



Laredo International Fair & Exposition

Feb. 28th - Mar. 4th

HWY 59 East | P.O. Box 1770
Laredo, Texas 78043-1770

(956) 722-9948

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|-------------------------------|--------------------|
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SPONSORSHIP PACKET

Dear Prospective Sponsor,

The Laredo International Fair & Exposition (L.I.F.E.) is gearing up for its 54th annual fair, by initiating its Sponsorship Drive.

The fair is L.I.F.E.'s culminating activity for the fiscal year and the prime indicator of the organization's success in meeting its mission of promoting the areas of agriculture, home economics, and the vocational/industrial trades. This mission is carried out through activities involving the youth of the community, who not only gain knowledge and skills in these areas but benefit financially through the sale of projects and/or through scholarships provided by the organization.

The fair has always been a success because of the many community members, businesses, and organizations that provide their support through volunteers, donations, and/or sponsorships. It is, therefore, that we request your support by becoming a L.I.F.E. sponsor as describe in the attached form.

The fair is one of the few yearly attractions that the community has to participate in. The number of events, shows, and attractions that we can offer depends largely on the number of sponsors. Every year the LIFE organization has been able to provide education field trips for all school districts in Webb county including LISD, UISD, and WCISD, as well as many local daycares. Everyday over 7,000 children attend our fair as an educational field trip. Let's join hands and work together to make L.I.F.E. one of the best and biggest ever. This community deserves it.

Attached are the sponsorship levels for your convenience. If you have any questions please call the L.I.F.E. office at 722-9948. I, or a member of the L.I.F.E. Board of directors, will be glad to meet with you at your convenience to provide further information.

Sincerely,
Claudia Williams
LIFE Executive Director

Sponsorship Drive | Sponsorship Levels

Sponsorships will receive free entrance passes, parking passes, etc. as described below.

Gold Star \$10,000

- 30 general admission passes •
- 10 parking passes •
- \$5,000 in advertising (T.V., radio, flyers, newspaper) •
- Sign 4'X8' by the area being sponsored & event name •
- Invitations to LIFE media reception •
- Recognition at LIFE media reception •

Silver Star \$7,500

- 20 general admission passes •
- 5 parking passes •
- \$2,500 in advertising (radio, newspaper, flyers) •
- Sign 4'X8' by the area being sponsored & event name •
- Invitations to LIFE media reception/opening ceremonies •
- Recognition at LIFE media reception/opening ceremonies •

Bronze Star \$3,500

- 10 general admission passes •
- 2 parking passes •
- Advertising in newspaper and flyers •
- Sign 4'X8' by the area being sponsored •
- Invitations to LIFE media reception/opening ceremonies •
- Recognition at LIFE media reception/opening ceremonies •

Friends of LIFE \$2,500

- 5 general admission passes •
- 1 parking pass •
- Invitations to LIFE media reception & opening ceremonies •
- Sign 2'X4' by area being sponsored or banner if provided by company •

Laredo International Fair & Exposition Sponsorship Opportunities

The Action Spot Stage

Sponsorship will be considered a Gold Star sponsor and receive benefits accordingly.

Action Spot Sole sponsorship right is \$10,000.

During the entire five days of the LIFE Fair "The Action Spot" is the place to go for non-stop entertainment. During the Show there will be musical groups, local dance groups, award ceremonies, the Little Miss Cowgirl and Little Mr. Cowboy Pageant, and The Country or Tejano Music Concerts on Friday and Saturday nights.

- Sponsor's banner will be displayed on the stage.
 - Sponsor's name will be announced before any event at "The Action Spot".
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Lil' Miss Cowgirl Contest Lil' Mister Cowboy Contest

Sponsorship will be considered a Friends of LIFE sponsor & receive benefits accordingly

Sponsorship of this event is \$500

Boys and girls ages 5 thru 8 show off their personalities and costumes in this contest. Participation trophies are given to each contestant, with belts, buckles and other prizes awarded to the winners.

Nueces Country ChuckWagon "A Touch of the Old West"

Sponsorship will be considered a Bronze Star sponsor and receive benefits accordingly.

Sponsorship of this event is \$3,500

Nothing says the taste of Texas better than the smell of a meal cooking on an open fire. The Nueces Country Chuckwagon introduces you to traditional chuckwagon cooking, like boiled cowboy coffee, sourdough biscuits, son of a gun stew, and hot fruit cobbler cooked over an open mesquite fire. The Nueces Country Chuckwagon is an original 1901 John Deer wagon that was used when they went up the great cattle trails in the 1800's. Its original cowboy cooking at its best! **Rusty and his crew will cook all four day of the fair giving samples of cakes, breads, and coffee.**

Cowboy Walking Entertainment

Sponsorship will be considered a Bronze Star sponsor and receive benefits accordingly

Sponsorship for this event is \$ 3,500

Our Cowboy is a gunslinger from the old west, specializing in trick roping, bullwhip, and gun tricks. He has performed at Sea World of Texas, Poteet Strawberry Festival, and many livestock shows around the country. He is an excellent atmosphere performer for "meeting or Greeting" all your guests at the entrance. **He will perform six hours of walk around entertainment daily and is sure to be a real crowd pleaser.**

Children's Petting Zoo

Sponsorship will be considered a Silver Star sponsor and receive benefits accordingly

Sponsorship for this event is \$3,500

No one attraction appeals to young and old alike as does the petting zoo! The petting zoo entertains as well as educates the public on the different kinds of animals. Children will be allowed to pet, feed, and learn about a different variety of animals, ranging from barnyard animals to the most exotic species such as camels, zebras, and many more. **The petting zoo will be opened everyday from 9:00 AM to 10:00 PM**

Cheer and Dance Competition

Sponsorship will be considered a Friend of LIFE sponsor and receive benefits accordingly

Sponsorship for this event is \$500

The Cheer & Dance Competition will be held at the Casa Blanca Convention Center.

Over 20 local schools compete for City Champs title in this competition. Competition is opened to all local schools and surrounding areas. Winners will be in all three divisions elementary, middle, and high school division.

L.I.F.E. Ranch Rodeo & Mutton Bustin Competition

Sponsorship will be considered a Gold Star sponsor and receive benefits accordingly

Sponsorship for this event is \$10,000

Ranch Rodeo performances on Friday and Saturday inside the rodeo arena.

Intermission entertainment the all time favorite Mutton Bustin competition for kids ages 4 – 8 years of age!

Live Animal Kid's Show

Sponsorship will be considered a Silver Star sponsor and receive benefits accordingly

Sponsorship for this event is \$ 7,500

The fabulous live animal shows are a huge crowd pleaser. Four performances daily and all day viewing. Children will learn about the different kinds of animals, how to handle them and what they eat. The animals will be available after shows for petting and photograph purposes. All photographs will be taken in front of the sponsor's sign.