Arts and the Humanities Award. In conjunction with the Austin History Center, Mexic-Arte developed an interactive exhibition and map, titled *Austin's Mexico: A Forgotten Neighborhood*, aimed at uncovering the history of some of the earliest Mexican settlers in the city. In 2018, Austin voters approved a \$20 million bond to improve the Museum, managed by the City of Austin Public Works Department. Architects from El Paso and Austin are working with Mexic-Arte on the Schematic Phase of the Museum Building Project.

Fidencio Duran's *A Park for Everyone*, pictured below, is a sample of both the Museum's expansive permanent collection and an imagining of Republic Square in the late 19th Century.



A Park for Everyone, Fidencio Duran, graphite on paper, 2015, Mexic-Arte Museum Permanent Collection

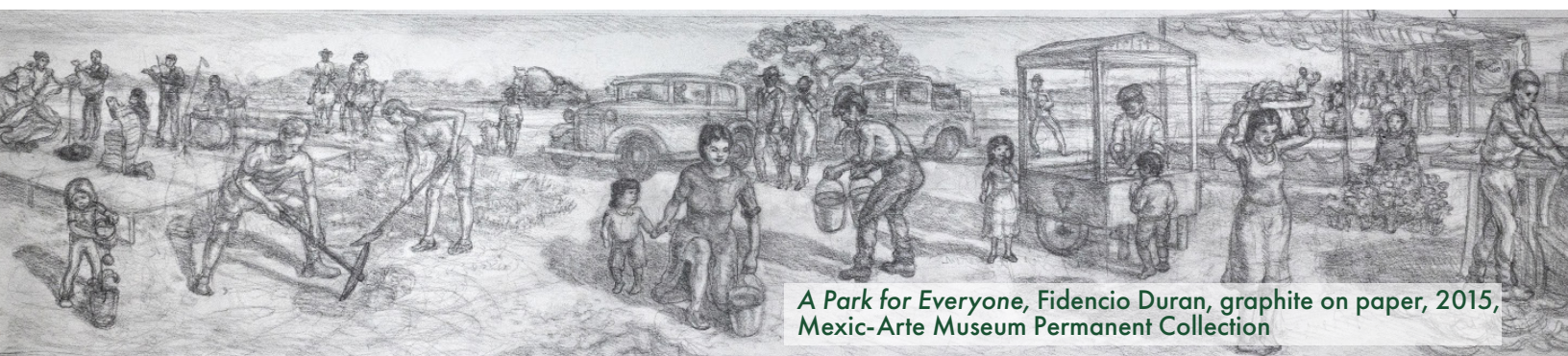


The 5th Street Mexican American Heritage Corridor & District

The 5th Street Mexican American Heritage Corridor - Since 2010, Mexic-Arte Museum and supporters have worked to create, develop, and garner support for the 5th Street Mexican American Heritage Corridor. In 2011, Austin City Council passed Resolution No. 20110825-067, which directed the City Manager to partner with the Museum and other public and private entities to develop the 5th Street Mexican American Heritage Corridor. The goals of the resolution were to interconnect and enhance the downtown network of public parks and streets; celebrate and recognize the distinct history, culture, and identity of the place; introduce historic interpretive elements; and reinforce an authentic sense of place derived from the clearly documented Mexican American settlement history along the 5th Street Corridor. Travis County passed a second resolution that year. In 2022, the City funded official signage and markers for 5th Street. The drawing below by Fidencio Duran depicts Austin's Mexico in the 1880s at what is today Republic Square.

Cultural Heritage District Designation - Mexic-Arte Museum and stakeholders, including the Downtown Austin Alliance, are working to earn a Cultural Heritage District Designation for the 5th Street Mexican American Heritage Corridor. The District is defined by the geographic anchors of Republic Park on West 5th Street and Plaza Saltillo on East 5th Street. The area is full of and surrounded by significant historic, cultural, heritage, and community sites, deserving of both preservation and active use. Cultural District status will preserve, develop, and highlight all the cultural assets and businesses along and around 5th Street Cultural Heritage District Designation will transform this downtown area into a beautiful and educational destination for tourists and the Austin community.

Cinco de Mayo: Honoring Our Mexican, French, and American Heritage - In 1886, Lino Torres and Emile Tarratas planned a Cinco de Mayo celebration in downtown Austin, likely at what is today Republic Square. *Cinco de Mayo* means *5th of May*. It is a day and holiday that commemorates a single victorious battle by Mexico over France, though not independence from France or Spain; Mexico won its independence from Spain in 1821. In the 1860s, Mexico was still not free of foreign debt and foreign control. In the midst of the American Civil War, France saw an opportunity to take over Mexico. Mexico owed France, England, and Spain money, and President Benito Juarez had suspended payment. France then sent 2,500 troops to occupy Mexico. Civilians and soldiers joined their leader General Ignacio Zaragosa, born in what is now Goliad, Texas. Mexico won the battle at Puebla, a town near Mexico City, on May 5, 1862, but they ultimately lost the war to France. France made Archduke Ferdinand Maximilian of Austria emperor of Mexico. He ruled over Mexico until 1867, at which point France could no longer retain control under the combined pressure of Mexico and the United States. Cinco de Mayo is now a day Mexicans and Americans today celebrate annually because of what it represents to Mexico.



A Park for Everyone, Fidencio Duran, graphite on paper, 2015, Mexic-Arte Museum Permanent Collection



The Cinco de Mayo Luncheon

Benefiting Mexic-Arte Museum

2023 SPONSORSHIP Levels & Benefits

JADE **\$10,000**

- Logo/name placement on all promo materials and web publicity
- Name on Museum Lobby FY 22-23 Donor Board
- Table for 8 guests at Luncheon
- Recognition at the event by Master of Ceremonies
- Recognition on all event signage, presentation and dedicated social media posts
- Opportunity to add company promo materials, gift items to event swag bag
- Opportunity to have two 5th Street Legacy Family Members as guests seated at table
- 1 complimentary Walking & Guided Tour for 15-20 attendees of historic sites on the 5th Street Heritage Corridor by Museum Staff
- 1 complimentary Museum Rental. Entertain guests in the Mexic-Arte Museum galleries (exp. 05/01/24)

TURQUOISE **\$5,000**

- Logo/name placement on all promo materials and web publicity
- Name on Museum Lobby FY 22-23 Donor Board
- Table for 8 guests at Luncheon
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- Opportunity to add company promo materials and gift items to event swag bag
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AMBER **\$3,500**

- Logo/name placement on all promo materials and web publicity
- Name on Museum Lobby FY 22-23 Donor Board
- Table for 8 guests at Luncheon
- Recognition at the event by Master of Ceremonies
- Recognition on all event signage, presentation, and social media posts
- Opportunity to add company promo materials and gift items to event swag bag



YES, I Want to Sponsor The Cinco de Mayo Luncheon

Benefiting Mexic-Arte Museum

Name _____

Company/Organization _____

Address _____

City _____ State _____ Zip _____

Business Phone _____ Alt. Phone _____ (☐ cell ☐ home)

E-mail _____ Fax _____

Preferred Name for Recognition _____

☐ I prefer to be an anonymous sponsor.

Sponsorship Levels

☐ **\$10,000—Jade Sponsorship**

☐ **\$5,000—Turquoise Sponsorship**

☐ **\$3,500—Amber Sponsorship**

☐ **\$175 Individual Tickets (Limited Availability)**

Total Sponsorship Amount: \$ _____

I'd like to contribute with a donation of \$ _____

Total Individual Ticket Amount: \$ _____

*TOTAL \$ _____

Signature _____

Date _____

Your generosity will support Mexic-Arte Museum's exemplary exhibitions, impactful education programs, exciting cultural events, and a growing permanent collection.
Thank you!

For more information contact Adrienne Brown at adrienneb@mexic-artemuseum.org or 512-200-7276.
You may return this form and checks via mail to: MEXIC-ARTE MUSEUM, P.O. BOX 2273, AUSTIN, TX 78768.

Mexic-Arte Museum is a 501(c)3 non-profit organization. Your sponsorship contribution, minus the fair market value of your ticket(s) and services provided, is tax-deductible.