

Celebrating
Mexic-Arte Museum
&

The 5th Street Mexican American
Heritage Corridor & District

5
DE
MAYO

Luncheon

Thursday, April 25, 2024

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

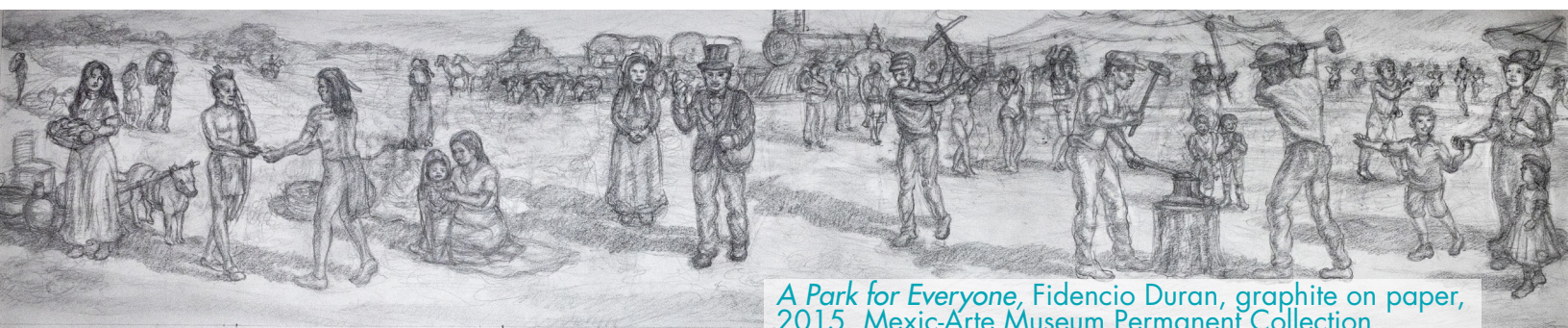
Cinco de Mayo Luncheon

An Invitation: The Cinco de Mayo Luncheon gathers downtown businesses and stakeholders to celebrate, promote, and learn about the Mexic-Arte Museum, the Cinco de Mayo victory, and the 5th Street Mexican American Heritage Corridor and District. We invite you and your company to sponsor the second annual Cinco de Mayo Luncheon. This event will raise funds for Mexic-Arte Museum, the pioneer and major anchor of the 5th Street Corridor.

Date: Thursday, April 25, 2024 | 11: 00 a.m. – 1:00 p.m.
Place: Thompson Hotel, 506 San Jacinto Blvd. Austin, Texas 78701
Guest Speaker: **Dr. Thomas H. Kreneck** - *The Legacy of the Illustrious General Ignacio Zaragoza (1829-1862), a Native of Goliad, Texas*
An author of articles, book chapters, and books, Dr. Kreneck is recognized in Chicano history circles for *Mexican American Odyssey: Felix Tijerina, Entrepreneur and Civic Leader, 1905-1965* (College Station: Texas A&M University Press, 2002) and *Del Pueblo: A History of Houston's Hispanic Community* (College Station: Texas A&M University Press, 2012). He has been chosen three times as a Featured Author at the Texas Book Festival in Austin and is a Fellow of the Texas State Historical Association.

Attire: Business or Fiesta Attire
Music: Mariachis
Silent Auction: Artwork and more
Tickets: \$175
Sponsorships: \$3,500 to \$10,000
Contact: adrienneb@mexic-artemuseum.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.



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

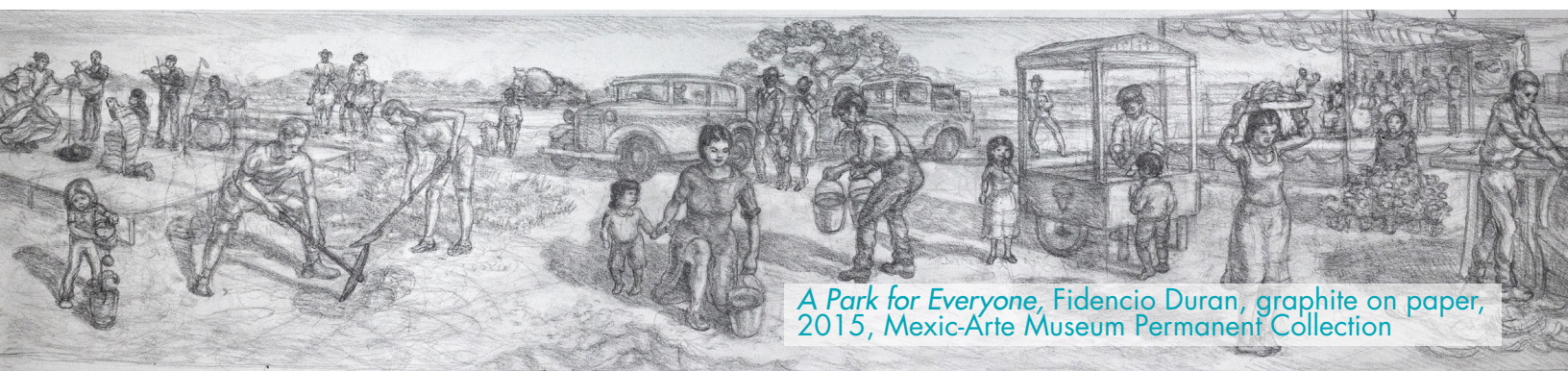
The 5th Street Mexican American Heritage Corridor & District

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. The goal of the Corridor is 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 interpretation elements; and reinforce an authentic sense of place derived from the clearly documented Mexican American settlement history along the Fifth Street Corridor. In 2022, the City funded official signage and markers for 5th Street.

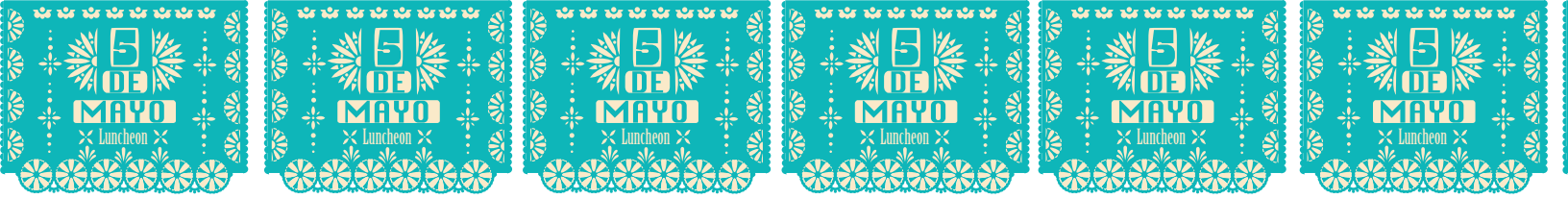
Cultural Heritage District Designation - Mexic-Arte Museum and stakeholders, including the Downtown Austin Alliance, are working to earn Cultural Heritage District Designation for the 5th Street Mexican American Heritage Corridor. The District will be defined by the geographic anchors of Republic Square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

Honoring Mexican, French, and American Heritage - Cinco de Mayo, Spanish for “fifth of May,” is a holiday that commemorates a Mexican victory at Puebla over French troops. Civilians and soldiers alike joined General Ignacio Zaragoza on May 5, 1862 to push back the French army. This single victorious battle was key for the Mexican morale; though it did not ultimately influence the war in Mexico’s favor. After they won the war, France instated Archduke Ferdinand Maximilian of Austria as Mexico’s emperor. He ruled over Mexico until 1867, at which point Benito Juarez seized control of the Mexican government once more.

Cinco de Mayo Today - In 1886, Lino Torres and Emile Tarratas planned a Cinco de Mayo celebration in downtown Austin, likely at what is now Republic Square. Mexic-Arte Museum hosts the Cinco de Mayo Luncheon and the Taste of Mexico food festival to celebrate the holiday. Cinco de Mayo has the most widespread appeal in America of any Mexican celebration, and it is celebrated widely today.



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



The Cinco de Mayo Luncheon Benefiting Mexic-Arte Museum

2024 SPONSORSHIP Levels & Benefits

JADE

\$10,000

- Logo placement on all promotional materials and web publicity
- Name on Museum Lobby FY 23-24 Donor Board
- 1 table of 8-10 guests at Luncheon
- Recognition on event signage and by Master of Ceremonies
- Add gift items to event swag bag
- 1 dedicated social media post
- Opportunity to have 5th Street Legacy Family Members seated at table
- 1 Guided Walking Tour of historic sites on the 5th Street Heritage Corridor by Museum Staff
- 1 Museum Rental (exp. 04/25/25) (\$2500 value)

TURQUOISE

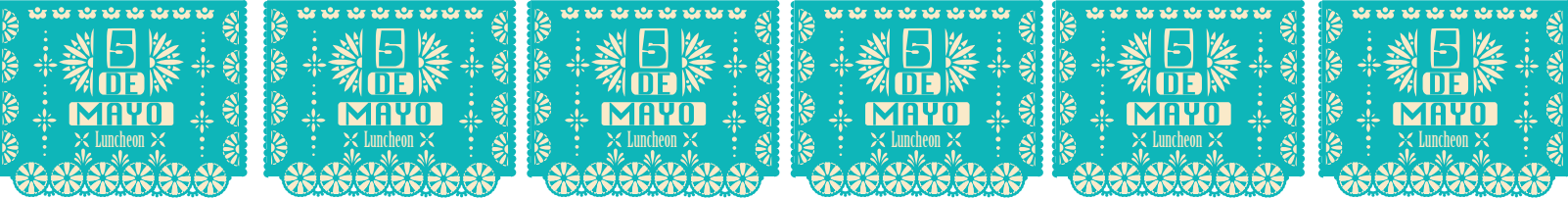
\$5,000

- Logo placement on all promotional materials and web publicity
- Name on Museum Lobby FY 23-24 Donor Board
- 1 table of 8-10 guests at Luncheon
- Recognition on event signage and by Master of Ceremonies
- Add gift items to event swag bag
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- Opportunity to have 5th Street Legacy Family Members seated at table
- 1 Guided Walking Tour of historic sites on the 5th Street Heritage Corridor by Museum Staff

AMBER

\$3,500

- Logo placement on all promotional materials and web publicity
- Name on Museum Lobby FY 23-24 Donor Board
- 1 table of 8 guests at Luncheon
- Recognition on event signage and by Master of Ceremonies
- Add gift items to event swag bag



YES, I Want to Sponsor The Cinco de Mayo Luncheon *Benefitting Mexic-Arte Museum*

Name _____

Company/Organization _____

Address _____

City _____ State _____ Zip _____

Phone _____ Alt. Phone _____ (cell home)

E-mail _____

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.