



Sponsor Information/Checklist for SF2022

-Sombbrero Festival Corporate Marketing (SFCM)

Thank you for being a part of the annual Sombbrero Festival, the single biggest marketing opportunity during Charro Days. Here are a few key items for new and returning sponsors.

2022 Festival Dates: Feb. 24-26, 2022

Opening Times: 1pm Thur. | 11am Fri | 7am Sat

Sponsor Packet

Delivered ~1 week pre-event

- Shirts
- parking passes
- entry tickets or bands
- maps
- etc.

Quantities for these items are detailed in your sponsorship agreement.

Maps

Via email ~1 week pre-event

- Park map
- Parking map

The park map will show where you are located if you have a tent/booth as part of your sponsorship.

The Parking map will illustrate where parking lots are located which correspond to the parking permit(s) you are issued as per your agreement.

Parking Note:

if your designated lot fills up, you will be directed to the nearest overflow lot for the event. Parking is in high demand at peak times. Early arrival is recommended. If arriving late/during peak times, full lots should be expected.

Banners

p/u during packet drop-off

If included in your agreement, banners for placement on park grounds/fencing can be given to SFCM for placement. This can be done during packet drop-off or setup at the park.

Note: SFCM does not take possession of banners for your booth/tent. Those you should keep for Setup.

Setup

Wednesday, Feb. 24, 2022

Sponsors may begin setup as early as 7am on Wednesday. SFCM will be on-site for any questions.

8th St. serves as our service road for the park for setup. We discourage driving on the grounds themselves unless absolutely necessary, and only when coordinated with SFCM staff.

If a SFCM supplied booth/tent is included in your agreement, the standard setup includes 2 tables, 4 chairs, light, and one electrical outlet. If you anticipate requiring anything additional, please notify SFCM at your earliest convenience.

Event Entry

VIP Entrance: Sponsors' VIP visitors have a designated entrance identified on the park map. All VIP visitors must come through this gate to receive their on-site VIP credentials.

Volunteers/General Admission: Sponsors' volunteer staff or visitors with general admission bands may enter the park at any designated entry gate(s).

Marketing Booth Hours

Marketing booths can open as early as they'd like on festival days/during festival hours and normally operate until 8pm each day. You are welcome to stay open as late as you'd like.

Ambassadors

Ambassadors are on-site throughout the event and are available to aid with your needs during the event. Ambassadors will visit your location throughout the day and can be located at the VIP Entrance if needed.

For full event information visit:
www.sombbrerofestival.com