



Charro Days Fiesta

February 18-25, 2018

Dear Fiesta Supporter,

It is with great pleasure that we invite you to participate as a sponsor for our annual 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 18th and ends Sunday, February 25, 2018.

As a potential sponsor of one of the thirteen Charro Days floats, there are five (5) levels (see additional pages for descriptions of sponsorship opportunities) to choose from to participate. 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 in 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 Friday, December 15, 2017. 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 by Friday, December 15, 2017. 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





Charro Days Fiesta Sponsorship Opportunities

February 18-25, 2018
455 E. Elizabeth St. ♦ Brownsville, Texas 78520
(956) 542-4245 ♦ Fax: (956) 542-6771



Charro Days Inc. Sponsorship Agreement

Business Name (Company name that will be listed on printed materials)

Contact Person

Address

Phone

Email

I/We would proudly like to participate as a sponsor for Charro Days Fiesta 2018 at the following level:

- | | |
|---|---|
| ___ Level 1 - \$25,000 - Level 1, Charro | ___ Level 2 - \$15,000 - Level 2, China |
| ___ Level 3 - \$6,000 - Level 3, Mariachi | ___ Level 4 - \$5,000 - Level 4, Zarape |
| ___ Level 5 - \$3,000 - Level 5, Rebozo | |

___ I/We will sponsor but will not be able to attend the event. Please keep the tickets for the dance(s).

Deadline: December 15, 2017 (to guarantee sponsor's name appearing on chosen float, printed, radio and television advertising).

Please return Sponsorship Agreement, sponsorship amount and logo via email to:

Charro Days Headquarters, 455 E. Elizabeth Street, Brownsville, Texas 78520,
or email: charrodaysfiesta@sbcglobal.net

Sponsorship Authorized by: _____
Signature of Company Contact Person or Individual

Method of Payment: Cash: ___ Check # _____ Make Checks Payable to: Charro Days Inc.
Mail to P.O. Box 3247 Brownsville, TX 78523 or 455 E. Elizabeth St. Brownsville, TX 78520
Any questions, please contact our office at 956-542-4245 or email at charrodaysfiesta@sbcglobal.net.
Charro Days Inc. is a 501c (3) non-profit organization.

For Office Use Only:

Sponsor Package Level: _____, Date Received: _____ Date Approved: _____ Date of Payment: _____ Initials: _____



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LEVEL 1 (One) Charro: Grande International Parade - \$25,000

Name of sponsor on a banner that will start at the Grand International Parade, and
Ten (10) invitations to Wednesday Night Fiesta Party.

LEVEL 2 (Two) China: Illuminated Parade - \$15,000

Name of sponsor on a banner that will start the Illuminated Parade, and
Ten (10) invitations to Wednesday Night Fiesta Party.

LEVEL 3 (Three) Mariachi:

Baile del Sol, Noche Mexicana, or Charro Days Costume Ball- \$6,000

Name of sponsor will be displayed on the grand bandstand during Baile del Sol (Sunday, February 18, 2018), or
Banner of sponsor displayed at the Noche Mexicana or Charro Days Costume Ball venue, and
Five (5) invitations to Wednesday Night Fiesta Party.

LEVEL 4 (Four) Zarape: \$5,000

Five (5) invitations to Wednesday Night Fiesta Party.

LEVEL 5 (Five) Rebozo: \$3,000

Two (2) invitations to Wednesday Night Fiesta Party.

In addition, all sponsors receive:

1. Name of sponsor of this premier event will appear in over **15,000 programs** distributed throughout the Rio Grande Valley, Texas, the United States and Mexico.
2. Name of sponsor appears at all functions.
 - Baile del Sol (Sunday, February 18, 2018): 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 22, 2018): 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 24, 2018): Dance featuring a renowned local band opening for a widely known musical group.
3. 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.
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.