



DÍA DE LOS MUERTOS - CELEBRANDO JUNTOS
43RD

VIVA

LA VIDA

FESTIVAL & PARADE



CELEBRATING DAY OF THE DEAD
SATURDAY, OCTOBER 24TH, 2026 | AUSTIN, TX



Photo by Chris Caselli

VIVA LA VIDA FESTIVAL & PARADE 2026

BECOME A SPONSOR:



Mexic-Arte Museum's Viva la Vida Festival & Parade is Austin's largest and longest-running Día de los Muertos (Day of the Dead) celebration in Central Texas.

- *The Grand Procession
- *The Education Pavilion
- *Traditional Foods & Beverages
- *The Music & Performances

WHAT: Viva la Vida Fest 2026

WHEN: October 24th, 2026

WHERE: 5th St and Congress Ave.

WEBSITE: <https://mexic-artemuseum.org/viva-la-vida-fest/>

Mexic-Arte Museum invites you to partner with us as one of the 2026 sponsors. **Please read our sponsorship packet to learn more about how you can participate at this year's Viva la Vida Festival & Parade!**



ABOUT DIA DE LOS MUERTOS & VIVA LA VIDA FESTIVAL

Day of the Dead is an important Latin American tradition that takes place on November 1st and 2nd. It is a time for friends and family gather and remember loved ones – not in mourning, but through celebration! The origins trace back to the pre-Columbian era when death was viewed as a transformation and continuation of life. This ancient belief evolved into the modern tradition of commemorating loved ones with altars decorated with sugar skulls, flowers, photographs, favorite foods and memorabilia of the deceased. Family and friends share stories and memories, sing songs, and play music to celebrate those who have passed on. In Austin, Mexic-Arte Museum has taken these traditions, continued some, transformed others, and created new expressions to produce today's Viva la Vida Festival & Parade!



VIVA LA VIDA FESTIVAL & PARADE

THE FESTIVAL



Viva la Vida Festival brings together Austin's diverse population, including artists, families, businesses, visitors from all over and other community members alike. During the 2024 festivities, over 20,000 people attended Viva la Vida Festival and celebrated life by enjoying the arts and some of our favorite traditions!

Past festivals are highlighted on the website.

<https://mexic-artemuseum.org/viva-la-vida-fest/>

THE GRAND PROCESSION

Mexic-Arte Museum's Grand Procession travels through historic 6th Street and culminates at 4th Street and Congress Avenue. Over 2,000 participants, including schools, businesses, community organizations, musicians, dancers, and other creatives, make up the procession. The Grand Procession consists of four main components: the pre-Columbian Americas, Mexico Lindo, Tejano, and Austin Weird.



THE EDUCATION PAVILION

The Mariposa Plaza serves youth and families with art making experiences such as papel picado, flowers, and masks, which educate the public on Day of the Dead history and traditions. Your sponsorship allows us to bring our award-winning education programming to thousands of young people.

VIVA LA VIDA FESTIVAL & PARADE 2026

The following statistics are based on our numbers for the in-person Viva La Vida Festival & Parade in 2024. An estimated **20,000 attendees** came out to Viva La Vida Festival & Parade in 2024. Viva La Vida Festival & Parade 2024 had an estimated **380,000** unique attendees visit the festival landing page during the three-day event cycle. This year, Mexic-Arte expects a similar reach to 2024. We are excited to present the festival in downtown Austin.

MEDIA IMPRESSIONS

 EVENT PAGE VIEWS	380,000
 INSTAGRAM IMPRESSIONS	83,400
 FACEBOOK IMPRESSIONS	36,000
 DIGITAL AD VIEWS	6,686,00
 PRINT AD VIEWS	612,800
 WINDOW WRAP VIEWS	200,000
 EVENT ATTENDANCE	20,000+

EARNED MEDIA 2024

Austin American-Statesman

THE DAILY TEXAN

 NEWSROOM

THE AUSTIN
CHRONICLE

FOX 7
AUSTIN

 CBS
AUSTIN

VISIT
Austin

DO512
DO AWESOME STUFF IN AUSTIN

DO512
-family-
what to do in austin with kids



2026 VIVA LA VIDA FESTIVAL & PARADE SPONSORSHIP LEVELS

	25k	15k	10k	5k	2.5k	500
	FESTIVAL & GRAND PROCESSION	MARIGOLD	EDUCATION PAVILION	LAS CALAVERAS	LAS FLORES	AMIGO DEL MUSEO
Present sponsor remarks as a guest speaker on stage						
Window wrap feature at Mexic-Arte Museum on 5th Street and Congress Ave						
"Viva la Vida Fest/ Grand Procession 2026 Presented by [your name here]" on ALL promotional materials						
Education Pavilion Presented by [your name here]" on ALL promotional materials and dedicated event signage						
Booth for product display during festival						
Mention in group shout out during live events on stage thanking sponsors.						
Link on Mexic-Arte Museum's official event page directing online traffic to your company's website						
Logo, tag, & collaborative permission in dedicated post on social media						
Logo in press release announcement and a web, email, and social media toolkit						
Logo on print promotional materials, including invites, sponsor banner, & event signage						

For media sponsorships, contact Mindy Radike at mindyr@mexic-artemuseum.org or (512) 200-7276.

For more information, visit <https://mexic-artemuseum.org/event/viva-la-vida-2026/>

2026 PARTICIPATING SPONSORS: Austin Convention Center, City of Austin Office of Arts, Culture, Music & Entertainment, Downtown Austin Alliance, Texas Commission on the Arts, Brown Distributing Company



YES, I WANT TO SPONSOR MEXIC-ARTE MUSEUM'S VIVA LA VIDA FEST 2026!!



Name _____ Date ____/____/_____
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
☐ Yes, I want to participate in the Grand Procession

PRESENTING SPONSORSHIP ☐ \$15,000 ☐ \$10,000 ☐ \$5,000 ☐ \$2,500 ☐ \$500

OTHER SPONSORSHIP Media (In-Kind)

DONATION ☐ I am not able to sponsor at this time, but I would like to make a donation of \$ _____

TOTAL AMOUNT \$ _____

☐ Check Enclosed - Please make check payable to Mexic-Arte Museum.

☐ Credit Card - To make payment by credit card, call the Mexic-Arte Museum Store at (512) 200-7278.

SIGNATURE _____ **DATE** _____



Deadline to reply: *September 18, 2026 for logo/name to appear in print material*

You may submit your registration form in person, by mail, or email to mindyr@mexic-artemuseum.org
Please drop off forms and checks at Mexic-Arte Museum, 419 Congress Avenue, Austin, TX 78701 OR mail to Mexic-Arte Museum, Attn: Viva la Vida Fest, P.O. Box 2273, Austin, TX 78768. Sponsorship refunds are not available.

For questions, please contact Mindy Radike at mindyr@mexic-artemuseum.org or (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, Latino, and Latin American art and culture for visitors of all ages.