

# CHARRO DAYS

## Sponsorships



### *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 24th and ends Saturday, March 2, 2024.**

As a potential sponsor of one of thirty (30) Charro Days floats, there are six (6) 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. Will provide:**

- A fully decorated Charro Days Float (*depending on availability*), dressed in lights, including generator, tow vehicle, driver and personnel. We will also provide 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 15, 2023. 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 would be happy to meet with you to discuss these sponsorship opportunities. The Sponsorship Form can be submitted via email to: [charrodaysfiesta@gmail.com](mailto: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 15, 2023**. 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



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 2024** at the following level:

**Charro** / Level 1 - \$20,000     **China Poblana** / Level 2 - \$15,000     **Mariachi** / Level 3 - \$10,000

**Zarape** / Level 4 - \$6,000     **Rebozo** / Level 5 - \$5,000     **Poncho** / Level 6 - \$3,000

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

**Deadline: December 15, 2023** (to guarantee sponsor's name appearing on 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@gmail.com](mailto:charrodaysfiesta@gmail.com)

Sponsorship Authorized by: \_\_\_\_\_

*Signature of Company Contact Person or Individual*

Method of Payment: Cash:  Check # \_\_\_\_\_ Make Checks Payable to: **Charro Days Inc.**

Mail to: 455 E Elizabeth St. Brownsville, TX 78520

Any questions, please contact our office at 956-542-4245 or email at [charrodaysfiesta@gmail.com](mailto:charrodaysfiesta@gmail.com).

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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