



80th Anniversary Charro Days Fiesta

February 19-26, 2017

Dear Fiesta Supporter,

It is with great pleasure that we invite you to participate as a sponsor in the 80th Anniversary Charro Days Fiesta, the oldest fiesta in the Rio Grande Valley and one of 100 events in North America designated by The American Bus Association.

Charro Days, a tradition which began in 1938 to forge the bonds of friendship between Matamoros, Mexico, and Brownsville, Texas, is an annual festival that exemplifies the spirit of harmony, costume, music and dance. This tradition is rich in heritage, courageous in spirit and indomitable in compassion. Hundreds of thousands of local community members and out-of-towners participate in this special weeklong event. The fiesta begins Sunday, February 19th and ends Sunday, February 26, 2017.

As a potential sponsor of one of the thirteen Charro Days floats, there are seven (7) levels (see additional pages for descriptions of sponsorship opportunities) to choose from to participate including an alternate sponsorship (see Ferris Wheel opportunity below). Sponsoring one of our floats allows visibility and advertisement for your organization to thousands of spectators and participants who partake in Charro Days Parade festivities.

Charro Days Inc. Expectations:

- Provide your choice of a fully decorated Charro Days Float (**depending on availability**), dressed with lights, generator, tow vehicle, driver and personnel.
- Supply a sign for each side of the float.

Sponsor Expectations:

- Provide Sponsorship Application and Full Payment of your sponsorship (see amounts described in sponsorship opportunities) by December 16, 2016. Note: Money is nonrefundable due to weather or malfunctions of any kind beyond Charro Days Inc. control.
- Provide music and sound systems.
- Provide any other signage of an approved size, depending on available space on float. The recommended size is (32 X 28 inches) for display as part of the Charro Days, Inc. sponsorship.
- Additional signage must be delivered at least 1 week prior to the week of Charro Days to provide ample time for set up. Signs need to be picked up no later than 3 days after the event.

We appreciate your consideration and we would be happy to meet with you at your convenience. Please call us to discuss these sponsorship opportunities. The Sponsorship Form can be submitted via email at: charrodaysfiesta@sbcglobal.net, and/or mail to: P.O. Box 3247, Brownsville, Texas. Deadline for submitting sponsorship application and full payment is December 16, 2016. If submitted after this deadline, Charro Days Inc. cannot guarantee sponsor's name will appear on chosen float and all printed, radio, and television advertising.

Sincerely,

Lucy Escamilla
Charro Days Inc. – President





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455 E. Elizabeth St. ♦ Brownsville, Texas 78520
(956) 542-4245 ♦ Fax: (956) 542-6771



Charro Days Inc. Sponsorship Form

We, _____,
being a proud sponsor of Charro Days Inc. for year 2017,
would like to sponsor Package Level _____ for the
amount of \$_____. We have read and understand
what our package consists of, including deadline to submit
application and payment of sponsorship fee.

Printed Name: _____

Signature: _____

Title: _____

Date: _____

Email Address: _____

Phone Number: _____

For Office Use Only:

Sponsor Package Level: _____ Initials: _____

Date Application with Money Received: _____ Initials: _____

Date Application Approved: _____ Initials: _____



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Charro Days Fiesta Sponsorship Opportunities

February 19 – February 26, 2017

LEVEL 1 (ONE) Platinum:

Grand International Parade - \$15,000

1. Name of sponsor on a banner that will start the Grand International Parade.
2. Name of sponsor of this premier event will appear in over 25,000 programs distributed throughout the Rio Grande Valley, Texas, the United States and Mexico.
3. Name of sponsor appears at all functions. *We use your banner or sign at/on:
 - Baile del Sol (Sunday, February 19, 2017): Kick off festivity for the Charro Days celebration featuring children dancing traditional Mexican dances and dressed in regional costumes, food and music.
 - Noche Mexicana (Thursday, February 23, 2017): Features a dinner and dance with entertainment by Folkloric Dancers, Mariachi 7 Leguas, and variety music by Noe Pro.
 - Charro Days Costume Ball (Saturday, February 25, 2017): Dance featuring a renowned local band opening for a widely known musical group: FIVE TIME GRAMMY AWARD WINNER - LITTLE JOE & LA FAMILIA.
4. Name of sponsor appears on a Charro Days Float viewed in the Illuminated Parade and the Grand International Parade by over 300,000 people from Brownsville, Matamoros, the Rio Grande Valley, and out of town visitors, with international television exposure.
5. Half (1/2) an hour of music by the award winning Mariachi 7 Leguas at your place of business.
6. **Name of sponsor mentioned in all printed advertising, radio, television commercials and on the Charro Days Fiesta website, www.charrodaysfiesta.com .
7. Ten (10) tickets to Thursday, Noche Mexicana, dance.
8. Ten (10) tickets to Saturday, Charro Days Costume Ball, dance.
9. Fifteen (15) invitations to Wednesday Night Fiesta Party.



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LEVEL 2 (TWO) Gold Charro:

Illuminated Parade - \$10,000

1. Name of sponsor on a banner that will start the Illuminated Parade.
2. Name of sponsor of this premier event will appear in over 25,000 programs distributed throughout the Rio Grande Valley, Texas, the United States and Mexico.
3. Name of sponsor appears at all functions. *We use your banner or sign at/on:
 - Baile del Sol (Sunday, February 19, 2017): Kick off festivity for the Charro Days celebration featuring children dancing traditional Mexican dances and dressed in regional costumes, food and music.
 - Noche Mexicana (Thursday, February 23, 2017): Features a dinner and dance with entertainment by Folkloric Dancers, Mariachi 7 Leguas, and variety music by Noe Pro.
 - Charro Days Costume Ball (Saturday, February 25, 2017): Dance featuring a renowned local band opening for a widely known musical group: FIVE TIME GRAMMY AWARD WINNER - LITTLE JOE & LA FAMILIA.
4. Name of sponsor appears on a Charro Days Float viewed in the Illuminated Parade and the Grand International Parade by over 300,000 people from Brownsville, Matamoros, the Rio Grande Valley, and out of town visitors, with international television exposure.
5. Half (1/2) an hour of music by the award winning Mariachi 7 Leguas at your place of business.
6. ***Name of sponsor mentioned in all printed advertising, radio, television commercials and on the Charro Days Fiesta website, www.charrodaysfiesta.com.
7. Ten (10) tickets to Thursday, Noche Mexicana, dance.
8. Ten (10) tickets to Saturday, Charro Days Costume Ball, dance.
9. Ten (10) invitations to Wednesday Night Fiesta Party.



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LEVEL 3 (THREE) Silver China:

Baile del Sol - \$6,000

1. Name of sponsor will be displayed on the grand bandstand during Baile del Sol (Sunday, February 19, 2017) – Kick off festivity for the Charro Days celebration featuring children dancing traditional Mexican dances and dressed in regional costumes, food and music.
2. Name of sponsor of this premier event will appear in over 25,000 programs distributed throughout the Rio Grande Valley, Texas, the United States and Mexico.
3. Name of sponsor appears at all functions. * We use your banner or sign at/on:
 - Noche Mexicana (Thursday, February 23, 2017): Features a dinner and dance with entertainment by Folkloric Dancers, Mariachi 7 Leguas, and variety music by Noe Pro.
 - Charro Days Costume Ball (Saturday, February 25, 2017): Dance featuring a renowned local band opening for a widely known musical group: FIVE TIME GRAMMY AWARD WINNER - LITTLE JOE & LA FAMILIA.
4. Name of sponsor appears on a Charro Days Float viewed in the Illuminated Parade and the Grand International Parade by over 300,000 people from Brownsville, Matamoros, the Rio Grande Valley, and out of town visitors, with international television exposure.
5. Half (1/2) an hour of music by the award winning Mariachi 7 Leguas at your place of business.
6. **Name of sponsor mentioned in all printed advertising, radio, television commercials and on the Charro Days Fiesta website, www.charrodaysfiesta.com.
7. Six (6) tickets to Thursday, Noche Mexicana, dance.
8. Six (6) tickets to Saturday, Charro Days Costume Ball, dance.
9. Six (6) invitations to Wednesday Night Fiesta Party.



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LEVEL 4 (FOUR) Silver China:

Noche Mexicana - \$6,000

1. Banner of sponsor will be displayed at the venue (Thursday, February 23, 2017) which features a dinner and dance with entertainment by Folkloric Dancers, an appearance by “Mr. Amigo” and featuring variety music by Noe Pro.
2. Name of sponsor of this premier event will appear in over 25,000 programs distributed throughout the Rio Grande Valley, Texas, the United States and Mexico.
3. Name of sponsor appears at all functions. *We will use your banner or sign at/on:
 - Baile del Sol (Sunday, February 19, 2017): Kick off festivity for the Charro Days celebration featuring children dancing traditional Mexican dances and dressed in regional costumes, food and music.
 - Charro Days Costume Ball (Saturday, February 25, 2017): Dance featuring a renowned local band opening for a widely known musical group: FIVE TIME GRAMMY AWARD WINNER - LITTLE JOE & LA FAMILIA.
4. Name of sponsor appears on a Charro Days Float viewed in the Illuminated Parade and the Grand International Parade by over 300,000 people from Brownsville, Matamoros, the Rio Grande Valley, and out of town visitors, with international television exposure.
5. Half (1/2) an hour of music by the award winning Mariachi 7 Leguas at your place of business.
6. **Name of sponsor mentioned in all printed advertising, radio, television commercials and on the Charro Days Fiesta website, www.charrodaysfiesta.com.
7. Six (6) tickets to Thursday, Noche Mexicana, dance
8. Six (6) tickets to Saturday, Charro Days Costume Ball, dance.
9. six (6) invitations to Wednesday Night Fiesta Party.



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LEVEL 5 (FIVE) Silver China:

CHARRO DAYS COSTUME BALL - \$6,000

1. Banner of sponsor will be displayed for a dance at the venue (Saturday, February 25, 2017) which will feature a renowned local band opening for a widely known musical group: FIVE TIME GRAMMY AWARD WINNER - LITTLE JOE & LA FAMILIA.
2. Name of sponsor of this premier event will appear in over 25,000 programs distributed throughout the Rio Grande Valley, Texas, the United States and Mexico.
3. Name of sponsor appears at all functions. *We will use your banner or sign at/on:
 - Baile del Sol (Sunday, February 19, 2017) – Kick off festivity for the Charro Days celebration featuring children dancing traditional Mexican dances and dressed in regional costumes, food and music.
 - Noche Mexicana (Thursday, February 23, 2017): Features a dinner and dance with entertainment by Folkloric Dancers, Mariachi 7 Leguas, and variety music by Noe Pro.
4. Name of sponsor appears on a Charro Days Float viewed in the Illuminated Parade and the Grand International Parade by over 300,000 people from Brownsville, Matamoros, the Rio Grande Valley, and out of town visitors, with international television exposure.
5. Half (1/2) an hour of music by the award winning Mariachi 7 Leguas at your place of business.
6. **Name of sponsor mentioned in all printed advertising, radio, television commercials and on the Charro Days Fiesta website, www.charrodaysfiesta.com .
7. Six (6) tickets to Thursday, Noche Mexicana, dance.
8. Six (6) tickets to Saturday, Charro Days Costume Ball, dance.
9. Six (6) invitations to Wednesday Night Fiesta Party.



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LEVEL 6 (SIX) Silver China: \$5,000

1. Name of sponsor appears in over 25,000 programs distributed in the Rio Grande Valley, Texas, the United States and Mexico.
2. Name of sponsor appears at all functions. *We will use your banner or sign at:
 - Baile del Sol (Sunday, February 19, 2017) – Kick off festivity for the Charro Days celebration featuring children dancing traditional Mexican dances and dressed in regional costumes, food and music.
 - Noche Mexicana (Thursday, February 23, 2017): Features a dinner and dance with entertainment by Folkloric Dancers, Mariachi 7 Leguas, and variety music by Noe Pro.
 - Charro Days Costume Ball (Saturday, February 25, 2017) – Dance featuring a renowned local band opening for a widely known musical group: FIVE TIME GRAMMY AWARD WINNER - LITTLE JOE & LA FAMILIA.
3. Name of sponsor appears on a Charro Days Float viewed in the Illuminated parade and the International Parade by over 300,000 people from Brownsville, Matamoros, the Rio Grande Valley, and out of town visitors, with international television exposure.
4. Half (1/2) an hour of music by the award winning Mariachi 7 Leguas at your place of business.
5. **Name of sponsor mentioned in all printed advertising, radio, television commercials and on the Charro Days Fiesta website, www.charrodaysfiesta.com.
6. Ten (10) tickets to Saturday, Charro Days Costume Ball, dance.
7. Five (5) invitations to Wednesday Night Fiesta Party.



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LEVEL 7 (SEVEN) Bronze Zarape: \$3,000

1. Name of sponsor appears in over 25,000 programs distributed throughout the Rio Grande Valley, Texas, the United States and Mexico.
2. *Charro Days will use your banner or sign at our Baile del Sol.
3. Name of sponsor appears on a Charro Days Float viewed in the Illuminated parade and the International Parade by over 300,000 people from Brownsville, Matamoros, the Rio Grande Valley, and out of town visitors, with international television exposure.
4. Three (3) invitations to Wednesday Night Fiesta Party.

Additional Sponsorship Opportunity: FERRIS WHEEL - \$200

1. Charro Days Inc. will place your *sign to display along the fence at the Charro Days Carnival 20th Century Rides.
2. Your sign will be on display for a total of 11 days, from February 23, 2017 - March 5, 2017.