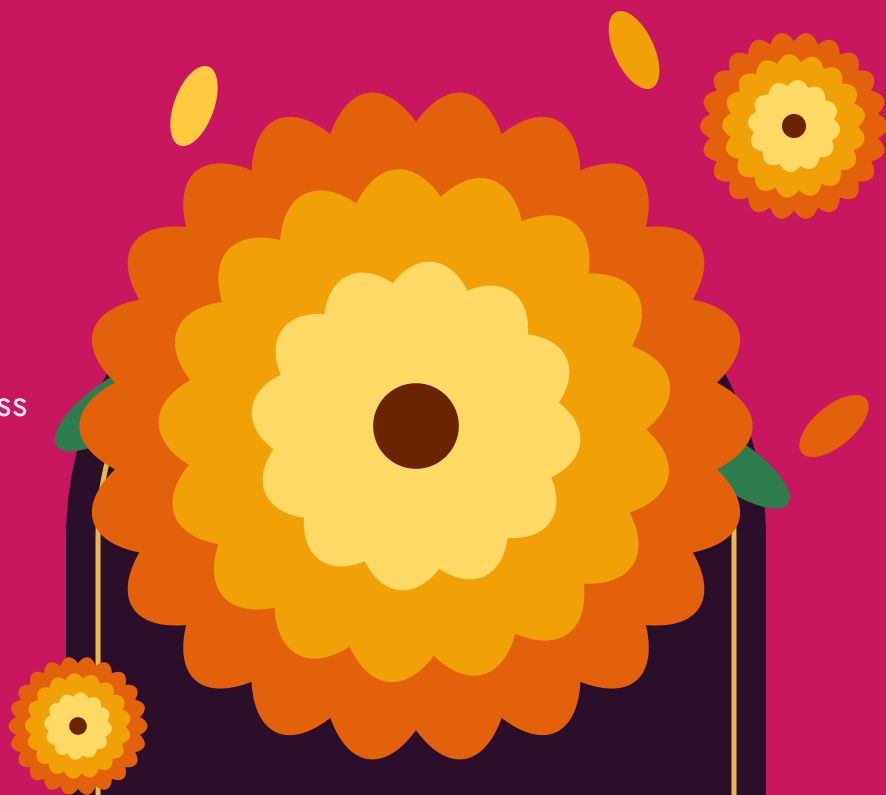


Sponsor the Ruta de Altars

A free, self-guided Día de los Muertos route of ofrendas, local businesses, artists, and neighborhood history across Oak Cliff.



Sponsorship Packet 2026

Jefferson Blvd x Bishop Arts · Oak Cliff, Dallas
Presented with the Oak Cliff Cultural District

Everything that makes a community, *front and center*

Over three days, visitors walk stop by stop at their own pace, visiting spaces filled with ofrendas, art, and personal tributes built by local businesses, artists, and neighbors. It flows like an art walk, but it's its own tradition, rooted in the Mexican-American heritage that has played a part in Oak Cliff for generations, and open to everyone as an opportunity to celebrate loved ones, community, and art.

Jefferson Blvd

The heritage corridor

Home to 30+ longtime Latino businesses, including El Ranchito (historical designation, 2026), Charco Broiler, El Rincón Tapatío, El Padrino, and La Calle Doce, plus Top Ten Records, the oldest record store in Texas, and the historic 1931 Texas Theatre.

Bishop Arts

The discovery corridor

Cocktail bars, galleries, bookstores, and boutiques, grown from the same Oak Cliff roots.

Extended Route

Worth the trip

Neighborhood favorites just beyond walking distance, with driving directions from the guide.

New in 2026

A digital route guide

Walking directions, an illustrated map, and a full English/Español switch. No app to download.

A visitor passport

Visitors collect stops as they go, a reason to visit one more business.

QR door signs

Every stop gets a sign; scanning opens that stop and the next ones nearby.

Results for businesses

Each stop receives a report of direction requests and door-sign scans.

Family block party

A family-friendly block party at CocoAndré, Sunday, Nov 1, 1–6 pm, at 423 Centre St. in Oak Cliff.

Real demand, *built by the community*

656

registered visitors over three days

7

states represented, from 30 cities

88%

of raffle respondents rated it 5 out of 5

11–14%

average income increase reported by participating businesses

The same team produced Copa de Cliff Fest · June 2026

71

businesses across both corridors

1,563

website visits in one night

20+

states, plus international visitors

Earned coverage from NBC 5 DFW, KERA, Univision 23, and the Oak Cliff Advocate.

Who you reach

Oak Cliff families and longtime residents, visitors from across the Dallas–Fort Worth area and beyond, local businesses and their customers, and the press and tourism partners following the route.

Choose how you *show up*

Amigo de la Ruta \$150

- Your name on the route guide sponsor list
- A thank-you on Ruta de Altares social media

Neighborhood Anchor \$500

- Name on the route guide and printed signage
- One storefront window decorated for the route
- Featured on Ruta de Altares social media

Cultural Partner \$1,200

- Logo on the route guide and signage
- One artist-made corridor installation with your name or logo on it
- A sponsor spotlight on the route guide and social media

Corridor Champion \$2,500

- “Presenting Sponsor” naming on all materials and the press release
- A custom altar created for the route
- A dedicated media push, and recognition in the post-event impact report
- Visibility through 2027

Local Artist Pool

Any amount. Pays the local artists building ofrendas and installations along the route.

In-kind gifts

Cempasúchil, candles, printing, photography, or food and drinks for volunteers.

¡Pásale!

Become a sponsor

Scan the code or visit zeffy.com/en-US/ticketing/ruta-de-altares. Gifts are processed through Zeffy with no platform fees, managed by the Oak Cliff Cultural District.

Key dates

Oct 12 – 16	Printed materials go out · countdown begins
Oct 30 – Nov 1	Ruta de Altares
Nov 1	Family block party at CocoAndré, 1–6 pm
November	Post-event impact report shared with sponsors



Carina Arellano

Corridor Business Strategist
214.298.1118

Oak Cliff Cultural District

Presenting partner