



OCT. 23, 2021

SPONSORSHIP OPPORTUNITIES

The South Texas Music Festival is currently seeking sponsorships from you or your business. Our goal is to support the City of San Benito's continued efforts to boost tourism by promoting the city's unique musical heritage through family-friendly cultural events and programming. This year's event will have food & craft vendors, games & family activities, cold beverages, and an evening concert under the stars featuring the sounds of Los Palominos and Control! We humbly ask for your support to help the continued success of this event!

Join us, and make this event one of the best yet!



PLATINUM
ACCORDION
SPONSOR
\$5,000

GOLDEN
BAJO SEXTO
SPONSOR
\$3,500

SILVER
TOLOLOCHE
SPONSOR
\$1,500

BRONZE
AMIGO DE CONJUNTO
SPONSOR
\$500

AMIGO DE BAILE
SPONSOR
\$250

CITY OF SAN BENITO

401 N. Sam Houston
San Benito, TX
956-361-3804

www.cityofsanbenito.com

PLATINUM ACCORDION SPONSOR - \$5,000 SPONSOR

Marketing Impressions via: Sponsor of \$5,000 will receive shared advertising for the named company with benefits, which includes the following:

1. Company name/logo placement on promotional materials which include print advertisements and online media – posters, brochures, event website and social media pages reaching over 20K followers
2. (4) Four (3' x 6') banners placed in designated areas of the event (client must provide banners.)
3. PA sponsorship acknowledgement announcements on the day of the event
4. Company name/logo as a platinum sponsor on highway digital billboard
5. (10) Ten VIP passes
6. (1) One Corporate Booth at event (10' x 10')

GOLDEN BAJO SEXTO SPONSOR - \$3,500

Marketing Impressions via: Sponsor of \$2,500 will receive shared advertising for the named company with benefits, which includes the following:

1. (2) Two (3' x 6') banners placed in designated areas of the event (client must provide banners.)
2. PA sponsorship acknowledgement announcements on the day of the event
3. (8) Eight VIP passes
4. Company logo and link on event website/social media page to over 20k followers
5. (1) One Corporate Booth at event (10' x 10')

SILVER TOLOLOCHE SPONSOR \$1,500

Marketing Impressions via: Sponsor of \$1,500 will receive shared advertising for the named company with benefits, which includes the following:

1. (1) One (2' x 4') banners placed in designated areas of the event (client must provide banners.)
2. PA sponsorship acknowledgement announcements on the day of the event
3. (6) Six VIP passes
4. Company logo and link on event website/social media page to over 20k followers

BRONZE AMIGO DE CONJUNTO SPONSOR - \$500

Marketing Impressions via: Sponsor of \$500 will receive shared advertising for the named company with benefits, which includes the following:

1. PA sponsorship acknowledgement announcements on the day of event
2. (6) Six event passes
3. Acknowledgement on social media platforms to over 20K followers

AMIGO DE BAILE SPONSOR - \$250

Marketing Impressions via: Sponsor of \$250 will receive shared advertising for the named company with benefits, which includes the following:

1. PA sponsorship acknowledgement announcements on the day of event
2. (4) Four event passes
3. Acknowledgement on social media platforms to over 20K followers

FEE & SCHEDULE

Total amount due upon signing. We accept cash or checks.

Debit or Credit Cards Accepted.



No over-the-phone payments will be accepted. Must pay in person.

(4% fee per Credit/Debit Card transaction)

Please make checks payable to: **City of San Benito / STXMF 2021**

Note: \$30 fee will be assessed for any returned checks. To be paid in cash only.

MAIL CHECKS TO:

CITY OF SAN BENITO,
ATTN: SOUTH TEXAS MUSIC FESTIVAL
401 N. SAM HOUSTON BLVD.
SAN BENITO, TX 78586

PAY IN PERSON (Cash, Check, or Credit Card):

SAN BENITO MUNICIPAL BUILDING
RE: SOUTH TEXAS MUSIC FESTIVAL SPONSORSHIP
401 N. SAM HOUSTON BLVD.
SAN BENITO, TX 78586

Please signify your acceptance of this proposal by signing one copy and returning it to our office with payment. Thank you for this opportunity, we look forward to a long and prosperous relationship.

Sincerely,

Nikki Serrano
Special Projects Planner
City of San Benito

Ramon Rodriguez
Parks and Recreation Director
City of San Benito

This proposal has been reviewed and accepted according to terms.

Company Name: _____ Representative: _____

Phone: _____ Email: _____

Sponsorship Package: _____ Amount Enclosed: _____

*NOTICE ON POLITICAL ADS – Office holder may place ad at the event which must read: **Sponsored by – (Name of the elected official and office they hold)**. Non-office holder can place ad only with name of individual or business and it must read: **Sponsored by – (Name of the business or individual)**.

Signature

Practice

For more information:

Nikki Serrano, Special Projects Planner at 956-361-3800, mserrano@cityofsanbenito.com or

Ramon Rodriguez, Parks and Recreation Director 956-361-3800, rrodriguez@cityofsanbenito.com