

ABOUT

Sombrero Festival, Ltd. is a 501 C 4 non-profit corporation, founded to enhance the spirit of Charro Days and promote public interest in the City of Brownsville. The 3-day festival is held in Washington Park in downtown Brownsville and opens the last Thursday of February each year during the annual Charro Days holiday. With approximately 60,000 attendees annually, it is the largest event and single best marketing opportunity in Cameron County, TX, benefiting multiple non-profit organizations and supporting Beautification, Tourism, Recreation & Higher Education causes in the local community. We are a safe, affordable, family friendly event with food, music, adult & children's events, kids' rides, and fun for everyone!



For information on becoming a sponsor or donor, please contact our Corporate Marketing Team:

Michelle Garcia
Chief Marketing Officer
SFCorpMktg@gmail.com

Roy De los Santos
Chief Operating Officer
(956) 371-7221
info@sombrerofestival.com

Board Chair
Olga Gonzalez

President 2025
Patty Cuellar

Sombrero Festival, Ltd.
P. O Box 5240
Brownsville, TX 78523

Headquarters:
1908 E. 6th St.
Brownsville, TX 78520



In the Mitte Cultural District



**Sombrero
Festival**[®]
during Charro Days

BROWNSVILLE, TX

www.sombrerofestival.com

WHERE OUR MONEY GOES

COMMUNITY GIVING

Sombrero Festival donates to non-profit organizations which volunteer at the annual event and to eligible causes under our Mission Statement Focus Areas. Over the last 3 years we have given away over a quarter of a million dollars in these areas.

\$350,000.00+

FINANCIALLY INDEPENDENT

Dedicated to fiscal responsibility and financial independence, Sombrero Festival is self-funded and maintains both a rainy-day fund and a self-insurance fund. This will ensure the viability of the organization and the annual festival whatever may arise. Sound fiscal management also allows us to put on the annual event without funding or subsidies from taxpayers.

WE GIVE BACK TO OUR COMMUNITY!



(Figures based on 2024 data)

MISSION STATEMENT FOCUS AREAS

Recreation

Sombrero Festival promotes recreation in the community through donations to recreational events, sports leagues, and venues such as local and national parks within our city.

Beautification

The largest single donation ever made by Sombrero Festival was \$90,000.00 in improvements to Washington Park. This was part of a partnership with the City of Brownsville for combined park improvements exceeding \$160,000.00. Sombrero Festival continues to contribute to annual maintenance and repairs to the park following the festival each year.

Tourism

Our 3-day event attracts a large cross-segment of the local population and tourists who plan their stay to coincide with the local holiday. Sombrero Festival also donates to causes which promote tourism including local events, parks, museums, and the Gladys Porter Zoo.

Higher Education

Sombrero Festival has donated over \$50,000.00 to Higher Education through various scholarship funds since 2011.

SPONSORSHIP OPPORTUNITIES

GOLD SPONSOR

\$50,000

SILVER SPONSOR

\$30,000

PRESENTING SPONSOR

\$15,000

OPENING NIGHT

VIP AREA

\$10,000 EA.

CHARRO DAYS CLASSIC 5K RUN

\$7,500

SPONSOR MARKETING BOOTH

SELECT CUSTOM PACKAGES

KAYAK FUN RACE

COOK-OFF EVENTS

KIDS AREA SPONSOR

PARA NINOS EVENTS

\$5,000 EA.

GRITO CONTEST

WRISTBANDS (5 OPPORTUNITIES)

\$4,000 EA. (ADD-ON ONLY)

JALAPENO EATING CONTEST

\$3,000 (ADD-ON ONLY)

KAYAK JR.

5K RUN JR.

\$2,500 EA.

TUG O WAR (2 DIVISIONS)

WAITERS RACE

HAT STACK RELAY

TORTILLA FRISBEE TOSS

TACO EATING CONTEST

HOT WING EATING CONTEST

TEEN CONTESTS

\$2,000 EA.