

MEXICAN
ARTE
MUSEUM

&

THE 5TH ST. MEXICAN AMERICAN
CULTURAL DISTRICT

PRESENT

5

DE

MAYO

LUNCHEON

MAY 5, 2026
THOMPSON AUSTIN
AUSTIN, TX



You are Invited!

We are excited to invite you to join Mexic-Arte Museum in sponsoring the 2026 Cinco de Mayo Luncheon that will take place on Tuesday, May 5, 2026. This event provides important history around the Cinco de Mayo, raises awareness of the 5th St. Mexican American Cultural 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 who is a leading scholar on the holiday and Mexican American history. 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 the Cinco de Mayo Fest, a free event on May 2nd, 2026 at Republic Square! Mexic-Arte Museum, in partnership with the Downtown Austin Alliance Foundation, will present Cinco de Mayo Fest, 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. Attached is the various levels and benefits of sponsorship. If you need more information or have questions, please contact Development Coordinator Mindy Radike at 512-200-7276 or mindyr@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

Sylvia Orozco
Executive Director
Mexic-Arte Museum

Mindy Radike

Mindy Radike
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.



The 5th St. Mexican American Cultural 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 St. Mexican American Cultural District. We invite you and your company to sponsor the fourth annual Cinco de Mayo Luncheon. This event will raise funds for Mexic-Arte Museum, the pioneer and major anchor of the 5th St. Mexican American Cultural District. Your sponsorship contribution will benefit both Cinco de Mayo Luncheon and Cinco de Mayo Festival.

- Date:** Tuesday, May 5, 2026 | 11:00 a.m. – 1:00 p.m.
Place: Thompson Hotel, 506 San Jacinto Blvd. Austin, Texas 78701
Speaker: Dr. Raúl A. Ramos, PhD, Associate Professor and Director of Graduate Studies, Department of History, Director, Center for Arts and Humanities at the University of Houston. Dr. Ramos' talk will be *As American as a Rodeo: Connecting the History of Cinco de Mayo*. The talk will focus on how Cinco de Mayo has become a popular day to celebrate Mexican history. Looking at the history of the battle and links to the Civil War underscores the intertwined histories of the United States and Mexico.
Attire: Business or Fiesta Attire
Music: Mariachis
Silent Auction: Artwork
Tickets: \$175
Sponsorships: \$3,500 to \$10,000
Contact: mindyr@mexic-artemuseum.org

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.

Republic Square / Mexican Park Rendering, late 1800s.



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

A Park for Everyone

Fidencio Duran '15



The 5th St. Mexican American Cultural District

Cinco de Mayo Fest

Guest Speaker: Dr. Raúl A. Ramos is an American historian and author with expertise in borderlands history, Mexican American history and the history of Texas. Ramos is Associate Professor of History at the University of Houston. He received his A.B. in History and Latin American Studies from Princeton University and his Ph.D. in History from Yale University. Ramos was formerly a Fellow at the William Clements Center and for Southwest Studies at SMU. He is currently the founding director of the University of Houston Center for Arts and Humanities.

Professor Ramos is author of the award-winning book, “Beyond the Alamo: Forging Mexican Ethnicity in San Antonio, 1821-1861” (University of North Carolina Press, 2008). The book received the 2009 T.R. Fehrenbach Award from the Texas Historical Commission. His current research spans the American frontier from 19th-century Florida to early 20th-century Los Angeles, examining the ways communities reconstruct their past even while looking to the future. His new project, “Inventing the Republic of Texas” takes a fresh look at the iconic period in Texas history.



Raúl A. Ramos, Ph.D.

Department of History

University of Houston

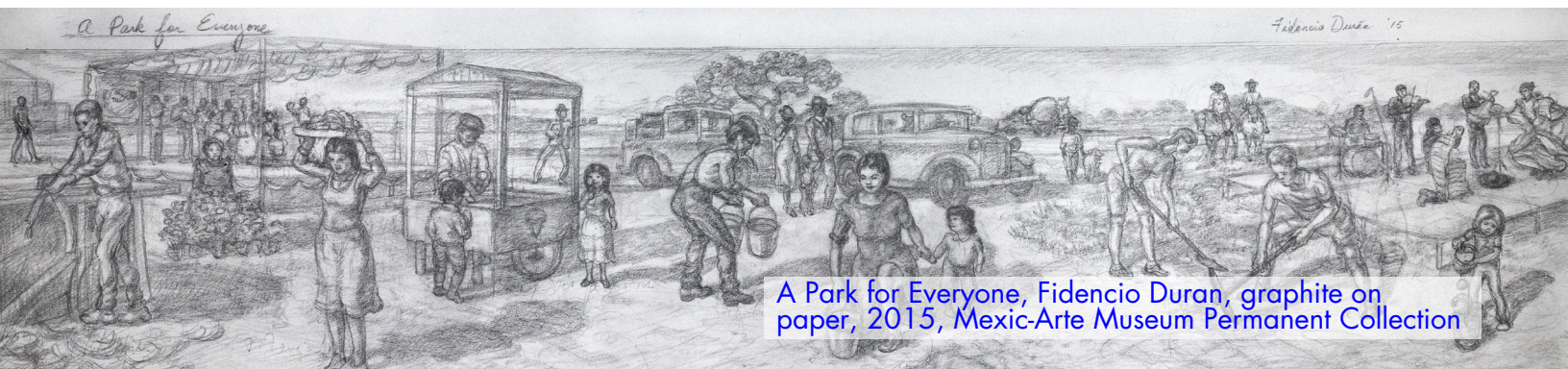
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A Park for Everyone, Fidencio Duran, graphite on paper, 2015, Mexic-Arte Museum Permanent Collection

THE 5TH ST. MEXICAN AMERICAN CULTURAL DISTRICT

5th St. Mexican American Cultural District - Since 2010, Mexic-Arte Museum and supporters have worked to create, develop, and garner support for the 5th St. Mexican American Cultural District. The goal of the Cultural District 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.

In 2025, Mexic-Arte Museum and stakeholders, including the Downtown Austin Alliance, earned Cultural Heritage District Designation from the Texas Commission on the Arts. The District is 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 highlights and benefits 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.

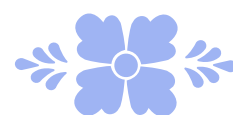
Intersection of Cultures - Mexico, France, and the U.S. have shared history through events like Cinco de Mayo. Highlighting intersections of these nations' histories reveals complex relationships and shared cultural exchange. From history to cuisine, art, music, literature and more, celebrating the diverse connections between Mexico, France, and the U.S. fosters a deeper appreciation of each culture's unique and interconnected contributions to the world.

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.

French Influence in Mexico-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. Mexican motifs have appeared in French art, and the flavors of Mexican food have blended into French cuisine. This exchange continues to enrich both cultures, fostering a unique and enduring connection.



The Cinco de Mayo Celebrations *Benefiting Mexic-Arte Museum*



2026 SPONSORSHIP Levels & Benefits

ROSE QUARTZ \$10,000

- ❧ Logo placement on all promotional materials and web publicity for CDM Luncheon and Festival
- ❧ 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 CDM Luncheon and Festival
- ❧ 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 historical sites located within the 5th St Mexican American Cultural District by Museum Staff

AMETHYST \$5,000

- ❧ Logo placement on all promotional materials and web publicity for CDM Luncheon and Festival
- ❧ 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 CDM Luncheon and Festival
- ❧ 1 dedicated social media post
- ❧ Opportunity to have 5th Street Legacy Family Members seated at table

RUBY \$3,500

- ❧ Logo placement on all promotional materials and web publicity for CDM Luncheon and Festival
- ❧ 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 CDM Luncheon and Festival



YES, I Want to Sponsor
The Cinco de Mayo Celebrations
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 Mindy Radike at mindyr@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 OR
pay online at <https://secure.qgiv.com/event/2026cincodemayoluncheon/>

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.