

**SAN JOSÉ, CA**  
**Cinco De Mayo 2026**  
**Guidelines for Sponsors Participating**  
**In the Festival**

1. Alignment with Festival Theme:

- Ensure that your sponsorship aligns with the cultural and celebratory themes of Cinco de Mayo.

- Consider sponsoring activities, events, or elements of the festival that resonate with the Mexican heritage and community.

2. Visibility and Brand Exposure:

- Maximize your brand exposure by selecting sponsorship opportunities that offer high visibility to festival attendees.

- Explore options such as stage banners, signage, branded merchandise, and digital promotions to showcase your brand throughout the festival.

3. Engagement with Attendees:

- Create interactive experiences or activations that allow attendees to engage directly with your brand.

- Consider hosting games, contests, or giveaways that encourage participation and interaction with festival-goers.

4. Support for Community Initiatives:

- Demonstrate your commitment to the local community by supporting community initiatives or charitable causes associated with the festival.

- Consider sponsoring educational programs, cultural exhibits, or community outreach efforts that enrich the festival experience for attendees.

5. Networking Opportunities:

- Take advantage of networking opportunities with other sponsors, vendors, and community leaders participating in the festival.

- Attend sponsor-exclusive events or receptions to connect with fellow sponsors and key stakeholders.

6. Measurement and Evaluation:

- Establish clear objectives and key performance indicators (KPIs) for your sponsorship to measure its success.

- Track metrics such as brand impressions, social media engagement, lead generation, and return on investment (ROI) to evaluate the impact of your sponsorship.

7. Collaboration with Organizers:

- Maintain open communication and collaboration with festival organizers to ensure a successful partnership.
- Work closely with the organizing team to leverage promotional opportunities and coordinate logistics for your sponsorship activation.

8. Promotion of Diversity and Inclusion:

- Embrace diversity and inclusion in your sponsorship initiatives by showcasing diverse voices, cultures, and perspectives.
- Support initiatives that promote equality, representation, and inclusivity within the festival and the broader community.

9. Long-Term Relationship Building:

- Explore opportunities for long-term partnership and collaboration beyond the festival.
- Build rapport with festival organizers and stakeholders to establish a lasting relationship based on mutual trust and shared goals.

10. Feedback and Reflection:

- Gather feedback from attendees, organizers, and stakeholders to inform future sponsorship decisions.
- Reflect on the successes and challenges of your sponsorship involvement and use insights to refine your strategy for future engagements.

By following these guidelines, sponsors can maximize their impact and contribution to the Cinco de Mayo Festival while enhancing their brand visibility and community engagement.

Cinco De Mayo Organizers  
Lighthouse of Hope Counseling Center  
Feb 16, 2026