



**Friday, May 6th, 2022
6:00 P.M. – 10:30 P.M.**

Hello Members,

The Amarillo Hispanic Chamber of Commerce invites you to participate as a sponsor for our 2022 Cinco de Mayo Fajita Festival.

Our 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, 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.

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 6th. You may contact our office for additional information at the number or email address 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: j.anguiano@amarillohcc.com

chris@boydsequipment.com



Sponsorship Opportunities

Premier

Minimum Sponsorship Fee: \$15,000

**Exclusive (1) opportunity available*

- Recognized as an “Premier Sponsor” with category exclusivity
- Main Deck VIP Area
- 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 web sites, 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 2022 Fajita Festival name and artwork for your promotional advertising
- 2 table to attend the AHCC Annual Banquet

Wholly Guacamole

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

- Recognized as a “Wholly Guacamole Sponsor”
- Pavilion #2 VIP Area
- 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 2022 Fajita Festival name and artwork for promotional advertising
- 1 table to attend the AHCC Annual Banquet



Sizzlin Hot

Minimum Sponsorship Fee: \$5,000

- Recognized as a “Sizzlin Hot Sponsor”
- Pavilion #2 VIP Area
- 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 2022 Fajita Festival name and artwork for promotional advertising

Tasty

Minimum Sponsorship Fee: \$3,500

- Pavilion #2 VIP Area
- 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 2022 Fajita Festival name and artwork for promotional advertising

Fiesta

Minimum Sponsorship Fee: \$2,650

- Pavilion #3 VIP
- 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 2022 Fajita Festival name and artwork for promotional advertising



Chillin & Grillin

Minimum Sponsorship Fee: \$1,650

- 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 2022 Fajita Festival name and artwork for promotional advertising

Ticket Sponsor

Minimum Sponsorship Fee: \$1,000

**Exclusive (1) opportunity available*

- Logo or promotional coupon on back portion of ticket
- Printing on 2,500 tickets
- 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 2022 Fajita Festival name and artwork for promotional advertising

**Cooking Team:
\$250**

**Includes Health
Department*

**Information Booth:
\$250**

**Non-Profit Booth
\$150**

Limited Table Reservations available. Call AHCC at 806-379-8800 to reserve.

All major sponsorships will need to be paid in full by April 25th. Booth sponsorships will need to be paid in full by May 2nd. There are no refunds. The event will occur rain or shine.



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**.

- | | | |
|--|---|--|
| <input type="checkbox"/> Premier Sponsor | <input type="checkbox"/> Wholly Guacamole Sponsor | <input type="checkbox"/> Sizzlin Hot |
| <input type="checkbox"/> Tasty Sponsor | <input type="checkbox"/> Fiesta Sponsor | <input type="checkbox"/> Chillin & Grillin |
| <input type="checkbox"/> Cooking Team | <input type="checkbox"/> Information Booth | <input type="checkbox"/> Non-Profit 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 2022 Cinco de Mayo Fajita Festival to be held on May 6, 2022. 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