



2026 Event Timeline



Day 1

Thursday, March 5, 2026

6:00 p.m. - 10:00 p.m. Heart of America Carnival



Day 2

Friday, March 6, 2026

5:00 p.m. Festival Grounds Open
 5:00 p.m. - 11:00 p.m. Fiesta Mercado
 5:00 p.m. - 11:00 p.m. Heart of America Carnival
 5:00 p.m. - 11:00 p.m. Petting Zoo
 5:00 p.m. - 10:00 p.m. Contacto Animal & Dinosaur Exhibit
 7:00 p.m. - 9:00 p.m. Lucha Libre Wrestling

Fiesta Mercado Stage

6:00 p.m. - 7:00 p.m. Mariachi Nueva Tradición
 7:15 p.m. - 8:15 p.m. Hot Rodz
 8:30 p.m. - 9:30 p.m. Leo Garcia
 9:45 p.m. - 10:45 p.m. Grupo Atareado

Bert Ogden Arena Main Stage

6:30 p.m. Arena Opens
 7:15 p.m. - 8:15 p.m. Brody Rivers
 8:30 p.m. - 9:30 p.m. Reny Roland
 9:45 p.m. - 11:00 p.m. Randy Rogers Band



Day 3

Saturday, March 7, 2026

1:00 p.m. Festival Grounds Open
 1:00 p.m. - 11:00 p.m. Heart of America Carnival
 1:00 p.m. - 11:00 p.m. Fiesta Mercado
 1:00 p.m. - 11:00 p.m. Petting Zoo
 1:00 p.m. - 11:00 p.m. Contacto Animal & Dinosaur Exhibit
 6:00 p.m. - 8:00 p.m. Lucha Libre Wrestling

Fiesta Mercado Stage

1:00 p.m. - 2:00 p.m. School of Rock
 2:15 p.m. - 3:15 p.m. Desert Bloom
 3:30 p.m. - 4:30 p.m. Dice
 4:45 p.m. - 5:45 p.m. Benny & the Katz
 6:00 p.m. - 7:00 p.m. Arzalez
 7:15 p.m. - 8:15 p.m. Palmview High School Grupo
 8:30 p.m. - 9:30 p.m. El Junior y Su Grupo Arcangel
 9:45 p.m. - 10:45 p.m. Leonado Music

Bert Ogden Arena Main Stage

7:00 p.m. Doors Open
 8:00 p.m. - 12:45 p.m. Palomazo Norteño



Day 4

Sunday, March 8, 2026

4:00 p.m. - 10:00 p.m. Heart of America Carnival



4900 S. I-69C, EDINBURG, TX 78539