



General Information

Sombbrero Festival, Ltd. is a 501 (c) (4) Non-Profit Corporation founded in 1986. Our purpose is to operate Sombbrero Festival held during Brownsville's annual Charro Days Fiesta Celebration the last weekend in February each year. Sombbrero Festival is staffed completely by volunteers. Average annual attendance is 30,000 - 40,000 that generate gross revenues of \$500,000+. Local non-profit groups operate our beverage, gate and ticket booths and in return receive a donation to their organizations. Direct donations may be made to other organizations and/or the City of Brownsville for projects that promote recreation, tourism, beautification, or higher education. To date we have re-invested in excess of \$5 million in our community. 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 population.

Dates: Thursday February 23, 2017 - Free admission: 1pm – 4pm, Regular admission 4pm – 12 midnight.
Friday February 24, 2017 – Free admission 11am – 2pm, Regular admission 2pm – 12 midnight.
Saturday February 25, 2017 – Free admission 7am – 10am, Regular admission 10am – 12 midnight.

Location: Washington Park in Brownsville, TX

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

MARKETING OPPORTUNITIES

GOLD SPONSOR (\$50,000) - Sponsor is recognized on the Sombbrero Festival Website, and in all Advertising as a presenting sponsor. Includes Signage* with company logo over the main gate, over the main stage (with Silver Sponsor's Signage), Company Name/Logo** in all Sombbrero Festival publications and advertising, Company Name/Logo** on the annual Sombbrero Festival T-Shirt (Name/Logo printed on the back). T-shirts are sold at the park and at other retail locations as availability allows, and are seen frequently around town throughout the year. Company Name/Logo** on the Sombbrero Festival official Koozies (These are sold at the park and used throughout the year). Sponsor also receives: 5 VIP Parking permits, 20 VIP TENT passes, & 20 Sombbrero Festival T-Shirts.

SILVER SPONSOR (\$30,000) - Sponsor is recognized on the Sombbrero Festival Website, and in all Advertising as a presenting sponsor. Includes Signage* with company logo over the main stage with Gold Sponsor, Signage* with company logo flanking main gate(s), Company Name/Logo** in all publications and advertising. Sponsor also receives: 4 VIP Parking Permits, 12 VIP TENT passes, & 20 Sombbrero Festival T-Shirts.

PRESENTING SPONSOR (\$10,000) – Sponsor is recognized on the Sombbrero Festival Website, and in all Advertising as a presenting sponsor. Sponsor is provided a 20' X 20' tent to market their product(s), 4 banner* locations on the park fencing/grounds, & Company Name/Logo** in all publications. Sponsor also receives: 2 VIP Parking permits, 6 VIP TENT passes, main gate passes for booth workers/employees, & 15 Sombbrero Festival T-Shirts (Sponsor's Name/Logo appears on the back).

***Featured Sponsorship* - VIP AREA(S) SPONSOR (\$5,000)** – Sponsor signage to be featured in the VIP Tent, and in the VIP Area under the Big Tent all 3 days of the festival. VIP name/logo to be included on or above the stage under the big tent all 3 days of the festival. Sponsor logo to be featured on all VIP and VIP TENT wristbands distributed to corporate sponsors for all 3 days of the festival. 4 banner* locations on the park fencing/grounds, & Company Name/Logo** in all publications. Sponsor also receives: 2 VIP Parking permits, 4 VIP TENT passes, 10 main gate passes for volunteers & employees, & 25 Sombbrero Festival T-Shirts (Sponsor's Name/Logo appears on the back).

KIDS AREA SPONSORS (\$5,000) – ALL YOU CAN RIDE KIDS RIDES (ELECTRONIC, MECHANICAL & NON-WATER INFLATABLE RIDES) KIDS RIDE FREE THE FIRST 3 HOURS EACH DAY ALL YOU CAN RIDE ALL DAY FOR \$10 ON THURSDAY, \$10 ON FRIDAY, \$15 ON SATURDAY Sponsor is provided a 20' X 20' tent to market their product(s), 2 banner* locations on the park fencing/grounds, and additional recognition on signage in Kids Area/Kids Rides Areas. Sponsor's name/logo along with the Sombrero Festival logo, and the ad, message or coupon of the sponsor's choosing on the Kids Ride Wristbands for one day of the festival. 30 Kids sized T-Shirts for distribution by the Sponsor (Sponsors Name/Logo and KIDS AREA SPONSOR appears on the back.). Company Name/Logo** will appear in all publications. Sponsor also receives: 2 VIP Parking permits, 4 VIP TENT passes, main gate passes for booth workers/employees, & 15 Sombrero Festival T-Shirts (Sponsor's Name/Logo appears on the back). (Excludes free-throw shootout). Sponsors will be listed in order of their sponsorship contribution amount, and for those sponsors at the same contribution level, sponsors will be listed in order by date of entering into their agreement with Sombrero Festival, Ltd. for the Kids Area Sponsorship. This will make Sombrero Festival more affordable for families with children, and more enjoyable for the children in our community!

SPONSOR MARKETING BOOTH (\$5,000) - Sponsor is provided a 20' X 20' tent to market their product(s), 2 banner* locations on the park fencing/grounds, & Company Name/Logo** in all publications. Sponsor also receives: 2 VIP Parking permits, 4 VIP TENT passes, 10 main gate passes for booth workers/employees, & 10 Sombrero Festival T-Shirts (Sponsor's Name/Logo appears on the back).

AUTO-DEALER SPONSORSHIP (\$5,000) - Sponsor is allowed 2 vehicles on display, or 1 vehicle and a 15' x 15' space for a booth/tent/table to market their product(s), 2 banner* locations on the park fencing/grounds, & Company Name/Logo** in all publications. Sponsor also receives: 2 VIP Parking permits, 4 VIP TENT passes, 10 main gate passes for booth workers/employees, & 10 Sombrero Festival T-Shirts (Sponsor's Name/Logo appears on the back). Additional signage at the display location is allowed on any vehicle(s), tent, table, or booth. **Vehicles or Tent & Vehicle(s) must be in direct proximity to each other, they cannot be split to opposite sides of the park at this price. Additional vehicles/locations can be added at a price of \$3,000.00 for each additional vehicle/location.**

FRIJOLYMPICS OR CHILI COOKOFF SPONSOR (\$5,000) - Includes Signage* inside the park & big tent (4 – 2' x 8' banners/signs), and outside the big tent (3 – 2' x 8' banners/signs). Each FRIJOLYMPICS/CHILI COOKOFF participant receives a free Sombrero Festival event T-shirt (Sponsors Name/Logo and FRIJOLYMPICS/CHILI COOKOFF appears on the back.) FRIJOLYMPICS/CHILI COOKOFF has an emcee on site during the competition who will recognize the FRIJOLYMPICS/CHILI COOKOFF sponsor throughout the cook-off. Sponsor is encouraged to participate in the cook-off by acting as MC and is permitted to augment the cash prize or offer additional prizes to cook-off winners. The sponsor is also encouraged to participate in the awards ceremony recognizing the winners. The sponsor is not required to plan or operate the cook-off, Sombrero Festival is more than happy to coordinate the cook-off for you. Sponsor also receives: 2 VIP Parking permits, 4 VIP TENT passes, 10 main gate passes for volunteers/employees & 15 Sombrero Festival T-Shirts (Sponsor's Name/Logo appears on the back).

PARA NINOS SPONSOR (\$5,000) – Sponsor is provided a 20' X 20' tent to market their product(s), 2 banner* locations on the park fencing/grounds, & in the big tent during Para Ninos events. 40 Kids sized T-Shirts for distribution by the Sponsor (Sponsors Name/Logo and PARA NINOS SPONSOR appears on the back.). Company Name/Logo** will appear in all publications. Sponsor also receives: 2 VIP Parking permits, 4 VIP TENT passes, main gate passes for booth workers/employees, & 15 Sombrero Festival T-Shirts (Sponsor's Name/Logo appears on the back). (Excludes free-throw shootout) Para Ninos Events include the kids grito contest, kids costume contest, kids eating contests, and free kids entertainment.



KAYAK FUN RACE (\$5,000) – Kayak Race held in the resaca at Cobblehead's in February prior to the festival. Includes signage at the race and at the festival. Race participants will receive a free t-shirt with the sponsor's logo. All advertising for the race will also include the sponsor's logo. Sponsor will have 2 banner* locations at the race, and will be featured in advertising specifically for the Kayak Fun Race event. 2 banner* locations at Sombrero Festival on the grounds or on park fencing. Company Name/Logo** will appear in all publications. Sponsor also receives: 2 VIP Parking permits, 4 VIP TENT passes, main gate passes for booth workers/employees, & 15 Sombrero Festival T-Shirts (Sponsor's Name/Logo appears on the back).

WRISTBAND SPONSORSHIP OPPORTUNITIES (\$3,000ea.) – ADD-ON ITEM ONLY Sombrero Festival prints Wristbands each year for several different areas including but not limited to: General Admission for each day of the festival, General VIP, & VIP Tent. General Admission wristbands are provided to patrons with each paid admission, Sombrero Festival members, and Sombrero Festival Corporate Sponsors. General VIP wristbands are provided to sponsors below a \$5,000.00 sponsorship level. VIP Tent wristbands are provided to Corporate Sponsors at a sponsorship level of \$5,000.00 and up. Sponsored Wristbands will feature sponsor's logo along with the Sombrero Festival Logo, and the ad, message, or coupon of the sponsor's choosing. Opportunities are \$3,000 per and are as follows: General Admission Thursday, General Admission Friday, General Admission Saturday, General VIP, or VIP Tent. The final proof/artwork is subject to approval by Sombrero Festival, Ltd. Includes Company Name/Logo** in all publications. **Note: The Wristband Sponsorship is an ADD-ON Item – it can only be purchased in addition to an existing sponsorship of \$5,000.00 or greater, it is not available as an individual sponsorship item at this price.**

EVENT SPONSORS (\$2,000) - Includes Signage* at the event location in the park during the event, & Company Name/Logo** in all publications. Some event participants will receive a free Sombrero Festival event T-Shirt (name of event and sponsor's name/logo on the back.) Sponsor also receives: 1 VIP Parking permit for day of the event (Saturday), 2 VIP passes, gate passes, & 5 Sombrero Festival T-Shirts (Sponsor's Name/Logo appears on the back). Sombrero Festival provides trophies, medals, or cash prizes to the top three winners. Sponsor is encouraged to participate in the event by acting as MC and may award additional cash or other prizes to the top three winners at their expense (please coordinate with Sombrero Festival if you would like to take advantage of this opportunity). The sponsor is not required to plan or operate the event, Sombrero Festival is more than happy to coordinate the event for you. Events include the Tug-O-War, Grito Contest, Tortilla Frisbee Toss, Hat Stack Relay, Jalapeno Eating Contest, Taco Eating Contest, Hot Wing Eating Contest, Waiter's Race, Beard Contest, & Costume Contest. (Subject to change)

Contact: Connie Hensley
Chief Marketing Officer
Sombrero Festival, Ltd.
conniesgolf@aol.com
(956) 466-7166

Noemi Salas
VP Corporate Sponsorships
Sombrero Festival, Ltd.
noemi.salas4@gmail.com
(830) 352-3919

All giveaways, handouts, signage*, banners*, 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. No food or beverage giveaways allowed without prior approval from Sombrero Festival, Ltd.

*All Sponsors will provide their own Signs, Banners, 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. Placement is determined by Sombrero Festival, Ltd. Size not to exceed 3' x 8' per sign/banner without special permission.

**Sombrero Festival, Ltd. encourages finalization of all sponsorship agreements & details by the target date of December 1, preceding the festival to allow ample time for printing, publication and advertising deadlines. Agreements entered into after this target date may subject the sponsor to exclusion from some advertising media if publication deadlines have passed. Sponsorship fees are not pro-rated for missed deadlines or media.

VIP PASSES/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. BAND MUST BE WORN SECURELY, VIP BENEFITS ARE FOR BAND WEARER AND ARE NOT TRANSFERRABLE.**

VIP TENT PASSES – 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.**