

June 28, 2011

Dear Fiesta Supporter:

It is with great pleasure that we invite you to participate as a sponsor in the 75th.Anniversary of Charro Days Fiesta, the oldest fiesta in the Rio Grande Valley and one of the Top 100 Events in North America designated by The American Bus Association.

Charro Days 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 and out-of-towners participate in the weeklong event. The fiesta begins Sunday, February 19 and ends Sunday February 26, 2012.

As a sponsor of one of Charro Days floats, there are four levels to choose from to participate. As you can see, all four levels advertise your organization to thousands of spectators and participants.

Grand International Parade - \$25,000

1. Name of sponsor on this premier event will appear in over 25,000 programs distributed throughout 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:
 - o a.) Baile del Sol (Sunday Feb.19,2012) – The first event that will kick off the week long festivities features children dancing traditional Mexican dances and dressed in native costumes, food and music.
 - o b.) Noche De Fiesta Variety Night (Thursday Feb.23, 2012) – Mexican Buffet, Mariachi Mexico Lindo, Folkloric dancers and music by NOE PRO and THE BAND.
 - o c.) Charro Days Baile Ranchero (Friday Feb.24, 2012) – Dance featuring (Jimmy Gonzalez y Grupo Mazz) plus Mariachi Mexico Lindo
3. Name of sponsor appears on a Charro Days Float viewed in the Illuminated Parade Feb. 24, 2012 and the Grand International Parade Feb. 25, 2012 by over 300,000 people from Brownsville, Matamoros, the Rio Grande Valley, and out of town visitors, with international television exposure.
4. One hour of music by Mariachi Mexico Lindo at your place of business.
5. Name of sponsor mentioned in all printed advertising and radio and television commercials.
6. Ten tickets to Thursdays dance.
7. Twenty tickets to Fridays dance.

PLATINUM CHARRO - \$10,000

1. Name of sponsor appears in over 25,000 programs distributed throughout 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:
 - o a) Baile del Sol (Sunday Feb. 19, 2012) – The first event that will kick-off the week long festivities features children dancing traditional Mexican dances and dressed in native costumes, food and music.
 - o (b) Noche De Fiesta Variety Night (Thursday Feb. 23, 2012) – Mexican Buffet, Mariachi Mexico Lindo, Folkloric Dancers, and music by NOE PRO and THE BAND.
 - o (c) Charro Days Baile Ranchero (Friday Feb.24, 2012) – Dance featuring (Jimmy Gonzalez y Grupo Mazz) plus Mariachi Mexico Lindo.
3. Name of sponsor appears on a Charro Days Float viewed in the Illuminated Feb. 24, 2012 parade and the Grand International Parade Feb. 25, 2012 by over 300,000 people from Brownsville, Matamoros, the Rio Grande Valley, and out of town visitors, with international television exposure.
4. One hour of music by Mariachi Mexico Lindo at your place of business in Brownsville.
5. Name of Sponsor mentioned in all printed advertising and radio and television commercials.
6. Twenty tickets to Friday dance.

GOLD 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. Charro Days will use your banner or sign at all functions.
3. Name of sponsor appears on a Charro Days Float viewed in the Illuminated parade Feb. 24, 2012 and the Grand International Parade Feb. 25, 2012 by over 300,000 people from Brownsville, Matamoros, the Rio Grande Valley, and out of town visitors, with international television exposure.
4. One hour of music by Mariachi Mexico Lindo at your place of business in Brownsville.
5. 10 tickets to Friday dance.

BRONZE MEDALLION - \$3,000

1. Name of sponsor appears in over 25,000 programs distributed in 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 Feb. 24, 2012 and the Grand International Parade Feb. 25, 2012 by over 300,000 people from Brownsville, Matamoros, the Rio Grande Valley, and out of town visitors, with international television exposure.

We appreciate your consideration and we would be happy to meet with you at your convenience. Please call us to discuss these sponsorship opportunities. Sponsorship form is attached which can be submitted via e-mail at (charrodaysfiesta@sbcglobal.net), mailed (P.O. Box. 3247 Brownsville, Texas 78523-3247 or dropped off at Charro Days Office 455 E. Elizabeth St. **Deadline for submitting sponsorship application will be November 30, 2011 to allow printing of Charro Days Official Program. Fees must be collected no later than January 31, 2012.**

Thank You,

Kenneth Lieck
President, Charro Days, Inc.

Carlos Bañales
Executive Director, Charro Days, Inc.

We _____ being a proud sponsor of Charro Days Inc. for year 2012, celebrating their 75TH. Anniversary 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 a payment of sponsorship fee.

Sponsor Representative

Name & Title

Charro Days Inc.

Carlos A. Bañales Executive Director