



INSTITUTE OF MEXICAN CULTURE

Sponsorship / Booth Opportunities





DAY OF THE DEAD

SUN. NOV 1st 12-5 | OAKLAND CEMETERY

Day of the Dead is a Mexican holiday to celebrate, remember and prepare special foods in honor of those who have departed. It is believed that the spirits of the dead visit their families on October 31st and leave on November 2nd. The holiday's roots are deep in history, culture and family.

- Attendance: 12,000 - 15,000
- Participants: Family focused
- Events: Altar competition, main stage with traditional music, dance, arts and craft booths. Exhibitions. .
- Media, radio partners
- Free, open to the public
- Annual event, currently in it's 26th year



SPONSORSHIP PACKAGES 2026



\$5,000 CATRINA

PRESENTING MUSICAL SPONSOR BENEFITS

- Stage Banner
- Two 10 x 10 Booths
- Logo on promotional items “PRESENTED BY”
- Sponsor recognition on stage
- Sponsor message or activity on stage
- Floor Banner
- Business Exclusivity in the Event

\$3,500 SUGAR SKULL

SPONSOR BENEFITS

- 10 x 10 Booth
- Logo on promotional items
- Sponsor recognition on stage
- Logo visibility on screen
- Floor Banner
- Business Exclusivity in the Event



\$2,500 MARIGOLD

SPONSOR BENEFITS

- 10 x 10 Booth
- Logo on promotional items
- Logo visibility on screen

\$1500 MILAGRO

SPONSOR BENEFITS

- Table inside with 2 chairs
- Logo on promotional items



CONNECTING WITH THE COMMUNITY

The Institute of Mexican Culture (IMC) is a 501(c)3 non-profit organization dedicated to the creation and promotion of events that bridge communities enabling a deeper understanding of the art, history, culture and traditions of Mexico.

We hope to engage with community partners like you to continue to contribute to the diverse cultural landscape in Atlanta. Contact the Institute of Mexican Culture to explore sponsorship opportunities – our events provide a unique opportunity to reach out to Latino community business leaders, high net worth gastronomy enthusiasts as well as the Atlanta community at large.

**DONATIONS & CONTRIBUTIONS ARE GRATEFULLY
ACCEPTED & ARE TAX DEDUCTABLE**

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