VII CONCURSO

ALTARES DE MUERTOS DOS LAREDOS

MONTA EL MEJOR ALTAR DE MUERTOS DE LOS DOS LAREDOS

SEVENTH "DOS LAREDOS DÍA DE MUERTOS ALTAR CONTEST"

PURPOSE

The Mexican Cultural Institute of Laredo, the Consulate General of Mexico in Laredo, and UNI-TRADE are joining efforts to encourage Mexican cultural expression in this border region through the Seventh Dos Laredos Día de Muertos Altar Contest. The contest's primary purpose is to promote the Mexican tradition of celebrating Día de Muertos (Day of the Dead).

DEFINITION

The Día de Muertos altar is one of Mexico's most significant traditions, serving as the centerpiece of the celebration. Various offerings are placed on the altar to honor deceased loved ones and keep their memory alive. The Spanish word *ofrenda* comes from the Latin *offerenda*, meaning "things to be offered."

Offerings honoring the deceased are a legacy of Indigenous peoples. The tradition of setting up an altar is rooted in the belief that, during Día de Muertos, the souls of the deceased are allowed to return to the world of the living. In this context, the altar is where they come to eat, drink, rest, and spend time with their families and loved ones. It is a spiritual occasion for family reunion.

HISTORY

The city of Nuevo Laredo was founded on June 15, 1848, by Laredo residents of Mexican origin who found themselves on the other side of the border when the Treaty of Guadalupe Hidalgo took effect and Laredo became part of the United States.

According to local history, these residents, who woke up one morning as foreigners in their own land, exhumed the remains of their ancestors and crossed the Rio Grande with them to remain Mexican. On Mexican territory, they founded the city of Nuevo Laredo just 16 days after May 30, 1848, when Mexico and the United States exchanged ratifications of the Treaty of Guadalupe Hidalgo.

CONTEST RULES

I. CATEGORIES

- Individual / Family — Nuevo Laredo, Tamaulipas
- Individual / Family — Laredo, Texas
- Business, Organization, or Institution — Dos Laredos

II. PRIZES COURTESY OF UNI-TRADE — $4,000 USD IN TOTAL

First-, second-, and third-place prizes will be awarded in each category.

Place	Individual / Family — Nuevo Laredo, Tamaulipas	Individual / Family — Laredo, Texas	Business, Organization, or Institution — Dos Laredos
First place	$800 USD and a certificate	$800 USD and a certificate	Featured in a promotional video shared on the Mexican Cultural Institute of Laredo's social media channels and website, plus a certificate
Second place	$400 USD and a certificate	$400 USD and a certificate	Featured in a promotional video on the Mexican Cultural Institute of Laredo's website, plus a certificate
Third place	$300 USD and a certificate	$300 USD and a certificate	Certificate

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III. ELIGIBILITY AND ALTAR REQUIREMENTS

- Participants must reside in Nuevo Laredo, Tamaulipas, or in one of the following Texas counties within the consular jurisdiction of the Consulate General of Mexico in Laredo: Webb, Zapata, Jim Hogg, McMullen, La Salle, or Duval.
- The altar must follow Mexican tradition and be dedicated to one or more deceased individuals.
- The altar must include at least five of the following traditional elements: *pan de muerto* (traditional Day of the Dead bread), sweets, sugar skulls, flower vases, salt, glasses of water, *pinole* (ground toasted corn), flowers, candied pumpkin, a burner with copal resin, seasonal fruit, a path of flowers, bundles of corn, candles or votive candles, the deceased's favorite foods or beverages, photographs, a cross, *papel picado* (decorative cut-paper banners), copal and incense, a *petate* (woven mat), a tablecloth, silk fabrics, personal belongings, and religious elements.
- Altars must respect Mexican tradition and must not include elements from other celebrations, such as Halloween. Entries that include such elements will be disqualified.
- Altars must not contain political or propaganda messages.
- There are no restrictions on the altar's dimensions, volume, or weight.
- There are no age or nationality restrictions. However, participants must state their place of residence.

IV. HOW TO PARTICIPATE

- Complete the registration form available at: https://forms.gle/EPrbFwmwz6HBa3uDA
- Attach two photographs to the registration form: one taken while the altar is being assembled and one showing the completed altar. Photographs must be in color and submitted in JPG, JPEG, or TIFF format. Each photograph must not exceed 10 MB. Save each file using the participant's name.
- The deadline to submit the registration form and altar photographs is **November 6, 2026, at 4:00 p.m., Laredo, Texas time**.
- Photographs of all submitted altars that meet the requirements will be published on the Mexican Cultural Institute of Laredo's Facebook page so that the community can vote for its favorites: https://www.facebook.com/icmdelaredo
- Winners of contests organized by the Mexican Cultural Institute of Laredo in 2022, 2023, 2024, and 2025 may participate; however, they will not be eligible to receive cash prizes in 2026.
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V. VOTING

- One Facebook **"Love" reaction (♡)** equals one vote.
- Voting will begin on **November 9, 2026, at 11:00 a.m.**
- Voting will close on **November 16, 2026, at 4:00 p.m.**, at which time the final Facebook reaction count will be completed.
- In each category, the three altar photographs with the highest number of "Love" reactions will be the winners.
- Any altar photograph that receives reactions of any kind from fake profiles or profiles in languages other than English or Spanish may be disqualified following a review by the Mexican Cultural Institute of Laredo (ICML).

VI. AWARDS AND RESULTS

- Results for all categories will be announced on **November 17, 2026, at 4:00 p.m.**, on the Mexican Cultural Institute of Laredo's Facebook page.
- In the event of a tie, the Mexican Cultural Institute of Laredo's Board of Directors will cast the deciding vote.
- Winners will be notified within 10 business days after the contest closes.
- The Mexican Cultural Institute of Laredo will notify winners of the date and location of the award ceremony in Laredo, Texas. Winners must provide official proof of residence in their own name.
- Prizes will be presented at an award ceremony in Laredo, Texas. Attendance by the winner is required. If a winner cannot attend, they must send a representative and notify the organizers in advance. An absent winner will not be able to receive the prize, and the prize will be returned to the sponsor.

ADDITIONAL TERMS AND CONDITIONS

- Any matter not addressed in this call for entries will be resolved by the Mexican Cultural Institute of Laredo's Board of Directors.
- Digitally created altars will not be accepted. If there is any doubt, the organizers may request an on-site inspection of the altar. Refusal to allow the inspection will result in automatic disqualification.
- If the organizers detect conduct indicating that a participant is purchasing votes or offering prizes or compensation in exchange for votes, they may disqualify the participant for engaging in unfair practices.
- Participation in this contest constitutes acceptance of all rules in this call for entries, as well as authorization for the organizers and their collaborators to use altar photographs for publicity purposes.
- The organizers may use the photographs in their activities.
- No purchase or payment of any kind is necessary to enter or win this contest.
- This contest is in no way sponsored, endorsed, or administered by Facebook. Facebook is released from all liability in connection with this contest.
- The organizers are not responsible for system outages, portal or website failures, transmission delays, or other technical problems.
- The organizers reserve the right to expand and/or clarify the scope of these terms and conditions and/or any procedures without prior notice.
- All times listed are local to Laredo, Texas.
- For questions or clarification, please contact **icmdelaredo@gmail.com**.