



GENERAL INFORMATION

Sombbrero Festival, Ltd. is a 501(c)(4) non-profit corporation founded in 1986. Our purpose is to operate the 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 40,000 – 50,000 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, Feb. 22, 2018

Free Admission 1pm – 4pm | Regular admission 4pm – 12 midnight

Friday, Feb. 23, 2018-

Free Admission 11am – 2pm | Regular admission 2pm – 12 midnight

Saturday, Feb. 24, 2018

Free Admission 7am – 10am | Regular admission 10am – 12 midnight

Gate Prices: Regular Admission

\$10 each day (Children 12 and under admitted free when accompanied by an adult.)

Location: Washington Park, 700 E. Madison St., Brownsville, TX 78520

Contacts:

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Gold Sponsor (\$50,000)

- Company Name/Logo in SF publications, advertising, & website²
- Signage¹ Main Gate, Main Stage
- Company Logo on all t-shirts & koozies printed for sale²
- 5 VIP Parking Permits
- 20 VIP Tent Passes
- 20 SF T-Shirts w/your company logo²

Silver Sponsor (\$30,000)

- Company Name/Logo in SF publications, advertising, & website²
- Signage¹ Main Gate, Main Stage
- 4 VIP Parking Permits
- 12 VIP Tent Passes
- 20 SF T-Shirts w/your company logo²

Presenting Sponsor (\$10,000)

- Company Name/Logo in SF publications, advertising, & website²
- 15' x 15' tent or space for marketing³
- 4 Banner¹ locations on park fencing/grounds
- 2 VIP Parking Permits
- 6 VIP Tent Passes
- Main Gate Passes
- 15 SF T-Shirts w/your company logo²

Charro Days Classic 5K Run & 1 Mile Run/Walk (\$7,500)

- Company Name/Logo in SF publications, print advertising, & website²
- Signage¹ at the Start/Finish Line & allowed along the route
- 15' x 15' tent or space for marketing³
- Name/logo on all Charro Days Classic 5K Run Shirts (approx. 1,000)²
- 2 Banner¹ locations on park fencing/grounds
- 2 VIP Parking Permits
- 4 VIP Tent Passes
- 10 Main Gate Passes
- 15 SF T-Shirts w/your company logo²

VIP Area Sponsor (\$5,000)

- Company Name/Logo in SF publications, print advertising, & website²
- Signage¹ VIP tent & VIP Area under big tent
- Name/Logo on VIP & VIP Tent wristbands all 3 days²
- 15' x 15' tent or space for marketing³
- 4 Banner¹ locations on park fencing/grounds
- 2 VIP Parking Permits
- 4 VIP Tent Passes
- 10 Main Gate Passes
- 10 SF T-Shirts w/your company logo²

Kids Area Sponsor (\$5,000)

- Company Name/Logo in SF publications, print advertising, & website²
- 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 days² (ltd. to first 3 committed sponsors)
- 15' x 15' tent or space for marketing³
- 2 Banner¹ locations on park fencing/grounds
- 2 VIP Parking Permits
- 4 VIP Tent Passes
- 10 SF T-Shirts w/your company logo²
- 30 Kids Sized SF T-shirts w/your company logo²
- 10 Main Gate Passes for your booth/tent staff

Sponsor Marketing Booth (\$5,000)

- Company Name/Logo in SF publications, print advertising, & website²
- 15' x 15' tent or space for marketing³
- 2 Banner¹ locations on park fencing/grounds
- 2 VIP Parking Permits
- 4 VIP Tent Passes
- 10 SF T-Shirts w/your company logo²
- 10 Main Gate Passes for your booth/tent staff

**Auto-Dealer Sponsor (\$5,000)
(Non-exclusive)**

- Company Name/Logo in SF publications, print advertising, & website²
- 2 vehicles or a 1 vehicle/1 tent close proximity display
- 2 Banner¹ locations on park fencing/grounds
- 2 VIP Parking Permits
- 4 VIP Tent Passes
- 10 SF T-Shirts w/your company logo²
- 10 Main Gate Passes for your booth/tent staff

**Cook-off Sponsor (\$5,000)
Frijolympics or Chili Cook-off**

- Company Name/Logo in SF publications, print advertising, & website²
- Big Tent Signage¹ 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 logo²
- 10 Main Gate Passes for your booth/tent staff

Para Niños Sponsor (\$5,000)

- Company Name/Logo in SF publications, print advertising, & website²
- 15' x 15' tent or space for marketing³
- 2 Banner¹ locations on park fencing/grounds
- 2 VIP Parking Permits
- 4 VIP Tent Passes
- 10 SF T-Shirts w/your company logo²
- 40 Kids Sized SF T-shirts w/your company logo²
- 10 Main Gate Passes for your booth/tent staff

Kayak Fun Race Sponsor (\$5,000)

- Company Name/Logo in SF publications, print advertising, & website²
- Table & Signage¹ at the Kayak Race at Cobblehead's
- Signage¹ at the annual Sombrero Festival
- 2 Banner¹ locations on park fencing/grounds
- 2 VIP Parking Permits
- 4 VIP Tent Passes
- 10 SF T-Shirts w/your company logo²

Kids Sing-Off Sponsor (\$5,000)

- Company Name/Logo in SF publications, print advertising, & website²
- Inclusion on exclusive sing-off poster²
- Signage¹ at the annual Sombrero Festival
- 2 Banner¹ locations on park fencing/grounds
- 2 VIP Parking Permits
- 4 VIP Tent Passes
- 10 SF T-Shirts w/your company logo²

Wristband Sponsorship Opportunities (\$3,000 ea.)

(Add-on item only, not available as a stand-alone sponsorship at this price)

- Requires sponsorship of \$5,000.00/+ to add-on
- Name/Logo/Coupon on corresponding wristbands w/Sombrero Festival logo²
- Options available:
 - Main gate Thursday (16,000)
 - Main gate Friday (16,000)
 - Main gate Saturday (20,000)
 - VIP Tent (6,000)
 - VIP (6,000)



2018 MARKETING OPPORTUNITIES

ENTRY LEVEL

Event Sponsor (\$2,000)

- Company Name/Logo in SF publications, print advertising, & website²
- Signage¹/brand exposure during sponsored event at the annual Sombrero Festival
- Recognition by event emcee
- 1 Banner¹ locations on park fencing/grounds
- 1 VIP Parking Permits
- 2 VIP Passes
- 5 SF T-Shirts w/your company logo²
- Option to participate as an event aide, judge, awards presentation.
- Event 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
Grito Contest
Costume Contest
Beard Contest



IMPORTANT TERMS & CONDITIONS

All giveaways, handouts¹, signage¹, banners¹, 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.

¹All 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. Placement is determined by Sombrero Festival, Ltd. Size not to exceed 3' x 8' per sign/banner without special permission. Any signs, banners, or other promotional materials are all subject to approval of Sombrero Festival, Ltd.

²Sombrero 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 deadlines have passed. Sponsorship fees are not pro-rated for missed deadlines, media, or benefits.

³Sombrero Festival, Ltd. reserves the right to substitute a larger tent based on availability and at the sole discretion 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. BAND MUST BE WORN SECURELY, VIP BENEFITS ARE FOR BAND WEARER AND ARE NOT TRANSFERRABLE.

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.