

# City of Three Rivers

P.O. Box 398  
THREE RIVERS, TEXAS 78071  
(361) 786-2528  
(361) 786-3281 FAX

Dear Friends,

We're getting geared up for our 18<sup>th</sup> annual Big Bang Salsa Fest. This year the Big Bang Salsa Fest will be held July 7<sup>th</sup> & July 8<sup>th</sup> at the Hilbert H. Kopplin Memorial Park in Three Rivers, TX, from 11 a.m. until 11 p.m. both days. This festival will feature two stages of continuous music and entertainment, a salsa making competition, kid rides, numerous food and craft vendors, horseshoe tournament, motorcycle rodeo, chili cook-off skydivers, and the biggest fireworks display in South Texas.

Numerous fundraiser groups, such as the Boys and Girls Club of Live Oak County, Knights of Columbus, Three Rivers Garden Club, Lion Club, the Mud Dogs Law Enforcement Motorcycle Tres Rios Chapter Annual Blue Santa Run, the Catholic Daughters, Clovis Ray Scholarship Fund and others are able to use this opportunity to raise funds for their non-profit organizations. We believe that the 11 a.m. to 11 p.m. schedule with two days of entertainment and activities will allow a much larger crowd to be able to attend. As always, our goal has been to put on a quality show featuring the best performers available. We believe we have done that and it reflects the growth of the event. The festival has attracted between six to eight thousand people in the past few years and we expect this amount and more this year.

We depend a great deal on our sponsors to help fund this event. Many of our previous sponsors have included H.E.B., Budweiser, First State Bank, SouthTrust Bank the Three Rivers Valero Refinery, Pioneer Natural Resources, Talisman Energy, AEP, Kinsel Motors, VTX-1 Communications, The Texan Convenience Store, Coca-Cola and many more. All sponsors will receive acknowledgements via media sources depending on sponsorship levels. Examples of media acknowledgement may include; TV commercials, radio spots, event flyer, social media, banners at various locations throughout the City of Three Rivers, and announcements from the various stages throughout the day of the event. Again, we sincerely appreciate any support you've given in the past and look forward to sharing another "Three Rivers Extravaganza" with you. If you have any questions please call 361-436-6031 or email [BigBangSalsaFest@gmail.com](mailto:BigBangSalsaFest@gmail.com).

Sincerely,

Maria Hinojosa  
Big Bang Salsa Fest Coordinator  
Fax: 361-786-3281

In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, age, disability, religion, sex, familial status, sexual orientation, and reprisal.



# COPORATE SPONSORSHIP LEVELS

For 2017 Big Bang Salsa Fest  
Presented by the City of Three Rivers

The 18<sup>th</sup> Annual Big Bang Salsa Fest will be held at the Hilbert H. Kopplin Memorial Park in Three Rivers on Friday July 7<sup>th</sup> & July 8<sup>th</sup>, 2017 from 11 a.m. to 11 p.m. Attendance estimated to be 8,000. To ensure media acknowledgment, please be sure to turn in donations on or before deadline.

## *Jalapeño Pepper Level - \$500*

Benefits include:

- Your company banner at one of the following tents: (Please provide banner)
  - Children's Play Area
  - Salsa Making Competition
  - Horseshoe Competition
  - Motorcycle Rodeo
  - 5k Obstacle Race
  - Chili Cook-Off
- Mentions in all Big Bang Salsa Fest stories running in the newspapers in this region.

## *Serrano Pepper Level - \$1,000*

Benefits include:

- A free booth to use any way you see fit, including giving it to charity, for recruitment, to distribute literature, or advertising items.
- Your company name in the Big Band Salsa Fest tabloid in 40,000 newspapers in Mc Mullen, Live Oak, Karnes, Bee, and Refugio counties.
- Mention in all Big Bang Salsa Fest stories running in the newspapers in this region.

## *Habanero Pepper Level - \$2,500*

Benefits include:

- Second Tent named after your company.
- A banner on the event grounds. (Provided by the City of Three Rivers)
- A free booth to use any way you see fit, including giving it to charity, for recruitment, to distribute literature, or advertising items.
- Your company name in the Big Band Salsa Fest tabloid in 40,000 newspapers in Mc Mullen, Live Oak, Karnes, Bee, and Refugio counties.
- Mention in all Big Bang Salsa Fest stories running in the newspapers in this region.
- Mentions by performers on second stage.

## *Ghost Pepper Level - \$5,000*

Benefits of include:

- Main Tent named after your company.
- Your company logo on a charging station for phones and other electronic devices.
- Extra-large banner on the event grounds. (Provided by the City of Three Rivers)
- A free booth to use any way you see fit, including giving it to charity, for recruitment, to distribute literature, or advertising items.
- Your company logo on the cover of the Big Bang Salsa Fest tabloid distributed in 40,000 newspapers in Mc Mullen, Live Oak, Karnes, Bee, and Refugio counties.
- Mentioned on all radio spots running on stations in Beeville and San Antonio.
- Company name/ logo in a TV commercial acknowledging sponsorship.
- Mentions in all Big Bang Salsa Fest stories running in the newspapers in this region.
- Mentions by performer on main stage.

### **Additional Sponsorships/Donations**

It is understandable that not all companies can give monetary donations. Donations in goods are needed and greatly appreciated and will come with mentions in all Big Bang Salsa Fest stories running in the newspapers in this region.

**DEADLINE FOR ALL SPONSORSHIP/DONATION ITEMS IS June 3, 2017**

**SPONSORS PLEASE EMAIL YOUR COMPANY NAMES/LOGO BY June 6, 2017**

Please make checks payable to “City of Three Rivers”.  
On the memo section of your check note “Big Bang Salsa Fest”.  
Mail checks to: P.O. Box 398  
THREE RIVERS, TEXAS 78071

Thank you for your time and supporting our  
community.