

ECHOES OF LIGHT



Their light lives on.

Your SHINE carries forward.



SPONSORSHIP KIT 2027

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ECHOES —OF LIGHT

October 26 – 31, 2027

Historic Downtown Grapevine, Texas

A fundraising tour experience benefiting

House of Shine · Latinos in Grapevine

Produced in partnership with Navarro Group, LLC and
Dia de Los Muertos, LLC

WHAT IS ECHOES OF LIGHT?

A one-of-a-kind, FOUR-night immersive cultural experience in the heart of Historic Downtown Grapevine that transforms every guest into a Catrina — step by step, stop by stop — before arriving at House of Shine for a soulful celebration of the ancestors who shined in their lives.



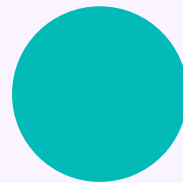
CULTURAL

Rooted in the tradition of Dia de los Muertos — honoring those who came before us with joy, color, and reverence.



TRANSFORMATIVE

Guests become Catrinas/Catrin through interactive activations at each stop — a living tradition is built across the tour.



MISSION-DRIVEN

All net proceeds support House of Shine and Latinos in Grapevine — two nonprofits strengthening the Grapevine community.

THE CATRINA TRANSFORMATION

Guests arrive as themselves. They leave as Catrinas/Catrin.

1

STOP ONE

Headdress

A floral artisan creates each guest's signature marigold crown or Top Hat — the first step in the transformation.

2

STOP TWO

Catrina Makeup

A makeup artist applies traditional Dia de los Muertos half-face design — each look as unique as the guest.

3

STOP THREE

Garb & Accessories

Guests receive their final piece — a shawl, gloves, or signature accessory — completing the Catrina/Catrin Experience.

4

HOUSE OF SHINE

The Shrine Walk

NOW - Fully transformed, guests enter to honor their ancestors whose SHINE shaped their own at the House of Shine Reception

Tapas and tastings at every activation stop · 30 guests maximum per guided tour · 2 tours nightly Thursday – Saturday

THE HEART OF THE EVENING

House of Shine

Historic Downtown
Grapevine, TX

*Opens at sunset each evening
Through midnight*

The SHINE Legacy Altar Experience

Guests arrive fully transformed as Catrinas/Catrin — then they step into a carefully curated, sensory altar installation honoring the ancestors who shined in their lives.

Ancestral Shine Portraits

Community-submitted photos displayed alongside the legacy trait their loved one embodied — Joy, Courage, Wisdom, Faith.

Shine Legacy Wall

A Tribute to how a loved one's SHINE has shaped and contributed to the growing community tapestry.

Reflection Prompts

"What legacy are you building?" · "Whose light still shapes you?" · "Where are you called to shine next?"

Live Ambient Music

Harp or acoustic strings fill the space with reverence, inviting quiet reflection and community connection.

4-NIGHT EVENT SCHEDULE

Thursday, October 29 – Sunday, November 1, 2026 · All tour nights begin at 4:30 PM CDT



THU

Oct 28

Activation Stop #1
Activation Stop #2
Activation Stop #3

House of Shine VIP Experience

Tour 1: 4:30 PM
Tour 2: 5:15 PM

HOS: 6:30 PM –
Midnight
VIP + GA (30-min slots)

FRI

Oct 29

Activation Stop #1
Activation Stop #2
Activation Stop #3

House of Shine VIP Experience

Tour 1: 4:30 PM
Tour 2: 5:15 PM

HOS: 6:30 PM –
Midnight
VIP + GA (30-min slots)

SAT

Oct 30

Activation Stop #1
Activation Stop #2
Activation Stop #3

House of Shine VIP Experience

Tour 1: 4:30 PM
Tour 2: 5:15 PM

HOS: 6:30 PM –
Midnight
VIP + GA (30-min slots)

SUN

Oct 31

All Saints Day

FREE COMMUNITY DAY

Free Community Event
Gazebo Main St.
Town Square
2 PM – 6 PM

HOS: 5:30 PM –
Midnight
GA only

SPONSORSHIP TIERS

LEGACY

\$10,000+

- Title sponsor on all event materials
- Sponsored alter at House of Shine
- **10** complimentary VIP tour tickets
- Logo Lock: signage, programs, website, social media
- Premier social media feature series (Three-week campaign)

CATRINA

\$6,000

- Co-presenting sponsor recognition
- **Prominent** Logo displayed at House of Shine
- **6** complimentary VIP tour tickets
- Logo: signage, programs, and website
- Social media feature and tagging



MARIGOLD

2,500

- Company Name on all event materials
- **4** complimentary VIP tour tickets
- **Company Name** on event signage
- Social media acknowledgment

CANDLE

\$1,000

- Name in event programs
- **2** complimentary VIP tour tickets
- Social media mention

IN-KIND PARTNER — Goods and services (food, decor, flowers, music, photography, print) · Recognition scaled to value · All tiers are tax-deductible (501c3)

ACTIVATION SPONSORSHIPS

Own a stop. Put your brand inside the transformation.

STOP 1

Flower Crown Sponsor

Brand your venue as the official Flower Headdress station. Your space becomes the first magical activation point where guests receive their marigold crown.

Naming rights · logo on floral stations · social content · 6 tickets

STOP 2

Catrina Makeup Sponsor

Sponsor the face painting / Catrina makeup activation. Your brand is literally on the face of the event — every photo taken becomes a branded moment.

Naming rights · logo at makeup stations · photo wall branding · 6 tickets

STOP 3

Garb & Accessories Sponsor

Own the final transformation stop — the garb and accessories station that completes each guest's Catrina look before they enter House of Shine.

Naming rights · logo on branded accessories · 6 tickets · social feature

HOS

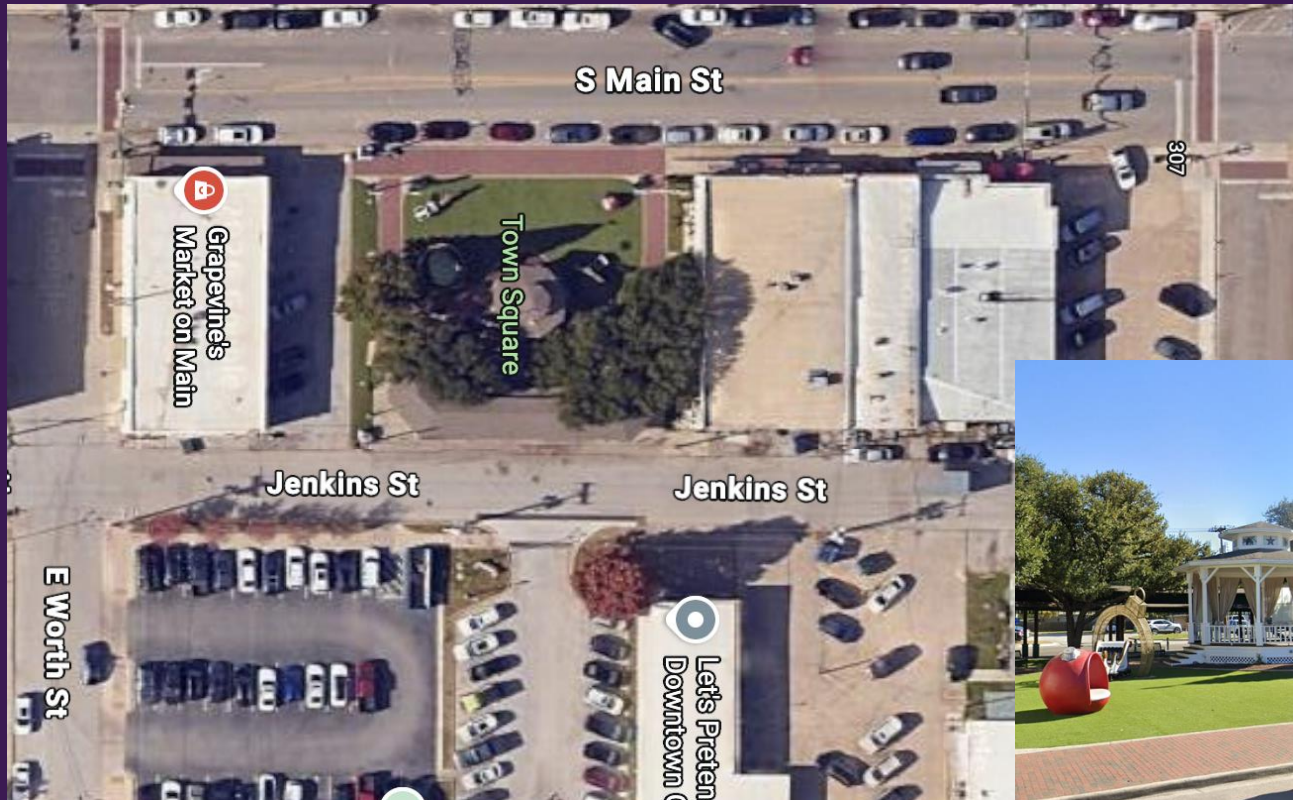
Altar Dedication Sponsor

Sponsor a dedicated altar at House of Shine. Your company honoring community ancestors — or a named altar honoring a specific legacy — is a profound brand alignment.

Named altar · ceremony acknowledgment · feature in altar program · 8 tickets

GRAPEVINE COMMUNITY DIA DE LOS MUERTOS

SUNDAY - NOV 1, 2026 – MAIN STREET TOWN SQUARE



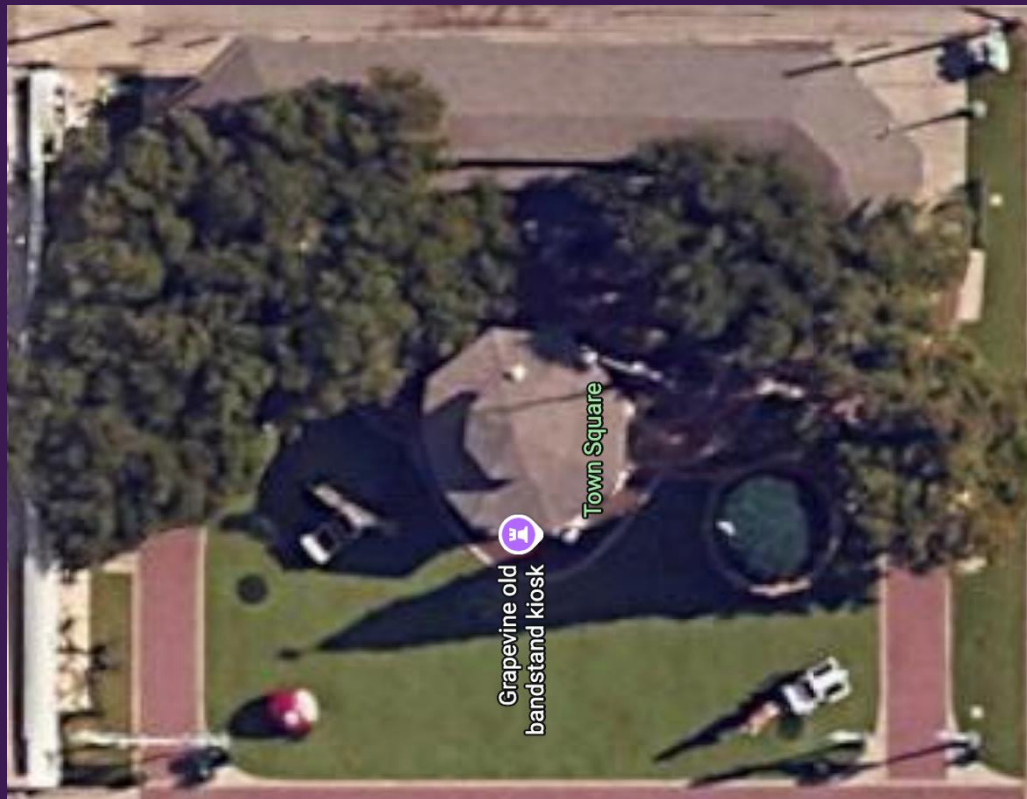
**GRAPEVINE
DIA DE LOS
MUERTOS**

PROUDLY PRODUCED BY DEV CULTURE, INC & NAVARRO GROUP
A LATINO INSPIRED GRAPEVINE INITIATIVE



GRAPEVINE COMMUNITY DIA DE LOS MUERTOS

2pm – 6pm, FREE TO THE PUBLIC



EVENT HIGHLIGHTS:

- Mexican Street Food Vendors
- Arts and Crafts
- Live Performance, DJ/Live Music (Gazebo)
- Community Leaders
- Sponsor Activations
- Media Personalities
- Catrinas/Catrins
- And a few surprises.

**GRAPEVINE
DIA DE LOS
MUERTOS**

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ABOUT THE BENEFICIARIES

Two registered 501(c)(3) nonprofits. All contributions are tax-deductible.

House of Shine

501(c)(3) Nonprofit · Grapevine, TX

A museum of self-discovery in Historic Downtown Grapevine — the only institution of its kind in Texas. House of Shine equips individuals to uncover their unique strengths, understand their purpose, and step boldly into who they were made to be.

Every dollar raised through Echoes of Light sustains the exhibits, programming, and community outreach that keep this transformative space alive and growing.

Latinos in Grapevine

Dev Culture, Inc. Initiative · 501(c)(3)

A community initiative celebrating Hispanic culture, building meaningful connections, and amplifying Latino voices across Grapevine and the DFW region.

Through the Elevate program, community events like Celebra Grapevine, and bilingual education, Latinos in Grapevine is building bridges between cultures and generations.

JOIN US.

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Your SHINE carries it forward.

To become a partner:

Yvette Lopez

Dev Culture Inc./Latinos In Grapevine

yvette@devculture.org

Mauricio Navarro/The Navarro Group

Navarro@navarrogrp.com

214.600.1533

Event Co-Organizer:

Latinos in Grapevine · Dev Culture, Inc.

latinosingrapevine.com

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