

1986



2022

during Charro Days

BACK IN 2022!

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 60,000+ which generates gross revenues of over \$1M annually. 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 over the last 3 years have made donations of over \$250,000.00 to non-profit organizations and causes. We provide a family oriented, safe and secure venue and are committed to keeping our gate price low relative to the entertainment lineup and offering free admission times so that our festival may be enjoyed by a broad segment of the local population.

Dates: Thursday, February 24, 2022 - Free admission: 1pm – 4pm, Regular admission 4pm – 12 midnight.
 Friday, February 25, 2022 – Free admission 11am – 2pm, Regular admission 2pm – 12 midnight.
 Saturday, February 26, 2022 – Free admission 7am – 10am, Regular admission 10am – 12 midnight.

Location: Washington Park in Brownsville, TX

Admission: \$15 at the gate, \$10 pre-sale⁴, children 12 and under admitted free when accompanied by an adult.

MARKETING OPPORTUNITIES

GOLD SPONSOR (\$50,000)

- Company Name/Logo in SF Digital+advertising²
- Signage¹ Main Gate, Main Stage
- 6 VIP Parking Permits
- 20 VIP Passes
- 40 Main Gate Passes – general admission
- 20 SF T-Shirts w/your company logo²

PRESENTING SPONSOR (\$10,000)

- Company Name/Logo in SF Digital+advertising²
- 15’ x 15’ tent or space for marketing³
- 2 Banner¹ locations on park fencing/grounds
- 2 VIP Parking Permits
- 6 VIP Passes
- 20 Main Gate Passes – general admission
- 15 SF T-Shirts w/your company logo²

SILVER SPONSOR (\$30,000)

- Company Name/Logo in SF Digital+advertising²
- Signage¹ Main Gate, Main Stage
- 4 VIP Parking Permits
- 12 VIP Passes
- 30 Main Gate Passes – general admission
- 20 SF T-Shirts w/your company logo²

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

- Company Name/Logo in SF Digital+advertising²
- Signage¹ on the route & at Start/Finish Line
- 15’ x 15’ tent or space for marketing³
- Name/logo on 5K event Shirts (approx. 1,000)²
- 2 Banner¹ locations on park fencing/grounds
- 2 VIP Parking Permits
- 4 VIP Passes
- 10 Main Gate Passes – general admission
- 15 SF T-Shirts w/your company logo²

VIP AREA SPONSOR (\$5,000)

- Company Name/Logo in SF Digital+advertising²
- Signage¹ VIP M.STG or VIP B.TNT under big tent
- Name/Logo on VIP B.TNT or VIP M.STG wristbands all 3 days²
- 4 Banner¹ locations on park fencing/grounds
- 2 VIP Parking Permits
- 4 VIP Passes
- 10 Main Gate Passes
- 10 SF T-Shirts w/your company logo²

SPONSOR MARKETING BOOTH (\$5,000)

- Company Name/Logo in SF Digital+advertising²
- 15' x 15' tent or space for marketing³
- 2 Banner¹ locations on park fencing/grounds
- 2 VIP Parking Permits
- 4 VIP Passes
- 10 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 Digital+advertising²
- Table & Signage¹ at the Kayak Race at Cobblehead's
- Signage¹ at the annual Sombbrero Festival
- 2 Banner¹ locations on park fencing/grounds
- 2 VIP Parking Permits
- 4 VIP Passes
- 10 SF T-Shirts w/your company logo²

Co-sponsorship available at 50% cost, 50% benefits.

COOK-OFF SPONSOR (\$5,000)

FRIJOLYMPICS OR CHILI COOK-OFF

- Company Name/Logo in SF Digital+advertising²
- 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 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 Digital+advertising²
- 2 vehicles or a 1 vehicle/1 tent close proximity display
- 2 Banner¹ locations on park fencing/grounds
- 2 VIP Parking Permits
- 4 VIP Passes
- 10 SF T-Shirts w/your company logo²
- 10 Main Gate Passes for your booth/tent staff

KIDS RIDES AREA SPONSOR (\$5,000)

- Company Name/Logo in SF Digital+advertising²
- 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)
- 2 Banner¹ locations on park fencing/grounds
- 2 VIP Parking Permits
- 4 VIP 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

GRITO CONTEST MAIN STAGE (\$3,500)

- Company Name/Logo in SF Digital+advertising²
- Signage¹/brand exposure during sponsored event at the annual Sombbrero 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.

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/Sombbrero Festival logo²
- Options available:
 - Main gate Thursday (20,000⁵)
 - Main gate Friday (20,000⁵)
 - Main gate Saturday (24,000⁵)
 - VIP (12,000^b) (4,000/day⁵)

**JALAPENO EATING CONTEST⁶ (\$2,500)
(ADD-ON ONLY ITEM, REQ'S \$5K SPONSORSHIP)**

- Company Name/Logo in SF Digital+advertising²
- Signage¹/brand exposure during event
- Recognition by event emcee
- 1 Banner¹ locations on park fencing/grounds
- 1 VIP Parking Permit
- 2 VIP Passes
- 5 SF T-Shirts w/your company logo²
- Option to participate as an event aide, judge, awards presentation.

EVENT SPONSORSHIP (\$2,000 EA.)

INCLUDES:

- Company Name/Logo in SF Digital+advertising²
- Signage¹/brand exposure during sponsored event at the annual Sombbrero 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.

OPPORTUNITIES⁶:

- 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

Contact:

Michelle L. Garcia
Chief Marketing Officer
Sombbrero Festival, Ltd.
michellegarcia.44@gmail.com
(956) 266-4403

Roy De los Santos-Cuellar
Exec. Dir. & COO
Sombbrero Festival, Ltd.
roy.delossantos@sbcglobal.net
(956) 371-7221

Monica Garza
VP Corporate Sponsorship
mgarza@myhrandmore.net
(956) 435-3109

Patty Cuellar
VP Corporate Sponsorship
patrdz1969@aol.com
(956) 589-9575

Ruben Quintero
VP Corporate Sponsorship
ruben.quintero@bbva.com
(956) 203-9070

David Diaz
VP Corporate Sponsorship
dvdiaz123@aol.com
(956) 602-9444

Lupita Vera
VP Corporate Sponsorship
lupitagvera1@gmail.com
(956) 459-7967

Connie Hensley
Corp. Marketing Liaison
conniegolf@aol.com
(956) 466-7166

DISCLOSURES

DIGITAL+ADVERTISING (NEW) – traditional advertising enhanced! new digital advertising on Sombrero Festival social media platforms is being incorporated as standard for all sponsorship levels. Frequency and timing of exposure is commensurate with sponsorship level and takes place in January and/or February of the festival year. **IMPORTANT: content provided by the sponsor and subject to approval by Sombrero Festival, Ltd.**

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 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.

²Sombrero 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.

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

⁴Pre-sale tickets will be sold at the park Tuesday & Wednesday the week of the event, 6pm – 9pm. Convenience fees apply to online pre-sale ticket purchases.

⁵The total number of wristbands distributed will vary daily based on demand. Sombrero Festival reserves the right to hold back a portion of the total to ensure against overcrowding at the park to ensure the safety of the public.

⁶Events taking place is at the sole discretion of Sombrero Festival, Ltd. based on adjustments related to Covid19

All payments are to be made to the order of: Sombrero Festival, Ltd., and mailed to the address below.

VIP WRISTBANDS – includes admission into the park, access to VIP only areas and facilities, 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 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.

Sponsors are invited to the “Sombrero’s Opening Night Costume Party” under the big tent on Wednesday, February 23, 2022. This is not included as part of sponsorship and is offered at the sole discretion of Sombrero Festival, Ltd. based on space availability. This is a costume party/mixer where most attendees will be standing. There will be very limited seating and no reserved seating.