



# Laredo International Fair & Exposition

**Feb. 27th - Mar. 3rd**

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

**(956) 722-9948**

Roy M. Lanier	President
Hector Esparza	1st Vice President
Hector "Bebo" Garcia, Jr.	2nd Vice President
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Hector Esparza	Interim Treasurer
Open	Secretary
Olivia Valdez	General Manager

# SPONSORSHIP PACKET

Dear Prospective Sponsor,

The Laredo International Fair & Exposition (L.I.F.E.) is gearing up for its 55th 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,  
**Olivia Valdez**  
LIFE General Manager

## 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".

### 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.

### Wild West Gunfighter's Show

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

### Sponsorship of this event is \$7,500

The Tumbleweed Crossing Wild West Gunfighters Show looks at the old west in a humorous way while promoting GUN SAFETY. This original troupe of performers has been performing since 2010 at L.I.F.E. and other events in South Texas. They strive for authenticity through their costumes, props, and characters portrayed.

### Little Pig Races

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

### Sponsorship for this event is \$ 3,500

The little pig race is a fun attraction for all ages. The piggies race as the crowd cheers the them on to victory. The winner get the ultimate prize for a pig, an Oreo cookie of course!

### 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**

### 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!