

The
FAJITA
COOKOFF
Smokin' Since 1976!

501c3 Non-Profit Organization

Sponsorship Opportunities

October 21, 2017

Saturday 1pm to 11pm

**Municipal Park
Rio Grande City**



Free admission - Free parking

www.TheFajitaCookoff.com

The Fajita Cookoff

“Celebrating The Birthplace of The Fajita”

The Fajita cookoff has celebrated the Birthplace of the fajita in many different cities in the Valley since its inception in 1976. It all started on the square in downtown Edinburg. The event then moved to the banks of the Rio Grande River at Chimney Park in Madero. It then moved to McAllen behind La Plaza Mall for several years. After that it was in Mission, back to Edinburg and then Sharyland Plantation. In 2006 the Fajita Cookoff became one of the major attractions of McAllen's PalmFest Celebration for 10 years.

This year, the Cookoff is on the road again. And what better place to celebrate the birthplace of the Fajita than the Home Town of the Vaquero, Rio Grande City. The city management, the Tourism Department & the Economic Development Council have all joined together to make this the biggest family pachanga ever held in Starr County.

Thousands of people will come out to see Crazy Cooking Teams compete in 5 cooking categories in late October. Unlike all other cookoffs, all of the cooking categories of The Fajita Cookoff are truly indigenous of Deep South Texas: Pan de Campo (cowboy bread), Frijoles a la Charra (beans), Mojellas (sweetbreads), Traditional Fajita and Gourmet Fajitas. Yes, Gourmet! And you should see the presentations!!

And, oh yes, there's a Special “Showmanship” Award for the team that has the best decorate Cooking Camp. Prize money and custom-made miniature BBQ Pit Trophies are given to the top Fajita Aficionados.

The Fajita Cookoff will also have live entertainment throughout the day, family games & activities and a kiddie carnival with dozens of mechanical rides, inflatables, bouncers & slides and arts & craft vendors. And then, after the cooking competition there will be a big concert for all to enjoy. Plenty of food & beverages will be available. And the best part about the event it's a totally free event with free parking & free admission.

If you have a product or business & want first hand exposure to thousands of people, we invite you to be a sponsor of this event. Go to www.TheFajitaCookoff.com for more information and photos.

For Further Information Contact
Christopher Julian, Event Producer
956.682.5566

The Fajita Cookoff Sponsorship Opportunities

Presenting Sponsor \$7,500 (2 Only)

- Recognition as *Presented by* and PRIMARY printed logo on all promotional materials and media (*i.e.: posters, flyers, print advertising, website and now included in broadcast advertising*)
- Your logo printed as the PRIMARY logo on event banners
- Up to two custom display spaces (each not to exceed 2,500 sqft each) in prominent areas of the venue
- Opportunity to display banners and signage in your display space and at gate entrances
- Rights to display, sell merchandise and distribute product samples (*does not include food, contact for details*)
- News release writing and distribution
- Very frequent PA announcements throughout event
- Logo printed in event program distributed on days of event

Event Sponsor \$5,000 (4 Only)

- JUMBO printed logo on all promotional materials (*i.e.: posters, flyers, print advertising, website*)
- Your JUMBO logo printed on event banners
- Two – 20' x 20' display space with tent in prominent area of the venue
- Opportunity to display banners and signage in your display space
- Rights to display, sell merchandise and distribute product samples (*does not include food, contact for details*)
- News release writing and distribution
- Frequent PA announcements throughout event
- Logo printed in event program distributed at admission gates on days of event

Attraction Sponsor \$2,500

- LARGE Printed logo on all promotional materials (*i.e.: posters, flyers, print advertising, website*)
- Your LARGE logo printed on event banners
- One – 20' x 20' display space with tent in prominent area of the venue
- Opportunity to display banners and signage in your display space
- Rights to display, sell merchandise and distribute product samples (*does not include food, contact for details*)
- Occasional PA announcements throughout event

Support Sponsor \$1,000

- One – 10' x 10' display space with booth and signage opportunities in that space
- Rights to display, sell merchandise and distribute product samples (*does not include food, contact for details*)
- PA announcements throughout the event when available
- Sponsor name will be listed on event program

Soliciting Sponsor \$500

- Opportunity to greet people at the event & hand-out promotional materials

IMPORTANT NOTE: Venue signage is reserved for event sponsors ONLY



Sponsorship Agreement Form

Saturday, October 21, 2017

YES! Sign us up as a _____ Sponsor for the 2017 Fajita Cookoff!
(Enter Sponsorship Level and Amount Here)

Name/Title: _____

Company: _____

Address: _____

Business Phone: _____ Cell: _____

Fax: _____ Email: _____

Description of Business: _____

TERMS & IMPORTANT NOTICES: Event Sponsorship fees are due, in full, prior to **September 22, 2017**. Sponsor agrees that this document, when signed below constitutes a binding agreement. Sponsor further agrees that upon The Fajita Cookoff receipt of this signed agreement, it shall be enforceable in accordance with its terms. By signing below, the individual represents and warrants that he/she is duly authorized to execute this binding agreement on behalf of Sponsor. Payments, completed agreement and artwork or other required information must be received by The Fajita Cookoff by the above date to assure your sponsorship is acknowledged accordingly. Failure to comply may result in incomplete logo placement or other sponsorship incentives as applicable. Sponsor agrees to be bound by the information and terms herein and any event rules and regulations represented now or as established at a later date by The Fajita Cookoff.

Note: Should payment not be received on or before the above date, Sponsor is liable for collection fees incurred by The Fajita Cookoff including attorney and/or court costs if required to collect on account.

PAYMENT: Please make your check payable to the **The Fajita Cookoff, Inc.**, and mail to the address listed below.

ARTWORK: Please submit all logos to Advertir, Inc. by **September 22, 2017** in order to assure placement. Call Advertir at 682-5566 for instruction on submission or artwork.

VENUE: Site assignment is at the sole discretion and authority of The Fajita Cookoff event producer or their assigns under the guidance of The Fajita Cookoff. Participants will be accommodated fairly and equitably based on level of participation and availability.

Hold Harmless: Sponsor hereby agrees to indemnify, defend, and hold harmless The Fajita Cookoff, Rio Grande City, and their officers, agents and employees from and against any and all claims, demands, proceedings, actions, suits, judgments, liabilities, damages, losses, costs, and expenses, including those that may arise from Sponsor's participation in the Event, and including as well, but not limited to claims for personal injury and/or damage to property, and further including, but not limited to any investigation, legal and/or other costs and expenses incurred in connection with any amount paid in settlement of any claim, demand, proceeding, action, suit, or judgment resulting from and/or in connection with Sponsor's participation in the Event.

Rentals: By signing this agreement, sponsor agrees to be responsible for payment of all rental items added over and above those provided per sponsorship level as well as any replacement costs for any rental items lost or not returned to The Fajita Cookoff. Sponsor understands that any and all rental items requested for use during the event must be returned in same condition or sponsor will be responsible for repair or replacement cost. Said payments will be made promptly to The Fajita Cookoff. A separate rental agreement and rental order receipt will be required by The Fajita Cookoff as per specified deadlines herein.

FINAL AGREEMENT: Notwithstanding all of the above, it is understood that The Fajita Cookoff provides this written agreement to all sponsors solicited for the event by the following methods: hand delivery, mail delivery, by facsimile, electronic mail and via the The Fajita Cookoff event website. It is hereby understood and agreed that verbal and other non-written commitments are binding to this agreement once sponsorship funds are received by The Fajita Cookoff.

THANK YOU!

Signature: _____

Date: _____

For additional information call **The Fajita Hotline at 956.682.5566**, email to cjulian@advertir.net or write to **The Fajita Cookoff c/o Advertir, Inc. - 3421 W. Highway 83 - Suite 6 - McAllen, TX 78501**
www.TheFajitaCookoff.com