

Muertos Y Marigolds Presents
The 33rd Annual Dia de los Muertos Celebration & Marigold Parade
Sunday November 2, 2025 (Daylight Savings “Fall Back”)

Event Site: TBD

ABQ, NM 87105

Vendor Application

Parade and Art Theme for 2025: **“Papelotl Encadenada: Free Our People Now!”**

The Dia de los Muertos Celebration and Marigold Parade Planning Committee invites you to participate in the DDLM Arts and Crafts Fair. Vendors present fine art, folk art, crafts, clothing and other items featuring Dia de los Muertos or related Mexican/Chican themes. We encourage artisans and artists who work on such themes to participate. However, art work must be original; mass-produced or factory-made items will be rejected. Food vendors are also welcome to apply.

We are requesting a non-refundable \$25.00 vendor registration fee. We also request a voluntary donation of 20% of your evenings proceeds and one item from your stock to raffle to help cover the costs of the event. (See more explanation on the second page).

- Please make checks payable to: **Muertos y Marigolds**

Spaces are 10' x10' each. You will be responsible for providing a table(s), and any supplies needed to set up your booth. Vendor spaces are outside and in the field. Please bring your own shade as well. Set-up will begin from 10:00am-12:00pm. Please no early birds. The event will begin sometime around 12:00pm (noon). The Celebration will end at 4:00pm. Reminder that Sunday is ALSO Daylight Savings (Fall Back).

Vendor applications can be mailed or emailed. If you email your application, you will be sent a response email with a link to make an online payment.

APPLICATIONS THAT ARE MAILED MUST BE POSTMARKED BY SEPTEMBER 30th, 2025. APPLICATIONS EMAILED MUST BE TIME STAMPED BY SEPTEMBER 30th, 2025. We will let you know by email in October if your vendor application has been accepted.

- Mail your completed vendor application to: **South Valley Muertos y Marigolds Vendor Coordinator 508 60th St SW Albuquerque, NM 87121,**
- Email your completed vendor application to: muertosymarigoldsvendorcoord@gmail.com

Bernalillo County, the Día de los Muertos Celebration & Marigold Parade organizers, Muertos y Marigolds will not be responsible at any time for any damage to or any theft or loss of any vendor's work or products.

For more information e-mail your questions to muertosymarigoldsvendorcoord@gmail.com

Please fill out the information below:

Name:			
Address:			
City/State/Zip:			
Phone #:		Email:	
Description of product/art/craft/food:			
Please attach pictures of your product/art/craft/food.		<input type="checkbox"/> Attached	Please answer questions on next page.

For grant purposes, please provide the following information (optional):

Ethnicity:		Gender:			
Disabled:	Yes <input type="checkbox"/> No <input type="checkbox"/>	Art Vendor:	Yes <input type="checkbox"/> No <input type="checkbox"/>	Food Vendor:	Yes <input type="checkbox"/> No <input type="checkbox"/>

South Valley Día de los Muertos y Marigolds Parade & Celebration Mission Statement:

Our mission is to exert cultural self-determination, strengthen community, & promote cultural exchange through intergenerational learning and expression through art, music, food, dance and political satire. We want to promote pride in the South Valley and the community's cultural identity through our grassroots, non-corporate organizing.

****Questionnaire for Applicants****

1.) How does your art work promote the 2025 theme of the South Valley Día de los Muertos y Marigolds Parade & Celebration? This year's theme is (*Please provide an explanation that aligns with the theme.*):

"Papalotl Encadenada: Free Our People Now!"

2.) Can art mediate between our South Valley community celebration and the more family centered celebration of this tradition?

3.) How does your art relate to the traditional representations of DDLM such as Jose Guadalupe Posada's Katrinas and other such images?

4.) Have you heard of any meaningful works to/from the government or community organizers to: combat the extraction of natural resources and the gentrification of our communities, or to combat the endless development of the land; or to restrict private equity from hoarding land and housing - here in Atrisco, in the South Valley, or the community where you live or work?

5.) Please tell us if you live or work in the South Valley.

The South Valley Día de los Muertos Celebration and Marigold Parade receives in-kind support from Bernalillo County and some community organizations. Over the last few years, in-kind support and organizational support has diminished due to budget cuts adopted by the federal and state government and other agencies.

We, the organizers of these much-loved South Valley events, must now rely more and more on your donations of time and finances. In addition to your direct support, we are also interested in other funding opportunities. If you would like to help, please let us know by emailing us at muertosymarigolds@gmail.com.