



## General Information

Sombbrero Festival, Ltd. is a 501 (c) (4) Non-Profit Corporation established in 1985 for the first Sombbrero Festival in 1986. Our purpose is to operate Sombbrero Festival held during Brownsville's annual Charro Days Fiesta Celebration. The three-day event opens on the last Thursday in February each year. Sombbrero Festival is staffed completely by volunteers. Average annual attendance is 50,000 - 60,000 that generate gross revenues of over \$1,000,000.00. Local non-profit groups operate our beverage, gate, ticket booths, and volunteer in other areas and in return receive a donation to their organizations. Direct donations may be made to other organizations and/or causes for projects that promote recreation, tourism, beautification, or higher education. To date we have re-invested in excess of \$5 million in our community, and have made donations of over \$250,000.00 to non-profit organizations and causes in the last 5 years. We provide a family oriented, safe and secure venue and are committed to keeping our gate price as low as possible, and offering free admission times so that our festival may be enjoyed by a broad segment of the local population.

Dates: Thursday February 28, 2019 - Free admission: 1pm – 4pm, Regular admission 4pm – 12 midnight.  
Friday March 1, 2019 – Free admission 11am – 2pm, Regular admission 2pm – 12 midnight.  
Saturday March 2, 2019 – Free admission 7am – 10am, Regular admission 10am – 12 midnight.

Location: Washington Park in Brownsville, TX

Admission: \$10 per person each day, children 12 and under admitted free when accompanied by an adult.

## MARKETING OPPORTUNITIES

### **GOLD SPONSOR (\$50,000)**

- Company Name/Logo in SF publications, advertising, & website<sup>2</sup>
- Signage<sup>1</sup> Main Gate, Main Stage
- Company Logo on all t-shirts & koozies printed for sale<sup>2</sup>
- 5 VIP Parking Permits
- 20 VIP Tent Passes
- 20 SF T-Shirts w/your company logo<sup>2</sup>

### **PRESENTING SPONSOR (\$10,000)**

- Company Name/Logo in SF publications, advertising, & website<sup>2</sup>
- 15' x 15' tent or space for marketing<sup>3</sup>
- 4 Banner<sup>1</sup> locations on park fencing/grounds
- 2 VIP Parking Permits
- 6 VIP Tent Passes
- Main Gate Passes
- 15 SF T-Shirts w/your company logo<sup>2</sup>

### **SILVER SPONSOR (\$30,000)**

- Company Name/Logo in SF publications, advertising, & website<sup>2</sup>
- Signage<sup>1</sup> Main Gate, Main Stage
- 4 VIP Parking Permits
- 12 VIP Tent Passes
- 20 SF T-Shirts w/your company logo<sup>2</sup>

### **CHARRO DAYS CLASSIC 5K RUN (\$7,500)**

- Company Name/Logo in SF publications, print advertising, & website<sup>2</sup>
- Signage<sup>1</sup> at the Start/Finish Line & allowed along the route
- 15' x 15' tent or space for marketing<sup>3</sup>
- Name/logo on all Charro Days Classic 5K Run Shirts (approx. 1,000)<sup>2</sup>
- 2 Banner<sup>1</sup> locations on park fencing/grounds
- 2 VIP Parking Permits
- 4 VIP Tent Passes
- 10 Main Gate Passes
- 15 SF T-Shirts w/your company logo<sup>2</sup>

#### **VIP AREA SPONSOR (\$5,000)**

- Company Name/Logo in SF publications, print advertising, & website<sup>2</sup>
- Signage<sup>1</sup> VIP tent & VIP Area under big tent
- Name/Logo on VIP & VIP Tent wristbands all 3 days<sup>2</sup>
- 4 Banner<sup>1</sup> locations on park fencing/grounds
- 2 VIP Parking Permits
- 4 VIP Tent Passes
- 10 Main Gate Passes
- 10 SF T-Shirts w/your company logo<sup>2</sup>

#### **SPONSOR MARKETING BOOTH (\$5,000)**

- Company Name/Logo in SF publications, print advertising, & website<sup>2</sup>
- 15' x 15' tent or space for marketing<sup>3</sup>
- 2 Banner<sup>1</sup> locations on park fencing/grounds
- 2 VIP Parking Permits
- 4 VIP Tent Passes
- 10 SF T-Shirts w/your company logo<sup>2</sup>
- 10 Main Gate Passes for your booth/tent staff

#### **KAYAK FUN RACE SPONSOR (\$5,000)**

- Company Name/Logo in SF publications, print advertising, & website<sup>2</sup>
- Table & Signage<sup>1</sup> at the Kayak Race at Cobblehead's
- Signage<sup>1</sup> at the annual Sombrero Festival
- 2 Banner<sup>1</sup> locations on park fencing/grounds
- 2 VIP Parking Permits
- 4 VIP Tent Passes
- 10 SF T-Shirts w/your company logo<sup>2</sup>

*Co-sponsorship available at 50% cost, 50% benefits, VIP Passes instead of VIP TENT*

#### **COOK-OFF SPONSOR (\$5,000)**

##### **FRIJOLYMPICS OR CHILI COOK-OFF**

- Company Name/Logo in SF publications, print advertising, & website<sup>2</sup>
- Big Tent Signage<sup>1</sup> during your sponsored event
- Emcee recognition during your event
- Participation opportunity during announcement of winners/awarding trophies
- 2 VIP Parking Permits
- 4 VIP Tent Passes
- 10 SF T-Shirts w/your company logo<sup>2</sup>
- 10 Main Gate Passes for your booth/tent staff

#### **AUTO DEALER SPONSOR (\$5,000) (NON-EXCLUSIVE)**

- Company Name/Logo in SF publications, print advertising, & website<sup>2</sup>
- 2 vehicles or a 1 vehicle/1 tent close proximity display
- 2 Banner<sup>1</sup> locations on park fencing/grounds
- 2 VIP Parking Permits
- 4 VIP Tent Passes
- 10 SF T-Shirts w/your company logo<sup>2</sup>
- 10 Main Gate Passes for your booth/tent staff

#### **KIDS RIDES AREA SPONSOR (\$5,000)**

- Company Name/Logo in SF publications, print advertising, & website<sup>2</sup>
- Company Name/Logo on signage in Kids Rides Area\*\* (sponsorship includes mechanical and non-water inflatable rides)
- Logo on Kids Ride wristbands on 1 of 3 days<sup>2</sup> (ltd. to first 3 committed sponsors)
- 2 Banner<sup>1</sup> locations on park fencing/grounds
- 2 VIP Parking Permits
- 4 VIP Tent Passes
- 10 SF T-Shirts w/your company logo<sup>2</sup>
- 30 Kids Sized SF T-shirts w/your company logo<sup>2</sup>
- 10 Main Gate Passes for your booth/tent staff

#### **PARA NINOS SPONSOR (\$5,000)**

- Company Name/Logo in SF publications, print advertising, & website<sup>2</sup>
- 2 Banner<sup>1</sup> locations on park fencing/grounds
- 2 VIP Parking Permits
- 4 VIP Tent Passes
- 10 SF T-Shirts w/your company logo<sup>2</sup>
- 40 Kids Sized SF T-shirts w/your company logo<sup>2</sup>
- 10 Main Gate Passes for your booth/tent staff

#### **KIDS SING-OFF SPONSOR (\$5,000)**

- Company Name/Logo in SF publications, print advertising, & website<sup>2</sup>
- Inclusion on exclusive sing-off poster<sup>2</sup>
- Signage<sup>1</sup> at the annual Sombrero Festival
- 2 Banner<sup>1</sup> locations on park fencing/grounds
- 2 VIP Parking Permits
- 4 VIP Tent Passes
- 10 SF T-Shirts w/your company logo<sup>2</sup>

**WRISTBAND SPONSOR (\$3,000 EA.)**

**(MAIN GATE BANDS ARE AN ADD-ON ITEM ONLY, REQ'S SPONSORSHIP OF \$5K OR MORE TO ADD)**

- Name, Logo, or Coupon on corresponding wristbands w/Sombrero Festival logo<sup>2</sup>
- Options available:
  - Main gate Thursday (20,000)
  - Main gate Friday (20,000)
  - Main gate Saturday (24,000)
  - VIP Tent (6,000)
  - VIP (6,000)

**GRITO CONTEST MAIN STAGE (\$3,500)**

- Company Name/Logo in SF publications, print advertising, & website<sup>2</sup>
- Signage<sup>1</sup>/brand exposure during sponsored event at the annual Sombrero Festival
- Recognition by event emcee
- 1 Banner<sup>1</sup> locations on park fencing/grounds
- 1 VIP Parking Permits
- 2 VIP Passes
- 5 SF T-Shirts w/your company logo<sup>2</sup>
- Option to participate as an event aide, judge, awards presentation.

**EVENT SPONSORSHIP (\$2,000 EA.)**

**INCLUDES:**

- Company Name/Logo in SF publications, print advertising, & website<sup>2</sup>
- Signage<sup>1</sup>/brand exposure during sponsored event at the annual Sombrero Festival
- Recognition by event emcee
- 1 Banner<sup>1</sup> locations on park fencing/grounds
- 1 VIP Parking Permits
- 2 VIP Passes
- 5 SF T-Shirts w/your company logo<sup>2</sup>
- Option to participate as an event aide, judge, awards presentation.

**OPPORTUNITIES:**

- Tug O War High School division
- Tug O War Lightweight division
- Tug O War Heavyweight division
- Waiter's Race
- Hat Stack Relay
- Tortilla Frisbee Toss
- Taco Eating Contest
- Hot Wing Eating Contest
- Jalapeno Eating Contest
- Costume Contest
- Beard Contest

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## DISCLOSURES

All giveaways, handouts<sup>1</sup>, signage<sup>1</sup>, banners<sup>1</sup>, etc. with a sponsor name, logo, advertising, branding, etc., will be subject to review and approval by Sombrero Festival, Ltd. prior to placement and/or distribution. Non-branded items which will be displayed, given away, sold, visible, etc. are subject to review and approval by Sombrero Festival, Ltd. prior to placement and/or distribution. No food or beverage samples/giveaways/sales are allowed without prior written approval from Sombrero Festival, Ltd.

<sup>1</sup>All Sponsors will provide their own Signs, Banners, promotional materials, etc. for display as part of their Sombrero Festival Sponsorship. Sponsors will be advised when, where, and to whom they should deliver their banners, signs, etc. prior to the festival and for pickup after the festival for banners which will be placed around park grounds if included as part of your agreement. Placement is determined by Sombrero Festival, Ltd. Size not to exceed 3' x 6' per sign/banner without special permission. All signs, banners, promotional materials, etc. are all subject to approval of Sombrero Festival, Ltd.

<sup>2</sup>Sombrero Festival, Ltd. encourages finalization of all sponsor agreements including delivery of artwork no less than 90 days before the festival to allow ample time for media deadlines. Inclusion in print publications is based on any advertising or promotional materials for which approval of the final draft is provided after the date of Sponsor Agreement execution and delivery of artwork. Agreements entered into less than 90 days before the festival may result in missed exposure opportunities, advertising and/or media if deadlines have passed and/or due to a lack of artwork of an appropriate resolution and format. Sombrero Festival recommends images of 300ppi/dpi or greater. Sponsorship fees are not pro-rated for missed deadlines, media, or benefits.

<sup>3</sup>Sombrero Festival, Ltd. reserves the right to substitute a larger tent based on availability and at the sole discretion of Sombrero Festival, Ltd.

All payments are to be made to the order of: Sombrero Festival, Ltd.

VIP WRISTBANDS/"GENERAL VIP" – includes admission into the park, access to VIP only areas and facilities under the Big Tent, and free beverages on park grounds at designated locations. Beverage service is restricted to 1 beverage being served at a time to a VIP for their personal consumption. VIP PASSES DO NOT INCLUDE ACCESS TO THE VIP TENT BY THE MAIN STAGE. BAND MUST BE WORN SECURELY, VIP BENEFITS ARE FOR BAND WEARER AND ARE NOT TRANSFERRABLE. BANDS BEING WORN TOO LOOSELY ARE SUBJECT TO BEING REMOVED/REPLACED AT THE SOLE DISCRETION OF SOMBRERO FESTIVAL, LTD.

VIP TENT WRISTBANDS – includes admission into the park, access to the VIP Tent & facilities and VIP only areas and facilities under the Big Tent, and free beverages on park grounds at designated locations. Beverage service is restricted to 1 beverage being served at a time to a VIP for their personal consumption. BAND MUST BE WORN SECURELY, VIP TENT BENEFITS ARE FOR BAND WEARER AND ARE NOT TRANSFERRABLE. BANDS BEING WORN TOO LOOSELY ARE SUBJECT TO BEING REMOVED/REPLACED AT THE SOLE DISCRETION OF SOMBRERO FESTIVAL, LTD.

Sponsors are normally invited to the Annual Costume Gala held 2 weeks before the festival each year. This is not included as part of sponsorship and is offered at the sole discretion of Sombrero Festival, Ltd. based on space availability. The number of seats offered to sponsors when space is available will be equivalent to half (1/2) of the number of VIP passes based on a sponsors financial commitment. Additional seats may be offered at the sole discretion of Sombrero Festival, Ltd.