



## **OUR MISSION**

We have a simple, but robust mission: to pass our culture onto many generations to come. The sport of charrería focuses on family values and horsemanship. The Asociación de Charros de San Antonio is dedicated to educating our guests on the history of our sport and providing opportunities to inner city children through equestrian training.

Your support through sponsorships to our 501(c)4 allows us to organize public exhibitions year-round in our 10 acre venue, providing an entertaining lesson to families of all ages.

## **DEMOGRAPHICS**

Founded in 1947, the Asociación de Charros de San Antonio boasts the oldest lienzo in the United States, located in heart of the World Heritage Site and Mission Reach. On the banks of the San Antonio River, it is blocks from other historical locations and a ten minute drive from the Alamo.

Guests arrive from all over the world, with the primary market being multi generational Hispanic families. The average visitor is female and over 45 years of age.

Events range in size from 150 to 2,000 people with a minimum of 6 events a year. The location is rented or loaned throughout the year to conferences and non profit meetings.

The association is a 501(c) 4 with a pending 501(c)3 branch for educational purposes.

## **EVENTS**

The season starts in April with “A Day in Old Mexico,” an official Fiesta Event. The largest event of the year is the “Day in Old Mexico”, hosted the second Sunday of Fiesta, seeing about 2,500 people each Sunday. Events are held every other month until November. The association also hosts an official City event for Mexican Independence Day, seeing our third largest attendance, with over 800 guests.

Events are added upon request, and for hosting of regional tournaments. An example is the 2020 “Estatat”, a 7 day event spanning over two long weekends in May seeing over fifty teams and 4,000 charros, family and friends per weekend. The captive audience will spend the day enjoying the grounds, shopping and eating.

The venue can be rented out to concerts and jaripeos, which see 1,000 an event. The lienzo is open all year long for private and public events, from birthday parties to TV shows.



Sponsorships are available year-round and feature various opportunities for product placement.

	\$500	\$1,000	\$2,000	\$5,000	\$10,000	\$15,000	\$20,000
<b>Banner<sup>1</sup></b>	X	X	X	X	X	X	X
<b>Event Presence<sup>2</sup></b>		X	X	X	X	X	X
<b>Medium Logo<sup>3</sup></b>		X					
<b>Social Media Presence<sup>4</sup></b>		X	X	X	X	X	X
<b>Booth<sup>5</sup></b>			X	X	X	X	X
<b>Billboard<sup>6</sup></b>				X			
<b>Large Logo<sup>7</sup></b>			X	X	X	X	X
<b>Annual Gala Tickets<sup>8</sup></b>				X			
<b>Annual Gala TABLE<sup>9</sup></b>					X	X	X
<b>Naming of Concession Stand<sup>10</sup></b>					X		
<b>Logo on VIP Section<sup>11</sup></b>						X	
<b>Naming of Pavilion<sup>12</sup></b>							X
<b>Use of Venue<sup>13</sup></b>						X	X

1. A 3x5' or 5x7' banner hung at the venue, visible from the street, for 12 months
2. Sponsor mentioned at each event during tournaments for 12 months
3. Medium sized logo on website, with hyperlink
4. Social media post mention, with hyperlink
5. Booth or large tent at one event
6. Use of existing billboard at arena for 12 months (Company responsible to provide sign)
7. Marge sized logo on website, with hyperlink
8. Two tickets at our annual Charro Gala, hosted the second February of every year, a black tie event to induct board of director and official Fiesta royalty.
9. A table of ten to our annual Charro Gala, hosted the second February of every year, a black tie event to induct board of director and official Fiesta royalty.



- 10. Naming of the concession stand, with a plaque over the awning, located at the main entrance of the venue**
- 11. Logo and Company name printed on the 50 stadium seats located in the VIP section of the arena**
- 12. Naming of the pavilion, with a plaque at the entrance**
- 13. Use of venue for one private event (\$15,000) or two (\$20,000), including full charreadas**