

CHARRO DAYS

Sponsorships



Become A Sponsor

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. 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. Hundreds of thousands of local community members and out-of-towners participate in this special week-long event beginning on **Saturday, February 20th and ending Saturday, February 27, 2027**

As a potential sponsor of one of thirty-five (35) Charro Days floats, there are five (5) levels (see additional pages for descriptions of sponsorship opportunities) to choose from. Sponsoring one of our floats allows visibility and advertisement for your organization to thousands of spectators and participants.

Charro Days, Inc. provides:

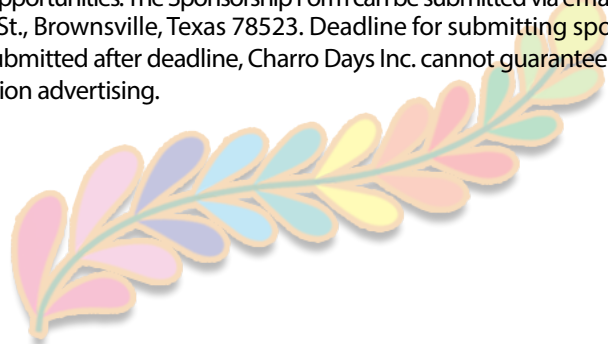
- A fully decorated Charro Days Float (*depending on availability*), dressed in lights, including generator. Tow vehicle, driver and personnel if needed.
- A sign for each side of the float.

Sponsor Responsibilities:

- Completed Sponsorship Application and Full Payment of your sponsorship (see amounts described in sponsorship opportunities) by **Friday, December 11, 2026**. **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 **3** weeks 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 would be happy to meet with you to discuss these sponsorship opportunities. The Sponsorship Form can be submitted via email to: charrodaysfiesta@gmail.com, and/or mail to: 455 E. Elizabeth St., Brownsville, Texas 78523. Deadline for submitting sponsorship application and full payment is **Friday, December 11, 2026**. If submitted after deadline, Charro Days Inc. cannot guarantee sponsor's name will appear on chosen float or all printed, radio, and television advertising.

Sincerely,
Henry LeVrier
Charro Days Inc. – President



455 E. Elizabeth St. - Brownsville, Texas 78520 - (956)542-4245

CHARRO DAYS

Sponsorships



Grand International Parade

Charro Sponsor will receive:

Naming Rights to Grand International Parade.

Name on Charro Days Float in the Friday Night Illuminated Parade and the Saturday afternoon Grand International Parade (viewed by over 500,000 people from Brownsville, Matamoros, the Rio Grande Valley, and out of town visitors with local and international television exposure).

Name appearing in over 15,000 programs distributed throughout the Rio Grande Valley, Texas and Mexico.

Name appearing at all Charro Days functions, including:

- Baile del Sol, our Kick-off fiesta for the Charro Days celebration featuring children dancing, traditional Mexican dances and dressed in regional costumes, food and music.
- Noche Mexicana, featuring a dinner and dance with entertainment by Folkloric Dancers, Mariachi 7 Leguas and a variety of music by a local band.
- Charro Days Costume Ball Dance featuring Mariachi 7 Leguas, a renowned local band opening for a widely known musical group.
- Wednesday Fiesta Night Event.

Half hour of music by a local Mariachi Band at your place of business.

15 Invitations to our Wednesday Fiesta Night.

10 Tickets to the Noche Mexicana Dance.

Announcements at all our events, dances, poster unveiling and International Outreach morning show on Televisa and a local TV Channel.

Table Space for Information/Advertising/Material Distribution at Baile del Sol.

Logo and name mention in our Social Media Blitz, and one 15 second promotional video spot featuring your business on our Social Media Campaign.

Official Charro Days Commemorative Poster - personalized and signed by the artist, Don Breedon.

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Email: charrodaysfiesta@gmail.com / www.charrodaysfiesta.com



Illuminated Parade

China Sponsor will receive:

Naming Rights to Illuminated Parade.

Name on Charro Days Float in the Friday Night Illuminated Parade and the Saturday afternoon Grand International Parade (viewed by over 500,000 people from Brownsville, Matamoros, the Rio Grande Valley, and out of town visitors with local and international television exposure).

Name appearing in over 15,000 programs distributed throughout the Rio Grande Valley, Texas and Mexico.

Name appearing at all Charro Days functions, including:

- Baile del Sol, our Kick-off fiesta for the Charro Days celebration featuring children dancing, traditional Mexican dances and dressed in regional costumes, food and music.
- Noche Mexicana, featuring a dinner and dance with entertainment by Folkloric Dancers, Mariachi 7 Leguas and a variety of music by a local band.
- Charro Days Costume Ball Dance featuring Mariachi 7 Leguas, a renowned local band opening for a widely known musical group.
- Wednesday Fiesta Night Event.

Half hour of music by a local Mariachi Band at your place of business.

10 Invitations to our Wednesday Fiesta Night.

10 Tickets to the Noche Mexicana Dance.

Announcements at all our events, dances, poster unveiling and International Outreach morning show on Televisa and a local TV Channel.

Table Space for Information/Advertising/Material Distribution at Baile del Sol.

Logo and name mention in our Social Media Blitz, and one 15 second promotional video spot featuring your business on our Social Media Campaign.

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Noche Mexicana - Costume Ball - Mariachi 7 Leguas - Baile del Sol

Mariachi Sponsor will receive:

Title sponsor of Noche Mexicana, our Costume Ball or Mariachi 7 Leguas.

Name on Charro Days Float in the Friday Night Illuminated Parade and the Saturday afternoon Grand International Parade (viewed by over 500,000 people from Brownsville, Matamoros, the Rio Grande Valley, and out of town visitors with local and international television exposure).

Name appearing in over 15,000 programs distributed throughout the Rio Grande Valley, Texas and Mexico.

Name appearing at all Charro Days functions, including:

- Baile del Sol, our Kick-off fiesta for the Charro Days celebration featuring children dancing, traditional Mexican dances and dressed in regional costumes, food and music.
- Noche Mexicana, featuring a dinner and dance with entertainment by Folkloric Dancers, Mariachi 7 Leguas and a variety of music by a local band.
- Charro Days Costume Ball Dance featuring Mariachi 7 Leguas, a renowned local band opening for a widely known musical group.
- Wednesday Fiesta Night Event.

Half hour of music by a local Mariachi Band at your place of business.

8 Invitations to our Wednesday Fiesta Night.

10 Tickets to the Noche Mexicana Dance.

Announcements at all our events, dances, poster unveiling and International Outreach morning show on Televisa and a local TV Channel.

Table Space for Information/Advertising/Material Distribution at Baile del Sol.

Logo and name mention in our Social Media Blitz, and one 15 second promotional video spot featuring your business on our Social Media Campaign.

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Zarape Sponsor will receive:

Name as sponsor on the Grandstand during Baile del Sol.

Name on Charro Days Float in the Friday Night Illuminated Parade and the Saturday afternoon Grand International Parade (viewed by over 500,000 people from Brownsville, Matamoros, the Rio Grande Valley, and out of town visitors with local and international television exposure).

Name appearing in over 15,000 programs distributed throughout the Rio Grande Valley, Texas and Mexico.

Name appearing at all Charro Days functions, including:

- Baile del Sol, our Kick-off fiesta for the Charro Days celebration featuring children dancing, traditional Mexican dances and dressed in regional costumes, food and music.
- Noche Mexicana, featuring a dinner and dance with entertainment by Folkloric Dancers, Mariachi 7 Leguas and a variety of music by a local band.
- Charro Days Costume Ball Dance featuring Mariachi 7 Leguas, a renowned local band opening for a widely known musical group.
- Wednesday Fiesta Night Event.

Half hour of music by a local Mariachi Band at your place of business.

6 Invitations to our Wednesday Fiesta Night.

Announcements at all our events, dances, poster unveiling and International Outreach morning show on Televisa and a local TV Channel.

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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 2027 at the following level:

☐ Charro/Level 1 - \$25,000 ☐ China Poblana/Level 2 - \$20,000 ☐ Maricahi/Level 3 - \$15,000

☐ Zarape/Level 4 - \$10,000 ☐ Rebozo/Level 5 - \$5,000

☐ I/We would like to sponsor for the amount of \$_____, but will not be able to attend.

The Deadline to be a sponsor is December 10, 2026.

Agreement by this date will guarantee the sponsor's name appearing on the float, printed, radio, and television advertising. Please return the completed Sponsorship Agreement and sponsorship payment **in person** to Charro Days Headquarters, 455 E. Elizabeth Street, Brownsville, Texas 78520. Please email your company logo to charrodaysfiesta@gmail.com.

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

Method of Payment: ☐ Cash ☐ Debit/Credit ☐ Check # _____

For Office Use Only:

Date Application Received: _____ Date Approved: _____ Date of Payment: _____

Initials: _____

455 E. Elizabeth Street Brownsville, Texas, 78520 - (956)542-4245



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

Contact Person

Address

Phone & Email

Parade Participation

Please select the parade(s) you will participate in:

- ☐ Illuminated Parade (Friday)
- ☐ Grand International Parade (Saturday)
- ☐ Both Parade (Friday & Saturday)

Entry Type

What type of entry will you have?

- ☐ Float provided by Charro Days
- ☐ Float provided by you
- ☐ Vehicle
- ☐ Other: _____

Number of Entries

How many total entries will you have in the parade(s)?

Each vehicle/float counts as one entry

Number of Entries in the Illuminated Parade: _____

Number of Entries in the Grand International Parade: _____

Special Notes

Signature

Sponsor Representative Name (print)

Signature

Date