



Dear Community Partner,

The Old Town Mankato Day of the Dead Festival is more than a community event. Thanks to the immense support we've had from the start. What began in a parking lot as has expanded into a Cultural Movement bringing 15,000+ people together to celebrate in our very own Riverfront Drive, drawing families from across Minnesota, Iowa, and the Dakotas.

**15,000+ ANNUAL ATTENDEES (AND GROWING)
100+ VENDORS & LOCAL BUSINESSES SUPPORTED
5 BLOCKS OF IMMERSIVE ART, MUSIC, AND TRADITION
3 STAGES FEATURING REGIONAL BANDS, DANCES AND CELEBRATION**

We are inviting you to be a key pillar of our 2026 experience. This is your opportunity to align your brand with cultural vibrancy, family unity, and the economic vitality of Old Town. Your support doesn't just buy a logo on a banner. It fuels the Lucha Libre matches that pack the streets, the Mariachi that moves the crowd, and the Community Ofrenda that heals hearts. We have refined our sponsorship tiers for 2026 to give you maximum visibility. Whether you sponsor a specific act, from our Mariachi Band, Lucha Libre, or support emerging artists and the next generations by being our Presenting Partner at one of our 3 stages, you will be directly connecting with thousands of diverse, engaged community members.

LET'S MAKE HISTORY TOGETHER THIS OCTOBER.

Sponsorships can be dropped off or mailed to **417 N. Riverfront Dr. Mankato, MN 56001.**

On behalf of our committee, thank you for your time and consideration in helping us to continue bringing culture and community together. If you have any questions, please feel free to reach out. We couldn't do it without you!

Warm regards, The Old Town Mankato Day of the Dead Committee

**417 N. Riverfront Drive Mankato, MN 56001 507-382-9017
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