



# Sponsor Information/Checklist for SF2025

-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.

## Event Location

700 E. Madison St.,  
Brownsville, TX 78520

2025 Festival Dates: Feb. 27 - March 1, 2025

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

## Sponsor Packet Items

- VIP & GA passes, maps, & checklist - via email
- Shirts - at the park
- parking passes - will be delivered.

Quantities for these items detailed in agreements.

VIP & GA Entry via VIP entrance at 7<sup>th</sup> & Madison

## 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 a designated 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

If included in your agreement, banners for placement on park grounds/fencing can be given to SFCM for placement. Banners can be shipped, dropped off, or picked up.

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

## Setup

Wednesday, Feb. 26, 2025

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

8<sup>th</sup> 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. Any additional needs must be communicated to SFCM at least one week before the event.

## 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: General Admission QR codes will be issued for Sponsors' volunteer staff, entry will be via the VIP gate at 7<sup>th</sup> & Madison St.

## Marketing Booth Hours

Marketing booths can open as early as they'd like on festival days/during festival hours and normally operate until 8/9pm each day. You are welcome to stay open as late as you'd like.

## Ambassadors

Ambassadors are on-site at the VIP Entrance, will visit your booth and are available to aid with your needs during the event.

## Teardown

Teardown begins at Midnight on Saturday 3/1/2025 through 1pm Sunday.