

2021

65th Anniversary

# CATTLE CALL

**THE COWBOYS**  
are Back in Town

**CHILI COOK-OFF**

SATURDAY

NOVEMBER 6TH

**MARIACHI NIGHT**

NOVEMBER 8TH

WEDNESDAY

**CATTLE CALL PARADE**

SATURDAY

NOVEMBER 13TH

**CATTLE CALL RODEO**

SATURDAY AND SUNDAY

NOVEMBER 13 & 14

# SPONSORSHIP PACKET



## SPONSORSHIP OPPORTUNITIES

**DUE: September 27<sup>th</sup>, 2021 for full marketing benefits.**

**Sponsorships after due date are still accepted.**



**EVENT** Brawley Cattle Call Jamboree

**SUMMARY** The Chamber of Commerce for Greater Brawley hosts the 65<sup>th</sup> year of Cattle Call events celebrating the Imperial Valley as home to the Brawley Cattle Call Rodeo. All events are community and family-friendly events, packed with great music, delicious food, and fun activities. Over 30,000 people participate in the week full of tradition.

Celebrations kick off with competition at the Chili Cook-off and spill over to the traditional Monday Night Mixer. Wednesday hosts Mariachi Night fun and continues through the Cattle Call Parade Saturday. After the parade, entertainment begins at the Brawley Cattle Call Rodeo, hosted by the Brawley Cattle Call Rodeo Committee. (separate advertising)

<b>EVENT DATES &amp; TIME</b>	Chili Cook-Off	11/06/21	9:00 a.m. - 2:00 p.m.
	Monday Night Mixer	11/08/21	6:00 p.m. - 9:00 p.m.
	Mariachi Night	11/10/21	6:00 p.m. - 11:00 p.m.
	Cattle Call Parade	11/13/21	9:00 a.m. - 1:00 p.m.

**LOCATION** Plaza Park, Brawley, CA 92227

**AUDIENCE** While the audience base differs for each event, our 30,000+ crowd is diversified with primarily Hispanic and Caucasian culture. We welcome all cultures, races and walks of life.

## PROMOTIONAL OPPORTUNITIES

**2021 Media Campaign Opportunities include but are not limited to:**

Our entire media campaign will be at full force two weeks before the event.

**Television:** Entravision, KYMA, KSWT

**Radio:** KXO and other stations as identified.

**Print:** IV Press, Desert Review, Posters, Flyers

**Online:** Community calendars from media partners and Chambers. Social Media campaigns on Facebook and Instagram.

204 S. Imperial Ave. Brawley, CA 92227 • Phone 760.344.3160 • Fax 760.344.7611 • [www.brawleychamber.com](http://www.brawleychamber.com)

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### BENEFITS

- Brand Exposure and Public Image- This event will draw community crowds from Imperial County, Mexicali, Yuma, Palm Desert, San Diego, Snowbird areas. Sponsors will receive invaluable recognition and be associated with cultural empowerment of the communities you serve.
- Connect with Tradition - Gain your company positive exposure by supporting local tradition.
- Extensive Media Coverage- This is a week of celebration that will receive media coverage in many different geographical locations.

**VALUE OF ADVERTISEMENTS EXCEED A COMBINED \$25,000 TOTAL IN MEDIA AND MARKETING BENEFITS**

Custom sponsorship packets are available upon request based on client capacity.

Contact Ramiro Urias: [ramiro@brawleychamber.com](mailto:ramiro@brawleychamber.com)

## Chili Cook-off

The best Chili in the Valley can be found at the Chili Cook-off! This signature event kicks off our week of Cattle Call, yeehaw! Approximate attendance 6,000+.

### Ghost Pepper Sponsor- \$2,000

- 10' x 20' event booth space (optional)
- Logo inclusion on chamber website with hyperlink to your site
- Logo inclusion on all marketing collateral, i.e. flyers, posters,
- Logo inclusion on all social outlets
- Banner displayed at prime location during event
- 10 announcements during the event
- 10 VIP access passes which includes: Chili tasting bracelets, 1 complimentary drink ticket per pass (over 21), and bull riding tickets

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### **Habanero Pepper Sponsor- \$1,000**

- 10' x 20' event booth space (optional)
- Logo inclusion on chamber website with hyperlink to your site
- Logo inclusion on all social outlets
- Banner displayed at prime location during event
- 4 announcements during the event

### **Serrano Pepper Sponsor- \$500**

- Logo inclusion on chamber website with hyperlink to your site
- Logo inclusion on all social outlets

## Mariachi Night

Infamously known for its singers and Mariachi groups, our Mariachi night celebrates the traditional Hispanic heritage of our community. Approximate attendance 12,000+.

### **La Trompeta Sponsor- \$2,000**

- 10' x 20' event booth space (optional)
- Logo inclusion on chamber website with hyperlink to your site
- Logo inclusion on all marketing collateral, i.e. flyers, posters,
- Logo inclusion on all social outlets
- Logo inclusion on digital screen at stage
- Banner displayed at prime location during event
- 10 announcements during the event
- 10 VIP access passes which includes 1 complimentary drink per pass (over 21).

### **El Guitarrón Sponsor- \$1,000**

- 10' x 20' event booth space (optional)
- Logo inclusion on chamber website with hyperlink to your site
- Logo inclusion on all social outlets
- Banner displayed at prime location during event
- 4 announcements during the event

### **El Violín Sponsor- \$500**

- Logo inclusion on chamber website with hyperlink to your site
- Logo inclusion on all social outlets

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# Cattle Call Parade

The excitement is in the air the morning of the parade. Our Grand Marshal is ready to get the parade started and the numerous floats, cars, bands, horses, walkers and riders are ready to march the 1.5 miles to the finish line. Approximate attendance 15,000+.

### Mustang Horse Sponsor- \$2,000

- 10' x 20' event booth space (optional)
- Logo inclusion on chamber website with hyperlink to your site
- Logo inclusion on all marketing collateral, i.e. flyers, posters,
- Logo inclusion on all social outlets
- Banner used in parade
- 10 announcements during the event
- 10 VIP access passes which includes 1 complimentary drink per pass (over 21).

### Arabian Horse Sponsor- \$1,000

- 10' x 20' event booth space (optional)
- Logo inclusion on chamber website with hyperlink to your site
- Logo inclusion on all social outlets
- Banner displayed at prime location during event
- 4 announcements during the event

### Shetland Pony Sponsor- \$500

- Logo inclusion on chamber website with hyperlink to your site
- Logo inclusion on all social outlets

## PRESENTING SPONSOR - \$10,000

This exclusive sponsorship will provide your company with the MAXIMUM exposure in **all aspects of the event's marketing campaign**. In addition to all previously presented benefits, the Presenting Sponsor will also receive:

- Ride in parade behind vanguard as Presenting Sponsor
- 4 Bucking Chute Tickets to the Saturday Night show
- Logo on all photos taken at the event photoboos
- Presenting title on all media



# SPONSORSHIP OPPORTUNITIES

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## SPONSORSHIP AGREEMENT

This agreement will serve as a contract between, \_\_\_\_\_ and The Chamber of Commerce for Greater Brawley for sponsorship of the 2021 Brawley Cattle Call Celebration week that will take place at Plaza Park, Brawley, Ca 92227.

The Chamber of Commerce for Greater Brawley will provide, \_\_\_\_\_ with the benefits listed in the corresponding sponsorship level outlined in this package. In return, the above-mentioned company will provide The Chamber of Commerce for Greater Brawley the total amount of sponsorship fees checked below by September 27<sup>th</sup>, 2021. **Any sponsorships received after September 27<sup>th</sup>, 2021 are not guaranteed all promotional benefits will be secured**, given the nature of time sensitivity when planning promotions of the events.

### Check Sponsorship Level(s)

#### Chili Cook-Off

- |  |         |
|--|---------|
| <input type="checkbox"/> Ghost Pepper Sponsor    | \$2,000 |
| <input type="checkbox"/> Habanero Pepper Sponsor | \$1,000 |
| <input type="checkbox"/> Serrano Pepper Sponsor  | \$500   |

#### Mariachi Night

- |   |         |
|---|---------|
| <input type="checkbox"/> La Trompeta Sponsor  | \$2,000 |
| <input type="checkbox"/> El Guitarrón Sponsor | \$1,000 |
| <input type="checkbox"/> El Violín Sponsor    | \$500   |

#### Cattle Call Parade

- |  |         |
|--|---------|
| <input type="checkbox"/> Mustang Horse Sponsor | \$2,000 |
| <input type="checkbox"/> Arabian Horse Sponsor | \$1,000 |
| <input type="checkbox"/> Shetland Pony Sponsor | \$500   |

#### Celebration Week Sponsor

- |   |          |
|---|----------|
| <input type="checkbox"/> Presenting Sponsor | \$10,000 |
| <input type="checkbox"/> Other              |          |

Total amount sponsored: \_\_\_\_\_

**\*All fees are non-refundable and are due no later than September 27<sup>th</sup>, 2021 in order to reserve your sponsorship.**

Contact Name(s): \_\_\_\_\_ Email: \_\_\_\_\_

Business/Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

I am authorized to enter into this agreement on behalf of the company mentioned above.

Signature

Print Name

Date

By Credit Card

☐ Visa ☐ MC ☐ Discover

Name on Card: \_\_\_\_\_

Card Billing Address: \_\_\_\_\_

Email: \_\_\_\_\_

Card No: \_\_\_\_\_

Exp Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ 3 Digit Code: \_\_\_\_\_

Amount to Charge: \_\_\_\_\_

Authorization Signature: \_\_\_\_\_

Date: \_\_\_\_\_