

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:

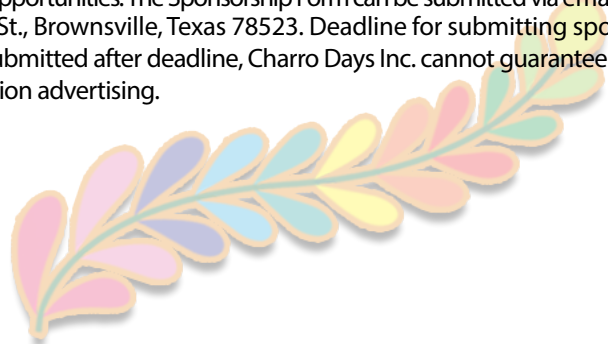
- A fully decorated Charro Days Float (*depending on availability*), dressed in lights, including generator. Tow vehicle, driver and personnel if needed.
- A sign for each side of the float.

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