



38th Annual Cinco de Mayo Festival May 1-3, 2026 (date may be modified)

Event History

The annual Cinco de Mayo festival is the largest and longest running cultural event in the Yakima Valley, celebrating Mexican and Latin American heritage and culture and drawing over 25,000 in attendance.

The festival historically includes live music performances, a large Mexican dancing horse contest, a one-of-a-kind parade with up to 300 dancing horses, large carnival, authentic Mexican refreshments, and a variety of exhibitors and vendor booths.

Event Description (at a minimum)

EVENT DATES
May 1-3, 2026

STREET FAIR (Vendors)
Friday, May 1 12 PM to 10 PM
Saturday, May 2 10 AM to 10 PM
Sunday, May 3 10 AM to 8 PM

CARNIVAL
Friday, May 1 12 PM to 11 PM
Saturday, May 2 12 PM to 11 PM
Sunday, May 3 12 PM to 8 PM

PARADE
Sunday, May 3 12:00 PM

ENTERTAINMENT – in the form of live bands and DJ's at Centennial Square
Saturday, May 2 no later than 10 PM
Sunday, May 3 no later than 9 PM

CHARRO COMPETITION
Sunday, May 3 After the parade (approximately 1 PM) in Central Park

OTHER activities may be added at the discretion of the event producer and with the written consent of the City. Event dates may be modified.

Scope of Work

The Cinco de Mayo event producer will work closely with City staff to ensure a successful, engaging, and family oriented event. Scope of work includes:

- Contacting and engaging with individuals, governmental agencies, small and large businesses, and others to secure event vendors.
- Hire entertainment acts to perform during the festival.
- Contract with festival equipment providers including stage, sound, booths, etc.
- Ensure all equipment providers, entertainment acts, permit fees, etc. are invoiced and paid on time.
- Organize event schedule including start and stop time, entertainment schedule, vendor/sponsor placement, etc.
- Develop, manage, and execute master event plan and timeline; assign/delegate tasks to volunteer teams; evaluate, analyze, and report results for the event.
- Responsible for timely submission of all applicable City permits and applications as set forth in [SMC 12.46](#), Special Event Permits.
- Coordinate and communicate effectively with various City departments to secure proper and required permits, street closures, no parking signs, police coverage, etc.
- Promote open lines of communication with the City and report on a monthly basis regarding results from various efforts under this Contract.
- **Marketing** - Oversee the implementation of the marketing campaign to include, at a minimum:
 - Design, create, and distribute promotional materials and campaigns highlighting the Annual Cinco de Mayo Festival.
 - Interact with press and television media, social media, local merchants and others to advertise Cinco de Mayo
 - Negotiate advertising with local and regional media.
 - Create a web and social media presence to promote and advertise the festival.
 - Facilitate links with other websites to advertise event and encourage attendance.
 - Provide written reports, as will be required by the City, detailing results derived from the promotional efforts set forth above.
- Responsible for leading/managing volunteer committees, both pre-event and on-site, for all aspects of the event.
- Manage relationships with event vendors to ensure compliance with all City permits, Washington State Department of Health, and other agencies as required by state and local law.
- Direct and manage on-site event set up and clean-up.

- Develop Parade route and coordinate with City staff for the safe and efficient closure of roads. Submit parade route and Special Event Permit to City in a timely manner and in accordance with [SMC 12.46](#).
- Develop Parade Entry Application, distribute, collect and organize applications.
- Pursuant to [RCW 67.28.1816](#), provide an estimate of how any moneys received will result in increases in the number of people traveling for business or pleasure on a trip: (i) away from their place of residence or business and staying overnight in paid accommodations; (ii) to a place fifty miles or more one way from their place of residence or their business; or (iii) from another county or state outside of their place of residence or their business.
- Submit a report describing the actual number of people traveling for business or pleasure on a trip: (i) away from their place of residence or business and staying overnight in paid accommodations; (ii) to a place fifty miles or more one way from their place of residence or their business; or (iii) from another county or state outside of their place of residence or their business.
- Security Costs - The City of Sunnyside will cover fifty percent (50%) of the total security costs associated with the Cinco de Mayo event, excluding nighttime security services. The event organizer shall be responsible for coordinating directly with the Chief of Police or his designee to obtain an estimate of security costs and to confirm the City's portion of financial responsibility. This information must be included in the Budget section of the Special Event Application and coordinated prior to final approval of the event.

