



**2020 CINCO DE MAYO FAJITA FESTIVAL**  
**Friday, May 8th, 2020**  
**5:00 P.M. – 10:00 P.M.**

Hello Members,

The Amarillo Hispanic Chamber of Commerce invites you to participate as a sponsor for our 2020 Cinco de Mayo Fajita Festival.

Our Cinco de Mayo Fajita Festival is a fajita cooking competition that allows you and your fellow co-workers to partner up and create the best tasting fajitas. Each team will be provided with fajita meat, vegetables, and tortillas for the competition and for our community to taste.

By sponsoring this event, you will have the opportunity to expose your business name, services and products to the thousands of people who attend. As the scent of sizzling fajitas fills the air, many will also enjoy the festive music that will entertain our crowd.

Cinco de Mayo is a celebration of Hispanic culture in many cities across the nation. In Amarillo, it is a celebration of OUR culture. The funds you help us raise are applied towards our Scholarship Intern Program and Operations. We welcome the whole family to join us for fun, music, and all you can eat fajitas at the Starlight Ranch, located at 1415 Sunrise Dr. on Friday, May 8th. You may contact our office for additional information at the number or email addresses listed below. We look forward to your participation!

**Amarillo Hispanic Chamber of Commerce:**

5725 W. Amarillo Blvd.

Amarillo, Tx 79106

Office: (806) 379-8800

Fax: (806) 322-2459

**Email:** [ruby.moreno@amarillohcc.com](mailto:ruby.moreno@amarillohcc.com)

**Email:** [oscarcremer@fbsw.com](mailto:oscarcremer@fbsw.com)



## **Sponsorship Opportunities Official Sponsor Level / Minimum Sponsorship**

**Fee: \$15,000** \* One (1) opportunity available

- Recognized as an “Official Sponsor” with category exclusivity
- VIP access
- 100 Event Passes
- 1 exhibit booth space for Cooking Team Booth or Information Booth
- 10 signs/banners throughout the event site (All signs/banners to be provided by sponsor)
- Company banner placement on entertainment stage
- Stage announcements from all entertainment stages promoting official sponsor
- Company logo placement on all AHCC websites, promotional posters, postcards and mailings
- Company logo included in all television advertising
- Company name mention in selected radio advertising
- Company name included as an Official Sponsor in all press materials including press releases, newspaper ads, public service announcements, press advisories and kits
- Right to use 2020 Cinco de Mayo Fajita Festival name and artwork for your promotional advertising
- 2 team invitations to AHCC Clasico Golf Tournament

**Grand Sponsor / Minimum Sponsorship Fee: \$10,000** \* Two (2) opportunities available

- Recognized as a “Grand Sponsor”
- VIP access
- 75 Event Passes
- 1 exhibit booth space for Cooking Team Booth or Information Booth
- 6 signs/banners throughout the event site (all signs/banners to be provided by sponsor)
- Stage announcements from entertainment stage promoting sponsor
- Company logo placement on all promotional posters, postcards and mailings
- Company name included as a Grand Sponsor in all press materials including press releases, newspaper ads, public service announcements, press advisories and kits
- Right to use 2020 Cinco de Mayo Fajita Festival name and artwork for promotional advertising
- 1 team invitation to AHCC Clasico Golf Tournament

**Major Sponsor / Minimum Sponsorship Fee: \$5,000**

- Recognized as a “Major Sponsor”
- VIP access
- 50 Event Passes
- 1 exhibit booth space for Cooking Team Booth or Information Booth
- 4 signs/banners throughout the event site (all signs/banners to be provided by sponsor)
- Company logo included on all promotional postcards and mailings



- Company name included as a Major Sponsor in all press materials including press releases, newspaper ads, public service announcements, press advisories and kits.
- Right to use 2020 Cinco de Mayo Fajita Festival name and logo for promotional advertising

### **Premium Sponsor / Minimum Sponsorship Fee: \$3,500**

- VIP access
- 25 Event Passes
- 1 exhibit booth space for Cooking Team Booth or Information Booth
- 2 signs/banners throughout the event site (all signs/banners to be provided by sponsor)
- Company logo included on all promotional postcards and mailings
- Company name included as a Premium Sponsor in all press materials including press releases, newspaper ads, public service announcements, press advisories and kits.
- Right to use 2020 Cinco de Mayo Fajita Festival name and logo for promotional advertising

### **Participating Sponsor / Minimum Sponsorship Fee: \$2,500**

- VIP access
- 20 Event Passes
- 1 exhibit booth space for Cooking Team Booth or Information Booth
- Company logo included on all promotional postcards and mailings
- Company name included as a Participating Sponsor in all press materials including press releases, newspaper ads, public service announcements, press advisories and kits.
- Right to use 2020 Cinco de Mayo Fajita Festival name and logo for promotional advertising

### **Supporting Sponsor / Minimum Sponsorship Fee: \$1,500**

- 15 Event Passes
- 1 exhibit booth space for Cooking Team Booth or Information Booth
- Company logo included on all promotional postcards and mailings
- Company name included as a Supporting Sponsor in all press materials including press releases, newspaper ads, public service announcements, press advisories and kits.
- Right to use 2020 Cinco de Mayo Fajita Festival name and logo for promotional advertising

**Cooking Team: \$450**

**Information Booth:  
\$250**

**Non-Profit Booth:  
\$150**

\*Includes Health  
Department Permit

All major sponsorships will need to be paid in full by April 24<sup>th</sup>. Booth sponsorships will need to be paid in full by May 1<sup>st</sup>. There are no refunds. The event will occur rain or shine.



### Registration Form

Please check **1 sponsorship level** and your choice of **cooking team** or **information booth**:

\*If not sponsoring then check only **cooking team** or **information booth**.

- Official Sponsor
- Grand Sponsor
- Major Sponsor
- Premium Sponsor
- Participating Sponsor
- Supporting Sponsor

- 
- Cooking Team
  - Information Booth

**Company Name:** \_\_\_\_\_

**Name you want on booth, and/or on event promotion:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Preferred contact method:** \_\_\_ phone \_\_\_ e-mail \_\_\_ other: \_\_\_\_\_

**Best time to contact:** \_\_\_\_\_ **Days of the week:** \_\_\_\_\_

**2nd Contact name:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

**Products/Service:** \_\_\_\_\_

**Products to sample:** \_\_\_\_\_

**Will any products be sold?** \_\_\_\_\_ Yes \_\_\_\_\_ No

**If yes, type of product to be sold:** \_\_\_\_\_

**Is electricity required for your booth? (110 Volts)** \_\_\_ Yes \_\_\_\_\_ No

We hereby apply for exhibit space at the 2020 Cinco de Mayo Fajita Festival to be held on May 8<sup>th</sup>, 2020. We agree and adhere to the terms and conditions.

**Authorized Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Make checks payable to:** Amarillo Hispanic Chamber of Commerce

**Please mail checks to:** 5725 W. Amarillo Blvd Amarillo, TX 79106