

MEXIC-ARTE MUSEUM
&

THE 5TH STREET MEXICAN AMERICAN
Heritage Corridor & District

5

DE

MAYO

CELEBRATIONS

Cinco de Mayo
LUNCHEON

May 5, 2025
Thompson Hotel

LA FÊTE DE
Cinco de Mayo

May 3, 2025
Republic Square



You are Invited!

We are excited to invite you to join Mexic-Arte Museum in sponsoring the 2025 Cinco de Mayo Luncheon that will take place on Monday, May 5, 2025. This event provides important history around the Cinco de Mayo, raises awareness of the 5th St. Mexican American Heritage Corridor and District, and supports the Museum's education programs. The Luncheon will be celebrating history with vibrant music, tasty cuisine, a silent auction of unique artwork, and a presentation by special guest speaker Paco Gallastegui, producer of the film, *Cinco de Mayo: La Batalla (The Battle)*. Mexic-Arte Museum is thrilled to host this event at the Thompson Hotel situated mere blocks from Mexic-Arte and staffed with a master chef.

In addition to the Luncheon, your sponsorship will also support *La Fete de Cinco de Mayo*, a free event on May 3rd, 2025 at Republic Square! Mexic-Arte Museum, in partnership with the Downtown Austin Alliance Foundation, will present *La Fête de Cinco de Mayo* highlighting the vibrant intersection of Mexican and French cultures. This family-friendly event features a variety of engaging activities from both cultures including art activities, educational games, live performances, delicious food and diverse vendors. It's a day dedicated to celebrating the traditions and connections that make this day special.

We hope that you will become a sponsor of the Cinco de Mayo Luncheon through art, history and camaraderie while supporting the Museum. If you need more information or have questions, please contact Development Coordinator Alyssa Sanchez at 512-200-7276 or alyssas@mexic-artemuseum.org or Executive Director Sylvia Orozco at 512-560-9216 or sylviao@mexic-artemuseum.org. We thank you for your support and look forward to seeing you at the Cinco de Mayo Luncheon and La Fete de Cinco de Mayo.

Respectfully,

Sylvia Orozco
Executive Director
Mexic-Arte Museum

Alyssa Sanchez
Development Coordinator
Mexic-Arte Museum

Cinco de Mayo is the date of May 5, 1862 that commemorates a Mexican victory at Puebla over the invading French troops. Civilians and soldiers alike joined General Ignacio Zaragoza to push back the French army. This single battle was one of the most glorious victories in Mexican history. The French later won the war and France instated Archduke Ferdinand Maximilian of Austria as Mexico's emperor. In 1867, Benito Juarez seized control of the Mexican government once more. It is fitting that all Texans pay tribute to General Zaragoza because he was a Texan, born in the Presidio in Goliad, Texas in 1829. In Austin, as early as 1886, Lino Torres and Emile Tarratas planned a Cinco de Mayo celebration in downtown at what is now known as Republic Square.



Cinco de Mayo Luncheon

at the Thompson Hotel

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 3rd Annual Cinco de Mayo Luncheon. This event will raise funds for Mexic-Arte Museum, the pioneer and major anchor of the 5th Street Corridor. Your sponsorship contribution will support Mexic-Arte in producing free community events like La Fête de Cinco de Mayo and other education programs.

Date: Monday, May 5, 2025 | 11: 00 a.m. – 1:00 p.m.

Place: Thompson Hotel, 506 San Jacinto Blvd. Austin, Texas 78701

Special Guest Speaker: Francisco Gallastegui has 40 years of experience in the field of advertising, with more than 1000 commercials produced, as well as extensive experience in areas of production, creativity and public relations. In 2010, he entered the big screen with the project “Rock Mari”. This film won the “Espectadores del Futuro” (Spectators of the Future) award for best children’s film at the Guadalajara International Film Festival and first place at the Colombian children’s festival. In 2012, he made the most expensive cinematic production in the history of national cinema with “Cinco de Mayo” -La Batalla (The battle), with a great team. Presented in: Chicago, New York, Miami, Cannes, Austin, Thailand, Canada, Spain, England, Belgium, Germany, Colombia, Morocco, Nigeria, Iran and France.



Attire: Business or Fiesta Attire

Music: Mariachis

Silent Auction: Artwork

Tickets: \$175

Sponsorships: \$3,500 to \$10,000

Contact: alyssas@mexic-artemuseum.org



Downtown Austin Alliance Staff at Cinco de Mayo Luncheon 2024



A Community Event at Republic Square

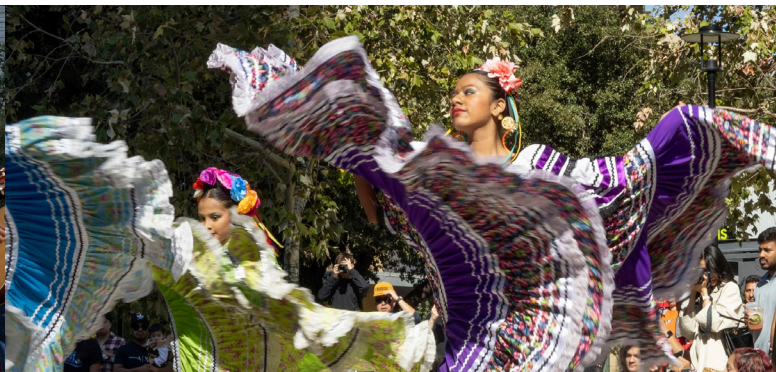
Join us at La Fête de Cinco de Mayo for a vibrant family event and celebration of Mexican and French cultures! Experience the rich intersection of traditions through engaging activities, educational games, lively performances, and a variety of food and art vendors. It's a day of culture, connection, and creativity you won't want to miss!

- Date:** Saturday, May 3, 2025 | 9:00 a.m. – 1:00 p.m.
- Place:** Republic Square, 422 Guadalupe St
- Activities:** Cake walk, Loteria, Screen Printing, and more!
- Performances:** Mariachis, Ballet Folklorico, French Music, and more!
- Food Vendors:** Tacos, Croissants, Pan Dulce, Macarons and more!

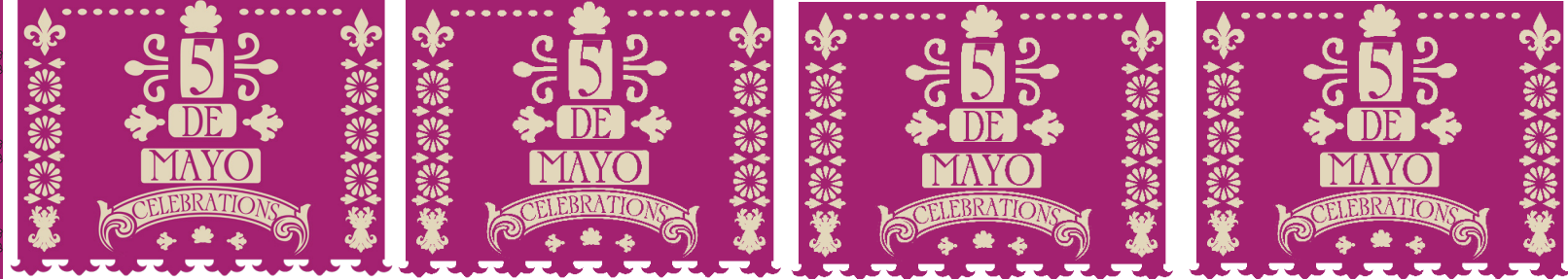
Sponsored by: Downtown Austin Alliance Foundation, City of Austin Economic Development Department

Additional Partners: Brown Distributing, Austin International School, Austin Angers Sister Cities, and SFC Farmers Market Downtown

French Influence in Mexican Culture -The French influence in Mexico is evident in architecture, cuisine, fashion and more especially during the 19th century when Emperor Maximilian I of Austria ruled Mexico under French support. French styles in art, design, and urban planning shaped cities like Mexico City, with notable landmarks such as the Castillo de Chapultepec. Likewise, Mexico's rich cultural heritage, particularly in art, cuisine, and literature, has also influenced France. This exchange continues to enrich both cultures, fostering a unique and enduring connection. Mexico, France, and the U.S. have shared history through events like Cinco de Mayo. Celebrating the diverse connections between Mexico, France, and the U.S. fosters a deeper appreciation of each culture's unique and interconnected contributions to the world.



Performers at Republic Square 2024



Cinco de Mayo Luncheon *Benefiting Mexic-Arte Museum*

2025 SPONSORSHIP Levels & Benefits

ROSE QUARTZ \$10,000

- 🌀 Logo placement on all promotional materials and web publicity for Luncheon and La Fête de Cinco de Mayo
- 🌀 Name on Museum Lobby 25-26 Donor Board
- 🌀 1 table of 8-10 guests at Luncheon
- 🌀 Recognition on event signage and by Master of Ceremonies for Luncheon and La Fête de Cinco de Mayo
- 🌀 1 dedicated social media post
- 🌀 1 Guided Walking Tour of historical sites located within the 5th Street Mexican American Heritage Corridor by Museum Staff
- 🌀 La Fête de Cinco de Mayo Gift for guests
- 🌀 1 Museum Rental (exp. 05/05/2026)

AMETHYST \$5,000

- 🌀 Logo placement on all promotional materials and web publicity for Luncheon and La Fête de Cinco de Mayo
- 🌀 Name on Museum Lobby 25-26 Donor Board
- 🌀 1 table of 8-10 guests at Luncheon
- 🌀 Recognition on event signage and by Master of Ceremonies for Luncheon and La Fête de Cinco de Mayo
- 🌀 1 dedicated social media post
- 🌀 1 Guided Walking Tour of historical sites located within the 5th Street Mexican American Heritage Corridor by Museum Staff
- 🌀 La Fête de Cinco de Mayo Gift for guests

RUBY \$3,500

- 🌀 Logo placement on all promotional materials and web publicity for Luncheon and La Fête de Cinco de Mayo
- 🌀 Name on Museum Lobby 25-26 Donor Board
- 🌀 1 table of 8 guests at Luncheon
- 🌀 Recognition on event signage and by Master of Ceremonies for Luncheon and La Fête de Cinco de Mayo
- 🌀 La Fête de Cinco de Mayo Gift for guests



YES, I Want to Sponsor The Cinco de Mayo Luncheon *Benefiting 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— Rose Quartz Sponsorship \$5,000— Amethyst Sponsorship
- \$3,500— Ruby 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 Alyssa Sanchez at alyssas@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.

The 5th Street Mexican American Heritage Corridor and District is dedicated to preserving cultural heritage, promoting the arts, celebrating the present, and developing a Texas designated cultural district that fosters economic growth and cultivates creativity for both visitors and future generations. The District is defined by the geographic anchors of Republic Square on West Fifth Street and Plaza Saltillo on East 5th St.