

# 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 300,000 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 Noe Pro.
  - Charro Days Costume Ball Dance featuring a renowned local band opening for a widely known musical group.
- Half hour of music by award-winning Mariachi 7 Leguas at your place of business.
- 10 Invitations to our Wednesday Fiesta Night .
- Sponsor acknowledgment at our DJ Dance Nights.
- 10 Tickets to our Costume Ball.
- Announcements at all our events, dances, poster unveiling and International Outreach morning show on Televisa and TV Channel 4.
- Logo and name mention in our Social Media Blitz.
- Logo on Billboard advertising.
- Advertising on all Charro Days Events.
- Official Charro Days Commemorative Poster - personalized and signed by the artist Don Breedon.

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