



Charro Days Fiesta

February 19, 2022 – February 27, 2022

Dear Fiesta Supporter,

It is with great pleasure that we invite you to participate as a sponsor for our annual Charro Days Fiesta, the oldest fiesta in the Rio Grande Valley.

Charro Days, a tradition which began in 1938 to forge the bonds of friendship between Matamoros, Mexico, and Brownsville, Texas, is an annual festival that exemplifies the spirit of harmony, costume, music and dance. This tradition is rich in heritage, courageous in spirit and indomitable in compassion. Hundreds of thousands of local community members and out-of-towners participate in this special weeklong event. The fiesta begins Saturday, February 19th and ends Sunday, February 27, 2022.

As a potential sponsor of one of the twenty-one Charro Days floats, there are five (5) levels (see additional pages for descriptions of sponsorship opportunities) to choose from to participate. Sponsoring one of our floats allows visibility and advertisement for your organization to thousands of spectators and participants who partake in Charro Days Parade festivities.

Charro Days, Inc. Expectations:


- Provide your choice of a fully decorated Charro Days Float (**depending on availability**), dressed in lights, generator, tow vehicle, driver and personnel.
- Supply a sign for each side of the float.

Sponsor Expectations:

- Provide Sponsorship Application and Full Payment of your sponsorship (see amounts described in sponsorship opportunities) by Friday, December 10, 2021. Note: Money is nonrefundable due to weather or malfunctions of any kind beyond Charro Days, Inc. control.
- Provide music and sound systems.
- Provide any other signage of an approved size, depending on available space on float. The recommended size is (32 X 28 inches) for display as part of the Charro Days, Inc. sponsorship.
- Additional signage must be delivered at least 1 week prior to the week of Charro Days to provide ample time for set up. Signs need to be picked up no later than 3 days after the event.

We would be happy to meet with you at your convenience. Please call us to discuss these sponsorship opportunities. The Sponsorship Form can be submitted via email at: charrodaysfiesta@gmail.com, and/or mail to: 455 E. Elizabeth St., Brownsville, Texas 78523. Deadline for submitting sponsorship application and full payment is by Friday, December 10, 2021. If submitted after this deadline, Charro Days Inc. cannot guarantee sponsor's name will appear on chosen float and all printed, radio, and television advertising. Sincerely,

Henry LeVrier
Charro Days Inc. – President





Charro Days Fiesta Sponsorship Opportunities

February 19, 2020 – February 27, 2022

455 E. Elizabeth St. ♦ Brownsville, Texas 78520

(956) 542-4245 ♦ Fax: (956) 542-6771



Charro Days Inc. Sponsorship Agreement

Business Name (Company name that will be listed on printed materials)

Contact Person

Address

Phone

Email

I/We would proudly like to participate as a sponsor for Charro Days Fiesta 2022 at the following level:

___ **Level 1 - \$25,000 - Level 1, Charro** ___ **Level 2 - \$15,000 - Level 2, China Poblana**

___ **Level 3 - \$6,000 - Level 3, Mariachi** ___ **Level 4 - \$5,000 - Level 4, Zarape**

___ **Level 5 - \$3,000 - Level 5, Rebozo**

___ I/We will sponsor but will not be able to attend the event. Please keep the tickets for the dance(s).

Deadline: December 10, 2021 (to guarantee sponsor's name appearing on chosen float, printed, radio and television advertising).

Please return Sponsorship Agreement, sponsorship amount and logo (via email)

to: Charro Days Headquarters, 455 E. Elizabeth Street, Brownsville, Texas

78520, or email: charrodaysfiesta@gmail.com

Sponsorship Authorized by: _____

Signature of Company Contact Person or Individual

Method of Payment: Cash: ___ Check # _____ Make Checks Payable to: Charro Days Inc.

Mail to 455 E Elizabeth St. Brownsville, TX 78520

Any questions, please contact our office at 956-542-4245 or email at charrodaysfiesta@gmail.com.

Charro Days Inc. is a 501c (3) non-profit organization.

For Office Use Only:

Sponsor Package Level: _____, Date Received: _____ Date Approved: _____ Date of Payment: _____ Initials: _____



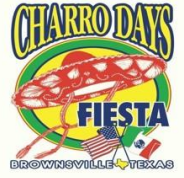


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LEVEL 1 (One) Charro: Grande International Parade - \$25,000

Name of sponsor on a banner that will start at the Grand International Parade, Ten (10) tickets to the Saturday Charro Dyas Costume Ball venue, and Ten (10) invitations to Wednesday Fiesta Party.

LEVEL 2 (Two) China Poblana: Illuminated Parade - \$15,000

Name of sponsor on a banner that will start the Illuminated Parade, Ten (10) tickets to the Saturday Charro Dyas Costume Ball venue, and Ten (10) invitations to Wednesday Fiesta Night Party.

LEVEL 3 (Three) Mariachi:

Baile del Sol, Noche Mexicana, or Charro Days Costume Ball- \$6,000

Name of sponsor will be displayed on the grand bandstand during Baile del Sol (Saturday, February 19, 2022), or Banner of sponsor displayed at the Noche Mexicana or Charro Days Costume Ball venue, and Five (5) invitations to Wednesday Fiesta Night Party.

LEVEL 4 (Four) Zarape: \$5,000

Five (5) invitations to Wednesday Fiesta Night Party.

LEVEL 5 (Five) Rebozo: \$3,000

Three (3) invitations to Wednesday Fiesta Night Party.

In addition, Level 1, 2, 3, & 4 sponsors receive:

1. Name of sponsor of this premier event will appear in over **15,000 programs** distributed throughout the Rio Grande Valley, Texas, the United States and Mexico.
2. Name of sponsor appears at all functions.
 - Baile del Sol (Saturday, February 19, 2022): Kick off festivity for the Charro Days celebration featuring children dancing traditional Mexican dances and dressed in regional costumes, food and music.
 - Noche Mexicana (Thursday, February 24, 2022): Features a dinner and dance with entertainment by Folkloric Dancers, Mariachi 7 Leguas, and variety music by Noe Pro.
 - Charro Days Costume Ball (Saturday, February 26, 2022): Dance featuring a renowned local band opening for a widely known musical group.
3. Name of sponsor appears on a **Charro Days Float viewed** in the Illuminated Parade and the Grand International Parade by over **300,000 people from Brownsville, Matamoros, the Rio Grande Valley, and out of town visitors**, with international television exposure.
4. Half (1/2) an hour of music by the award-winning **Mariachi 7 Leguas** at your place of business.