

## ABOUT

Sombrero Festival, Ltd. is a 501 C 4 non-profit corporation, founded to enhance the spirit of Charro Days and promote the 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:

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**Board Chair**

Olga Gonzalez

**President 2020**

Anika Aviles

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Headquarters:  
1908 E. 6<sup>th</sup> St.  
Brownsville, TX 78520  
In the Mitte Cultural District



**Sombrero  
Festival**<sup>®</sup>  
*during Charro Days*

**BROWNSVILLE, TX**

[www.sombrerofestival.com](http://www.sombrerofestival.com)

## WHERE OUR MONEY GOES

### COMMUNITY

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

**\$250,000.00+**

### FINANCIALLY INDEPENDENT

Dedicated to fiscal responsibility and financial independence, Sombrero Festival is self-funded and building 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 2019 data)

## 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

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.

## Higher Education

Sombrero Festival has donated over \$30,000.00 to Higher Education through various scholarship funds since 2011.

## SPONSORSHIP OPPORTUNITIES

### GOLD SPONSOR

\$50,000

### SILVER SPONSOR

\$30,000

### PRESENTING SPONSOR

\$10,000

### CHARRO DAYS CLASSIC 5K RUN

\$7,500

### VIP AREA SPONSOR

### AUTO DEALER SPONSORSHIP SPONSOR MARKETING BOOTH

### KAYAK FUN RACE

### COOK-OFF EVENTS

### KIDS AREA SPONSOR

### PARA NINOS EVENTS

### KIDS SING-OFF

\$5,000 EA.

### GRITO CONTEST

\$3,500

### WRISTBANDS

\$3,000 EA. (ADD-ON ONLY)

### TUG O WAR (3 DIVISIONS)

### WAITERS RACE

### HAT STACK RELAY

### TORTILLA FRISBEE TOSS

### TACO EATING CONTEST

### HOT WING EATING CONTEST

### JALAPENO EATING CONTEST

### COSTUME CONTEST

### BEARD CONTEST

\$2,000 EA.