



SPONSORSHIP KIT

Passport to Culture

The Official Hispanic Heritage Festival of Grapevine, Texas



Sunday • October 4, 2026



2:30 – 8:00 PM



Grapevine Convention Center

ABOUT THE FESTIVAL

More Than a Festival — A Bridge

Celebra Grapevine is the Official Hispanic Heritage Festival of the City of Grapevine, Texas — a vibrant, multi-generational celebration that unites the community through culture, performance, food, and storytelling.

Launched in 2022 and proclaimed the city's official Hispanic Heritage festival in 2023, Celebra has become one of the most anticipated cultural events in the DFW Metroplex. In 2026, we take a historic step forward — moving into the Grapevine Convention Center for our first fully ticketed, premier indoor experience.

It is a bridge — connecting Grapevine's Latino community with neighbors, businesses, and civic leaders in a celebration that is inclusive, inspiring, and unforgettable.



RECOGNIZED BY MAYORAL PROCLAMATION

**The Official Hispanic Heritage Festival of
Grapevine, Texas**



Celebra · Grapevine, TX

WHY WE DO THIS

Every Ticket and Sponsorship Fuels Elévate

Celebra is a celebration with a purpose. Proceeds fund Elévate — our strengths-based program providing holistic personal and professional development that helps Latino immigrants and their children break cycles of poverty.



Strengths Discovery

Identify and build on individual strengths and values



Personal & Professional Growth

Coursework in career, mindset, and wellness



Entrepreneurship

Training to launch and grow family businesses

\$500 sponsors one family through Elévate.

Your sponsorship is measured in graduations, growth, and businesses started — not just attendance.



BY THE NUMBERS

A Growing Audience, A Trusted Moment

1,000+

AT CAPACITY

1,000+ throughout the day

35%

LATINO POPULATION
in Grapevine

4th

YEAR AS OFFICIAL
CITY FESTIVAL
Since 2023

2026

CONVENTION CENTER
Grapevine, TX

Latinos are approximately **35% of Grapevine** and **40% of Texas** — one of the fastest-growing consumer segments in the United States.

They are a cornerstone of Grapevine's economy — powering the hotels, restaurants, and tourism that drive our city's primary economic engine.

THE FESTIVAL EXPERIENCE

A Full Day of Culture & Energy



Flash Mob

A choreographed surprise that ignites the whole crowd



Fashion Show

Designers and cultural dress take the runway



Lucha Libre

High-energy masked wrestling — a crowd favorite



Folklórico Dance

Ballet folklórico and performers from across Latin America



Music & Mariachi

Mariachi, salsa, and entertainment all day long



Kids Zone & Variety of Foods

Family activities and flavors from many nations

WHY SPONSOR

Five Reasons to Partner With Celebra



Reach a Loyal, Local Audience

Attendees are your neighbors, employees, and customers — high-trust, face-to-face brand exposure.



Demonstrate Community Commitment

Consumers choose brands that invest in the communities they serve. Your presence signals inclusion.



Premium Event, Premium Impression

2026 is Celebra's first Convention Center experience — a ticketed, curated event that elevates every sponsor.



Bilingual, Multigenerational Reach

From toddlers to grandparents, English and Spanish speakers alike — rare broad-spectrum engagement.



Proceeds Fund Real Change

Your sponsorship powers Elévate — holistic personal and professional development that breaks cycles of poverty.

SPONSORSHIP TIERS

Choose Your Level of Partnership

BENEFIT	TITLE \$10,000 <i>Around the World</i>	PRESENTING \$5,000 <i>First Class</i>	CULTURAL \$2,500 <i>Business Class</i>	COMMUNITY \$1,000 <i>Main Cabin</i>	FRIEND \$500 <i>Friends & Family</i>
SLOTS AVAILABLE	1 only	5	10	15	Open
Name in Event Title	✓	–	–	–	–
Exclusive Stage Naming Rights	✓	–	–	–	–
Logo on Event Banner & Backdrop	✓	✓	–	–	–
Logo on All Marketing Materials	✓	✓	✓	–	–
Logo in Digital Program	✓	✓	✓	✓	–
Dedicated Social Media Feature	✓	✓	✓	–	–
VIP Experience	✓	–	–	–	–
Reserved Seating	✓	✓	–	–	–
General Admission Tickets	8	4	2	2	1
Branded Activation / Booth Space	✓	✓	–	–	–
Speaking Moment from Stage	✓	–	–	–	–
Program Element Naming Rights*	✓	✓	–	–	–
Name Listed in Digital Program	✓	✓	✓	✓	✓
Verbal Recognition from Stage	✓	✓	✓	✓	–

*Program Element Naming Rights include: Lucha Libre Arena, Flash Mob Stage, Selfie Station, VIP Lounge, Kids Zone, or Food Court — subject to availability and coordination with the event team.

PRESENTING THE TITLE SPONSORSHIP

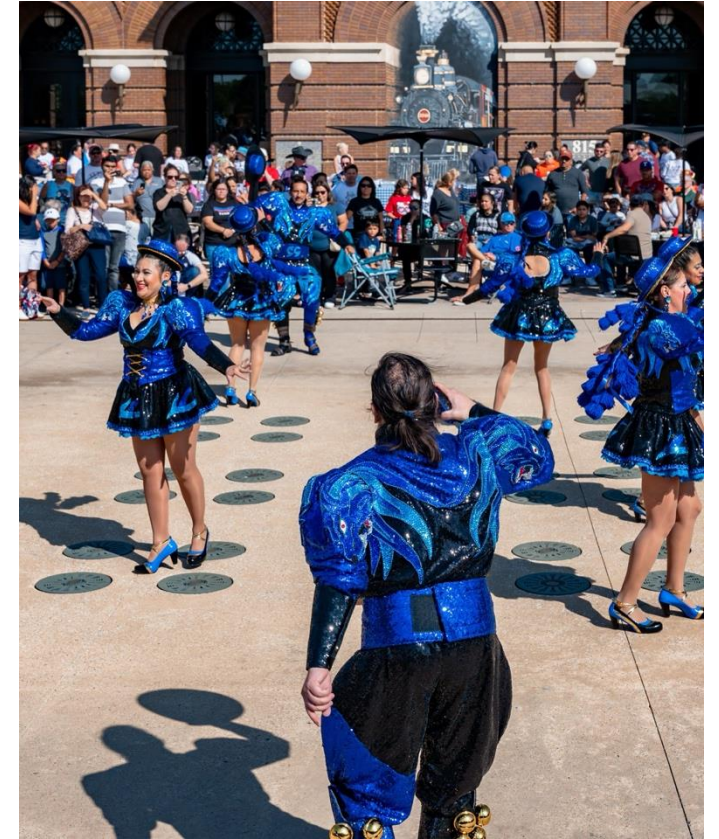
Around the World

Title Sponsor

\$10,000 • 1 exclusive slot

The single most prominent partnership at Celebra — your name becomes part of the event itself.

- ✓ Name in the Event Title & exclusive stage naming rights
- ✓ Logo on event banner, backdrop & all marketing
- ✓ Dedicated social feature + speaking moment from stage
- ✓ VIP Experience for 8 + 8 general admission tickets
- ✓ Branded activation / booth space & program naming rights



Caporales · Celebra 2024

NAMED ADD-ON OPPORTUNITIES

Own a Moment of the Night

Claim exclusive naming rights to a high-visibility program element — available at any tier or as a standalone investment.

ADD-ON OPPORTUNITY	INVESTMENT	AVAIL.
Lucha Libre Arena Sponsor	\$3,500	1 available
Fashion Show Photobooth (6 Stones)	\$3,000	1 available
Fashion Show (Latinos TX / Elevate / Sasha)	\$2,500	1 available
Junior Flyers Zone (Kids Activity)	\$2,000	1 available
Flash Mob Presenting Sponsor (Baylor)	\$1,500	1 available
Food Court (per station)	\$1,000	5 available
Digital Program Back-Cover Ad	\$500	1 available
Digital Program Full-Page Ad	\$350	4 available
Digital Program Half-Page Ad	\$200	6 available



Lucha Libre draws one of the day's biggest crowds — a marquee naming moment.

Celebra's event program is fully digital — every guest accesses it on-site via a QR code, keeping your brand in front of them all day and beyond.

MORE WAYS TO GIVE

In-Kind Sponsorship

We welcome contributions of goods and services. In-kind sponsors receive recognition based on the estimated value of their contribution.

- Catering, food, or beverage contributions
- Audio/visual equipment or production services
- Printing and design services
- Entertainment or performance sponsorship
- Venue décor, florals, or event supplies
- Raffle prizes or guest giveaways
- Photography or videography services

SPONSORSHIP REVENUE GOAL

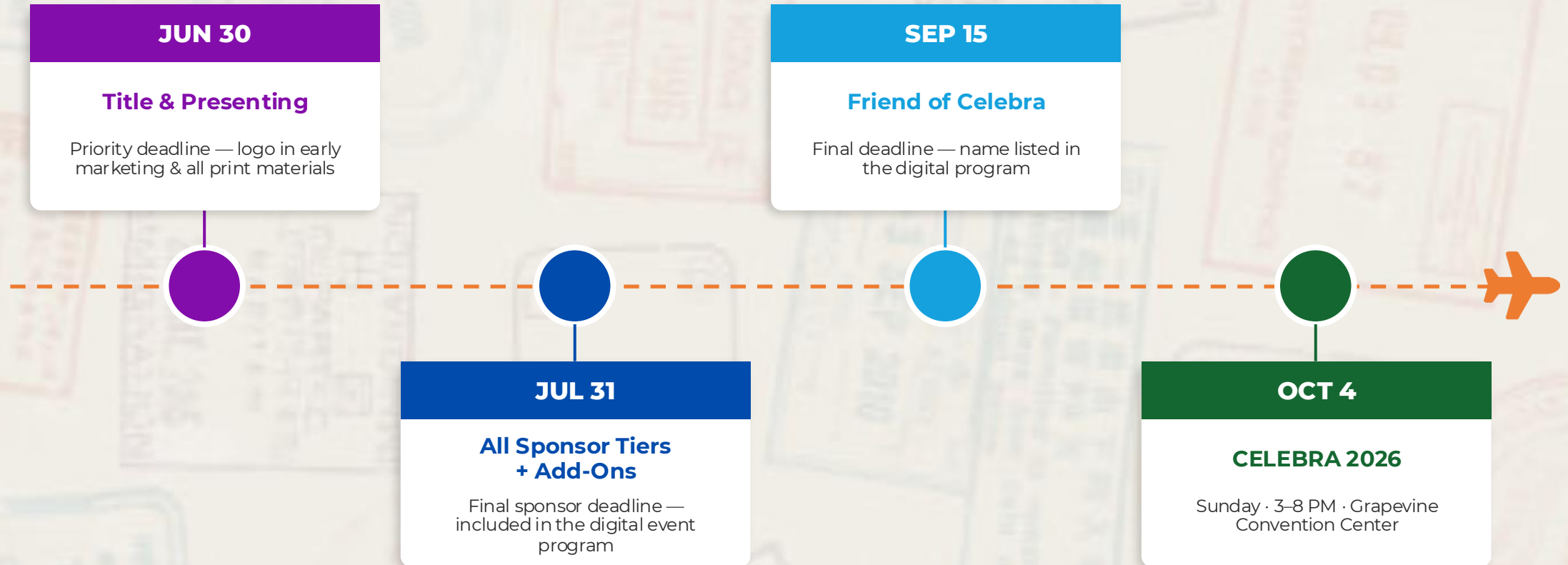
\$50,000+

Every sponsorship and add-on combined funds Elévate — together we aim to meet and exceed our goal.

Title & Presenting sponsorships are limited — confirmed first-come, first-served.

PLAN YOUR JOURNEY

Sponsor Commitment Timeline



Earlier commitments receive maximum visibility. Dates reflect production and print deadlines.



Secure Your Sponsorship

Let's design a partnership that meets your goals — and helps a family rise through Elévate. To discuss opportunities or confirm your commitment:

Latinos in Grapevine

A Dev Culture, Inc. Initiative

latinosingrapevine.org

Yvette Lopez, Dev Culture Inc.

yvette@devculture.org

(813) 442-1477

Mauricio Navarro, Navarro Group LLC

navarro@navarrogrp.com

(214) 600-1533

Transformando Cultura, Elevando Comunidad

Transforming Culture, Elevating Community

We celebrate, empower, and inspire.