



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 both the Noche Mexicana Dance and our Costume Ball.

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 Breeden.

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